

EdgeFlow Outfitters Marketing Report

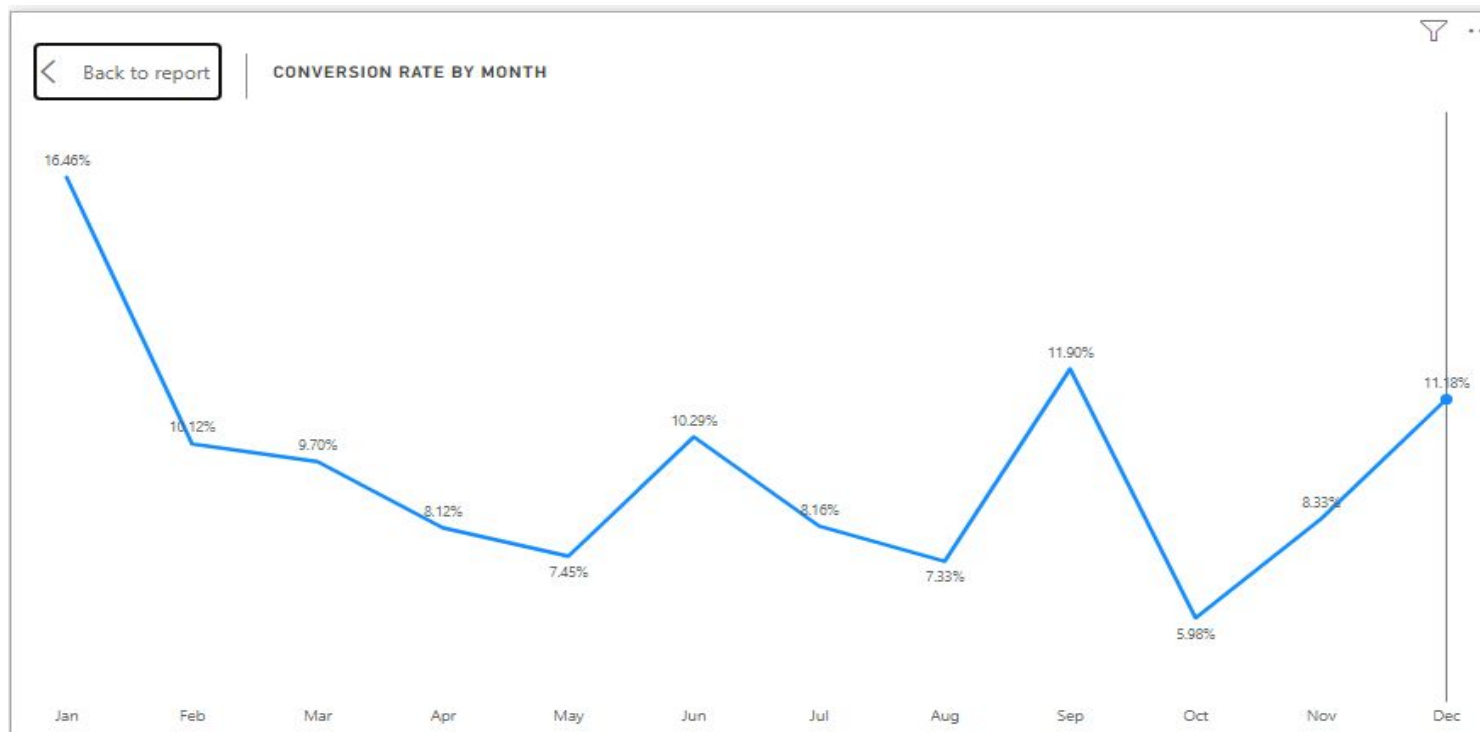
Fiscal Year 2023 - 2025

Introduction to Business Problem

- ShopEasy, an online retail business, is facing reduced customer engagement and conversion rates despite launching several new online marketing campaigns. They a detailed analysis which identifies areas for improvement in their marketing strategies.
- **Key Points:**
 - **Reduced Customer Engagement:** The number of customer interactions and engagement with the site and marketing content has declined.
 - **Decreased Conversion Rates:** Fewer site visitors are converting into paying customers.
 - **High Marketing Expenses:** Significant investments in marketing campaigns are not yielding expected returns.
 - **Need for Customer Feedback Analysis:** Understanding customer opinions about products and services is crucial for improving engagement and conversions.

