**ShopEasy**

**Business problem**

ShopEasy faces declining customer engagement and conversions despite heavy marketing spend. Campaigns fail to resonate, ROI is low, and fewer visitors become buyers. To recover, ShopEasy must analyze customer feedback, optimize campaigns, improve user experience, and realign strategies.

**Key Points**

* **Reduced Customer Engagement**
  + Customer interactions with the website and marketing content have 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.

**Key Performance Indicators (KPIs)**

1. **Conversion Rate**
   * Percentage of website visitors who make a purchase.
2. **Customer Engagement Rate**
   * Level of interaction with marketing content (clicks, likes, comments).
3. **Average Order Value (AOV)**
   * Average amount spent by a customer per transaction.
4. **Customer Feedback Score**
   * Average rating from customer reviews.

All things will be done using SQL and Sentimental Analysis will be done with python  
Hope you enjoy that