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 are reaching out to you to help conduct a detailed analysis and identify 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.

Overview & Key Findings

1. Conversion Performance

- Monthly trend shows notable fluctuations:
  - Highest in January at 17.31%, likely influenced by seasonal demand and strong product-specific performance.
  - Other high points include June (12.20%) and February (10.24%).
  - Lowest in October at 5.0%, with other low months including July (7.29%) and May (7.16%).

- Top products by conversion rate include Hockey Stick, Baseball Glove, and Cycling Helmet, all performing significantly above the average, while other products such as Football Helmet and Fitness Tracker are underperforming compared to peers.

2. Social Media Engagement

- Views and likes peaked early in the year (Jan–Feb) but show a steady decline from March onward. Clicks follow a similar declining trend, suggesting reduced engagement and content effectiveness over time.

3. Customer Feedback & Ratings

- The average rating is 3.69. Monthly ratings show small fluctuations, peaking at 3.89 in May and dropping to 3.52 in February and 3.55 in August.

- Top-rated products include Climbing ropes (3.9), Swim Goggles, and Cycling Helmets.

- Lower-rated products include Golf clubs and Yoga mats with scores closer to 3.5
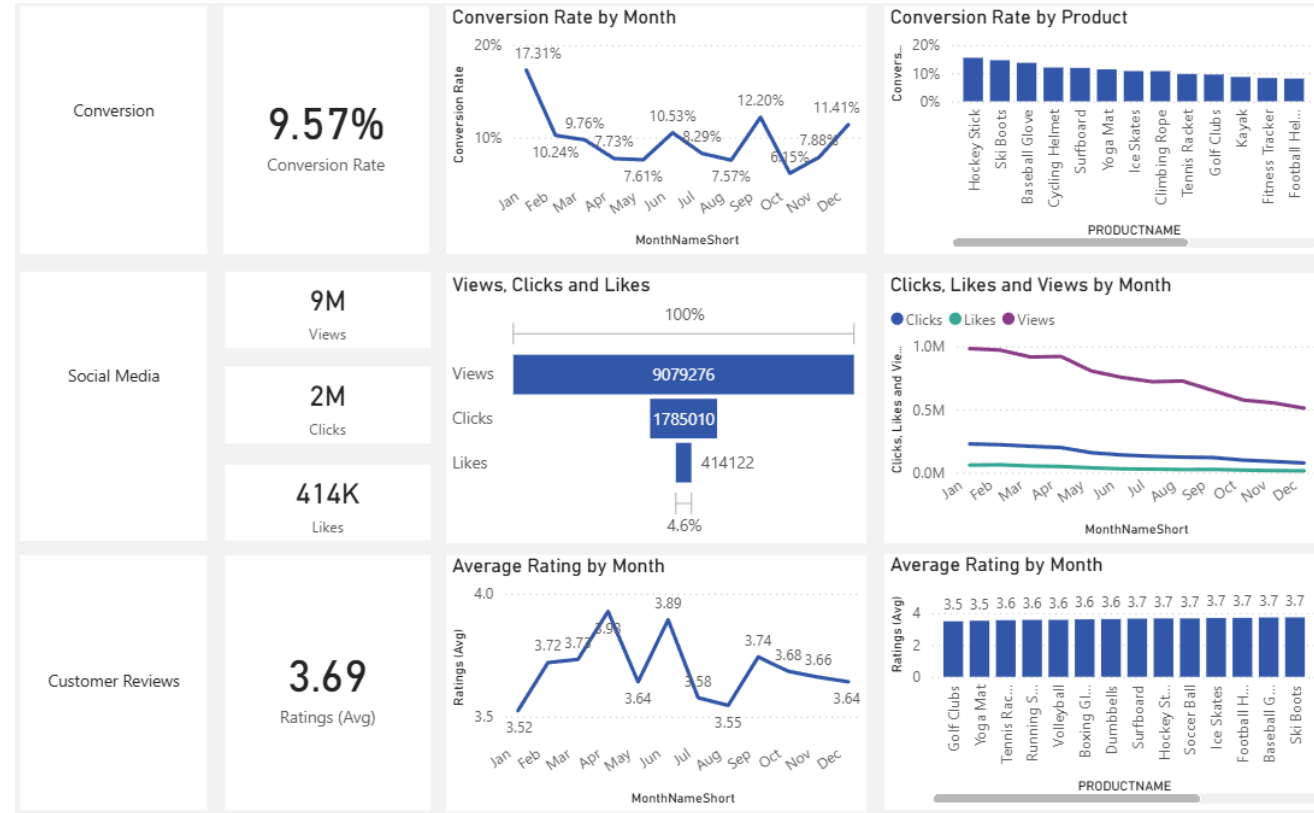
Conversion Rate Analysis