Decreased Conversion Rates

General Conversion Trend: Throughout the year, conversion rates varied, with higher numbers of products converting successfully in months like January, September and December. This suggests that while some products had strong seasonal peaks, there is potential to improve conversions in lower-performing months through targeted interventions.



Decreased Conversion Rates

- **.Lowest Conversion Month**

May experienced the lowest overall conversion rate at 5.98% , with few products standing out a few marks above the average conversion rate . This indicates a potential need to revisit marketing strategies or promotions during this period to boost performance.

- **Highest Conversion Rates**

January recorded the highest overall conversion rate at 16.46%, driven significantly by the Ski Boots with a 100% conversion and Soccer ball with a 75% .This indicates a strong start to the year, likely fueled by seasonal demand and effective marketing strategies. Surfboard board stood out in May with a remarkable rate of 150%, also likely fueled by seasonal demands.

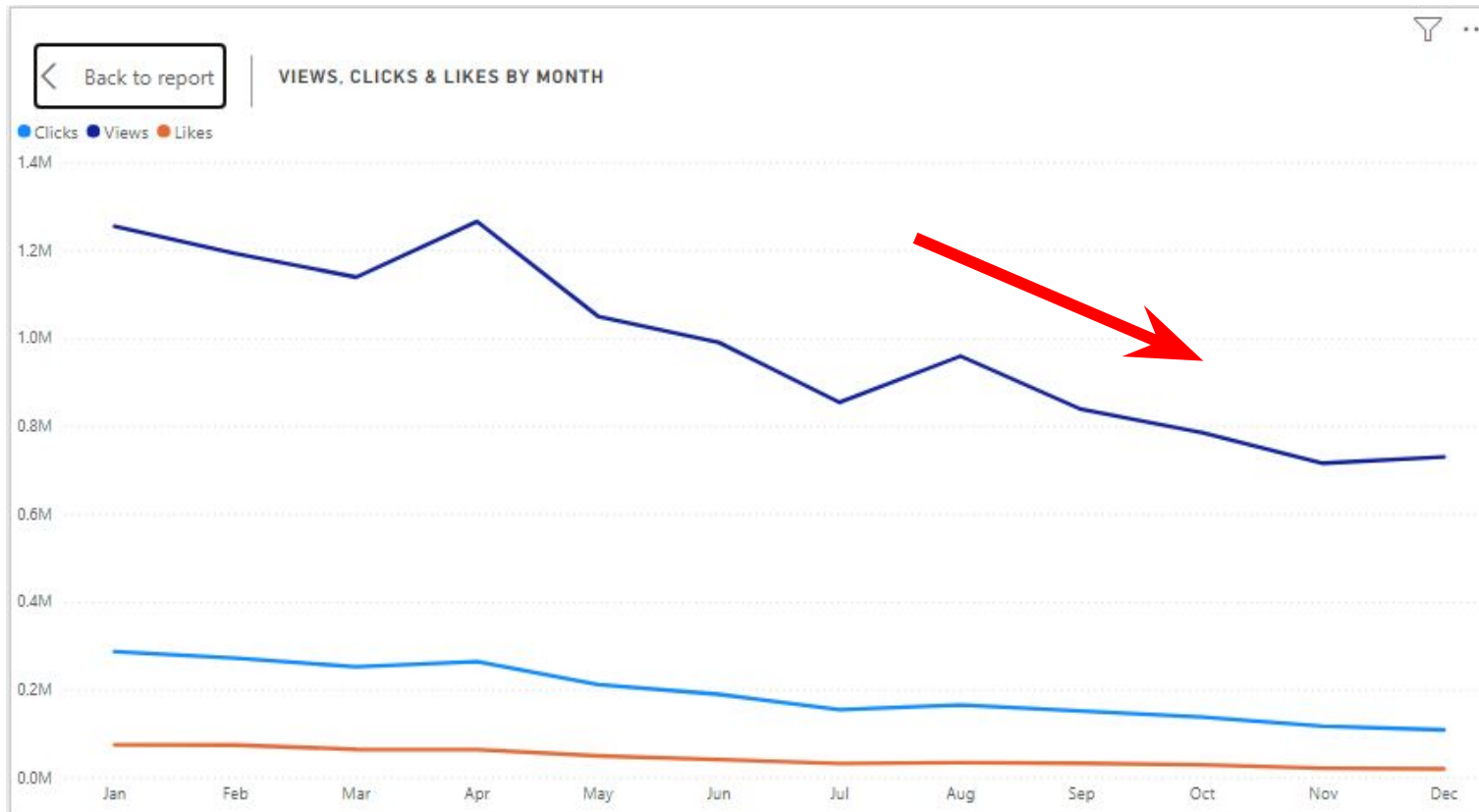
Decreased Conversion Rates - chart

ProductName	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Hockey Stick	18.18%	40.00%	11.11%		22.22%		12.50%	9.09%	20.00%		14.29%	57.14%	14.71%
Ski Boots	100.00%	10.00%	16.67%	12.50%	11.11%	10.00%	12.50%	40.00%					14.29%
Baseball Glove	22.22%	12.50%	7.69%		11.11%	11.11%	12.50%		40.00%	20.00%	50.00%		13.54%
Cycling Helmet		28.57%	20.00%	30.00%	16.67%	8.33%		14.29%	10.00%	8.33%			11.76%
Surfboard	33.33%	8.33%	10.00%	11.11%	150.00%	14.29%			11.11%	10.00%			11.76%
Yoga Mat	40.00%	12.50%	11.11%			14.29%	30.77%					16.67%	10.87%
Climbing Rope	11.11%	20.00%	28.57%	12.50%	6.67%	12.50%	14.29%	14.29%	7.69%	9.09%			10.62%
Ice Skates			12.50%			8.33%	30.00%	16.67%	20.00%	11.11%	18.18%	25.00%	10.40%
Kayak		16.67%	20.00%	16.67%		16.67%	11.11%		10.00%	14.29%		16.67%	9.52%
Tennis Racket	33.33%	7.69%	25.00%	12.50%	25.00%	11.11%			25.00%	6.67%	20.00%		9.52%
Golf Clubs	11.11%	11.11%		10.00%	14.29%		15.38%	25.00%	12.50%			10.00%	9.35%
Fitness Tracker	16.67%		10.00%		8.33%	33.33%			16.67%		7.69%	14.29%	8.27%
Boxing Gloves	8.33%					9.09%	8.33%	11.11%		11.11%	20.00%	28.57%	7.96%
Football Helmet	20.00%	28.57%	7.69%	14.29%			8.33%	11.11%	10.00%				7.77%
Basketball		50.00%	16.67%	20.00%					12.50%		12.50%	33.33%	7.45%
Soccer Ball	75.00%		8.33%	9.09%				10.00%	12.50%		9.09%		7.41%
Volleyball	18.18%			11.11%		33.33%		10.00%				12.50%	6.80%
Dumbbells			16.67%	12.50%		40.00%			10.00%	9.09%	20.00%	8.33%	6.78%
Running Shoes	12.50%	8.33%		10.00%	10.00%				20.00%		14.29%		6.19%
Swim Goggles	20.00%							14.29%	14.29%			33.33%	5.49%
Total	16.46%	10.12%	9.70%	8.12%	7.45%	10.29%	8.16%	7.33%	11.90%	5.98%	8.33%	11.18%	9.45%

Reduced Customer Engagement - Views

Declining Views:

Views peaked in April but declined from August and on, indicating reduced audience engagement in the later half of the year.



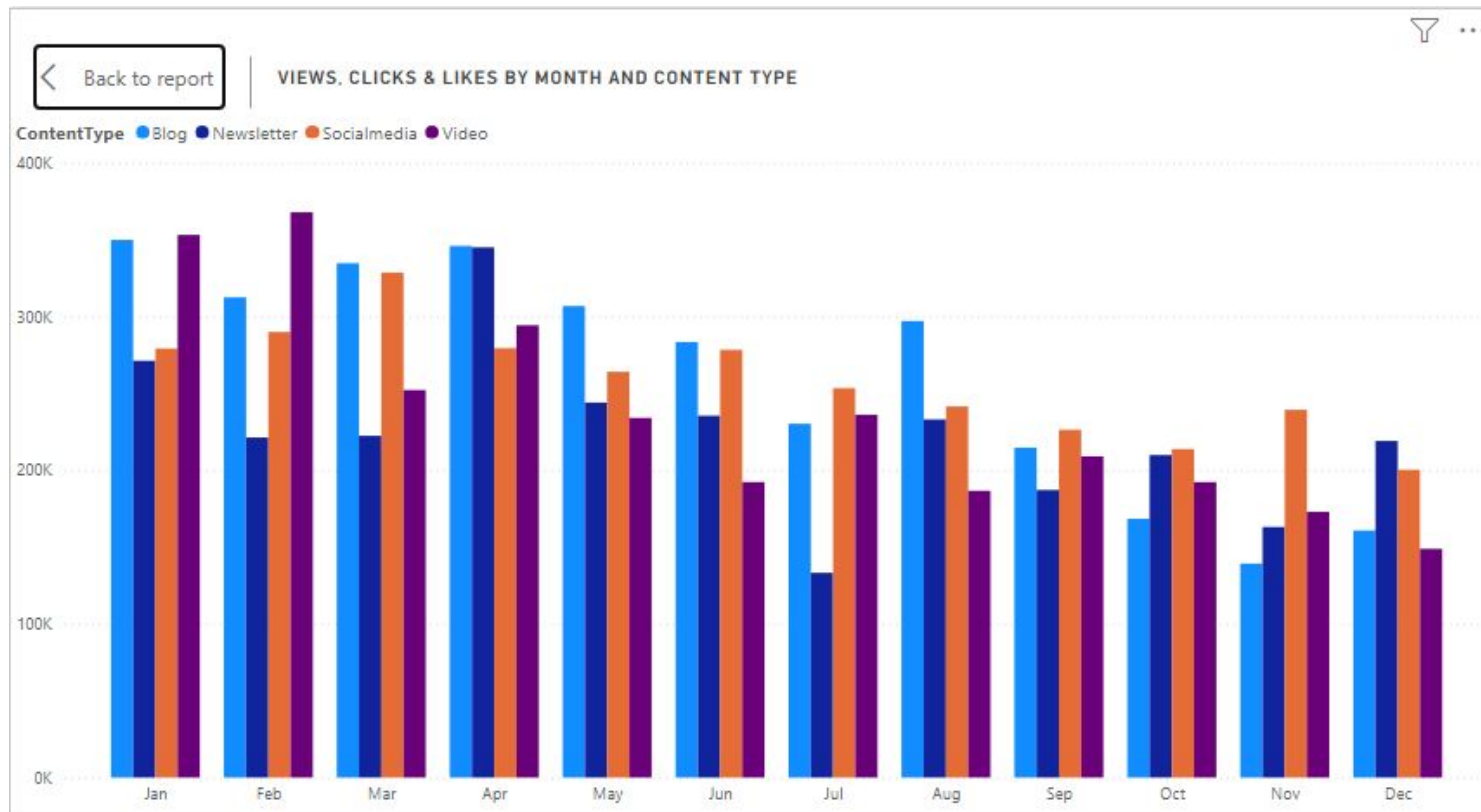
Reduced Customer Engagement - CTR

Low Interaction Rates: Clicks and likes remained consistently low compared to views, suggesting the need for more engaging content or stronger calls to action.



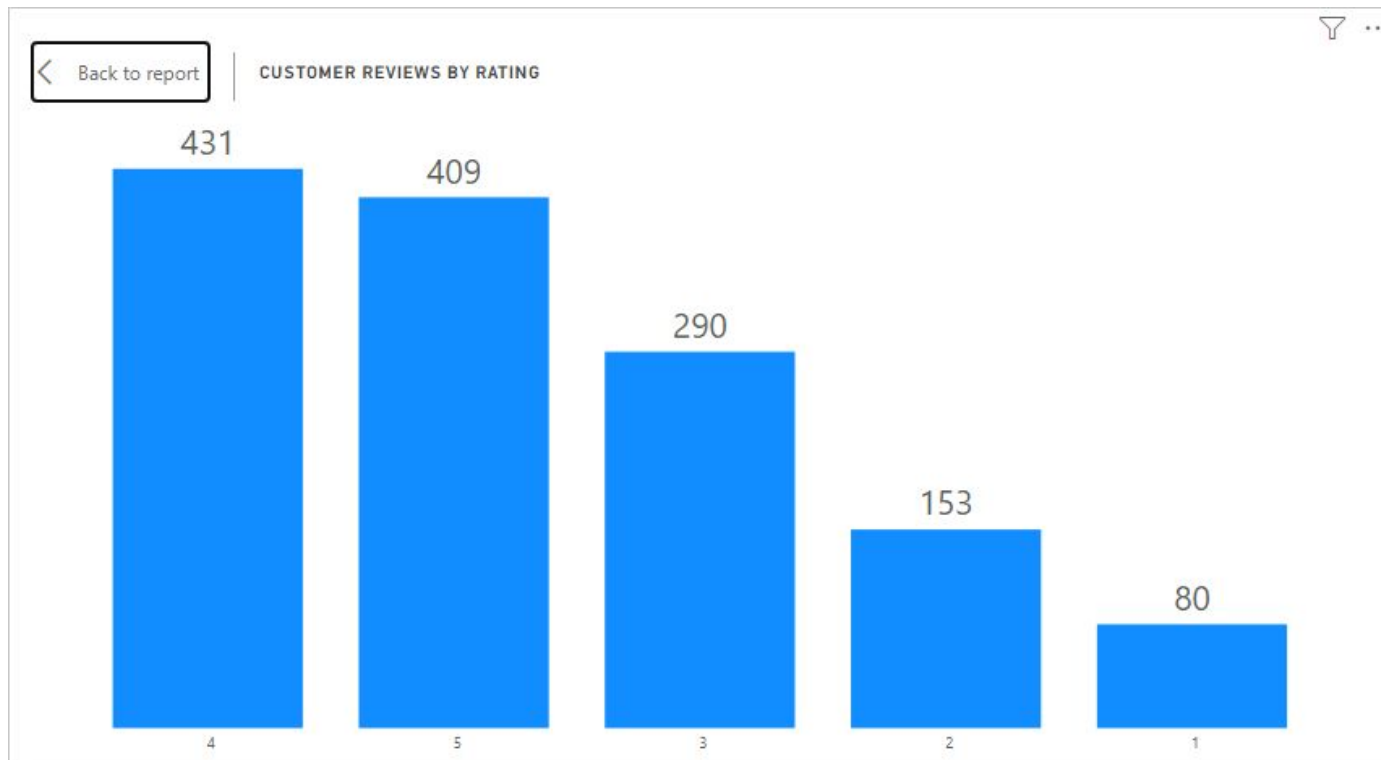
Reduced Customer Engagement - Content Type

Content Type Performance: On average, most content types, with the exception of Newsletters, drove views in the first half of the year; however, these views decreased as the year progressed



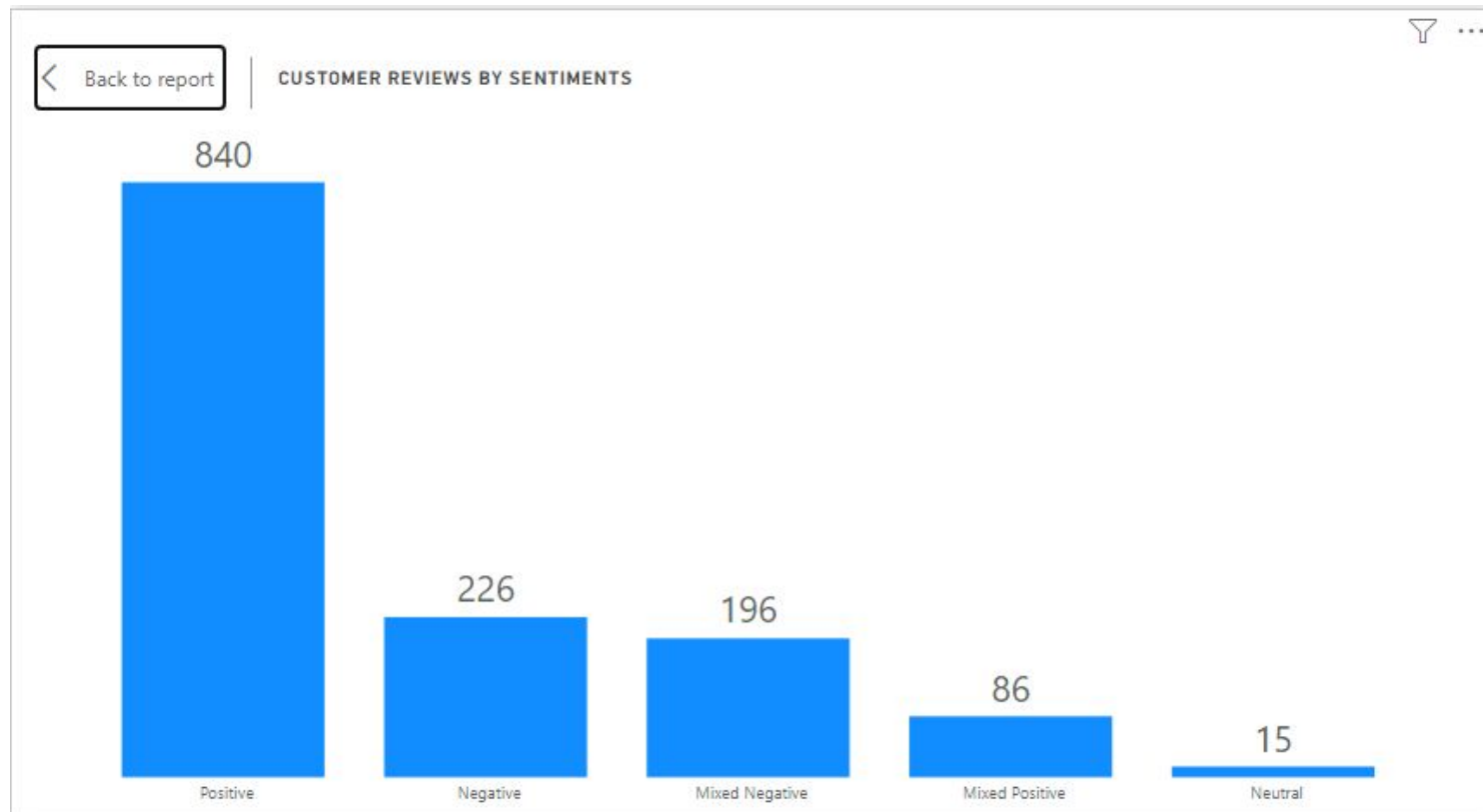
Customer Feedback Analysis-Rating

Customer Ratings Distribution: The majority of customer reviews are in the higher ratings, with 431 reviews at 4 stars and 409 reviews at 5 stars, indicating overall positive feedback. Lower ratings (1-2 stars) account for a smaller proportion, with 80 reviews at 1 star and 153 reviews at 2 stars. Neutral ratings account for 290 of the total reviews.



Customer Feedback Analysis - Sentiment Analysis

Sentiment Analysis: Positive sentiment dominates with 840 reviews, reflecting a generally satisfied customer base. Negative sentiment is present in 226 reviews, with a significant number of mixed and neutral sentiments, suggesting some areas for improvement but overall strong customer approval.



Recommendation

Goals	Recommendation
Increase Conversion Rates: Identify factors impacting the conversion rate and provide recommendations to improve it.	Target High-Performing Product Categories: Focus marketing efforts on products with demonstrated high conversion rates, such as Hockey Stick, Ski Boots, Surfboards Soccer Ball and Baseball Gloves. Implement seasonal promotions or personalized campaigns during peak months (e.g., January , and September, November and December) to capitalize on these trends.
Enhance Customer Engagement: Determine which types of content drive the highest engagement.	Revitalize Content Strategy: To turn around declining views and low interaction rates, experiment with more engaging content formats, such as interactive videos or user-generated content. Additionally, boost engagement by optimizing call-to-action placement in social media and blog content, particularly during historically lower-engagement months (May, August and October).
Improve Customer Feedback Score: Understand common themes in customer reviews and provide actionable insights.	Address Mixed and Negative Feedback: Implement a feedback loop where mixed and negative reviews are analyzed to identify common issues. Develop improvement plans to address these concerns. Consider following up with dissatisfied customers to resolve issues and encourage re-rating, aiming to move average ratings closer to the 4.0 target.

Thank you for your time

Questions???