1. Funnel Analysis

Customer journey breakdown:

- **2,000 views** overall.
- **51.5%** (1,030) of viewers clicked through.
- **28.9%** drop-off after clicking.
- Only **9.6%** completed a purchase, indicating significant drop-offs in the middle of the funnel.

2. Monthly Trends

- Conversion rates peaked in January at 17.31%, driven by strong sales in Ski Boots, Soccer Balls, and Baseball Gloves,

- This is followed by June at 12.20% and a December rebound to 11.41%.

- The weakest months were October (5.0%), August (2.79%), likely due to seasonal factors and May (7.16%).

3. Notable Product-Month Highlights

- **Extraordinary spikes:**

  - **Ski Boots:** 150% conversion in September (likely due to a specific seasonal campaign or inventory clearance).

  - **Soccer Ball:** 75% in January (possible sports tournament surge).

- **Seasonal consistency:**

  - **Hockey Stick** shows consistently high conversions across most months.

- **Low sustained performance:**

  - **Running Shoes** and **Swim Goggles** show no significant peaks, suggesting limited market appeal or ineffective marketing throughout the year.

Conversion Rate across different products

PRODUCTNAME	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Baseball Glove	22.22%	12.50%	7.69%		11.11%	11.11%	12.50%		40.00%	22.22%	50.00%		**13.68%**
Cycling Helmet		33.33%	20.00%	30.00%	16.67%	8.33%		14.29%	10.00%	8.33%			**12.00%**
Surfboard	33.33%	8.33%	10.00%	11.11%	150.00%	15.38%			11.11%	10.00%			**11.88%**
Yoga Mat	40.00%	12.50%	11.11%			16.67%	30.77%				16.67%		**11.36%**
Ice Skates			12.50%			9.09%	30.00%	16.67%	22.22%	11.11%	20.00%	25.00%	**10.74%**
Climbing Rope	11.11%	20.00%	28.57%	12.50%	6.67%	12.50%	14.29%	14.29%	7.69%	9.09%			**10.71%**
Tennis Racket	33.33%	7.69%	25.00%	12.50%	25.00%	11.11%			28.57%	7.14%	20.00%		**9.71%**
Golf Clubs	12.50%	11.11%		10.00%	14.29%		16.67%	25.00%	12.50%			10.00%	**9.52%**
Kayak		16.67%	20.00%	8.33%		16.67%	11.11%		10.00%	14.29%		16.67%	**8.65%**
Fitness Tracker	16.67%		10.00%		8.33%	33.33%			16.67%		7.69%	14.29%	**8.27%**
Football Helmet	25.00%	28.57%	7.69%	16.67%			8.33%	11.11%	10.00%				**8.08%**
Soccer Ball	75.00%		8.33%	9.09%				10.00%	14.29%		9.09%		**7.55%**
Basketball		50.00%	16.67%	20.00%					12.50%		12.50%	33.33%	**7.45%**
Boxing Gloves	9.09%					10.00%	8.33%	12.50%		11.11%	10.00%	28.57%	**7.34%**
Volleyball	22.22%			11.11%		33.33%		10.00%				12.50%	**7.07%**
Dumbbells			16.67%	12.50%		40.00%			10.00%	11.11%	20.00%	8.33%	**7.02%**
Running Shoes	12.50%	8.33%		10.00%	10.00%				20.00%		14.29%		**6.25%**
Swim Goggles	20.00%							14.29%	14.29%			33.33%	**5.62%**
Total	**17.31%**	**10.24%**	**9.76%**	**7.73%**	**7.61%**	**10.53%**	**8.29%**	**7.57%**	**12.20%**	**6.15%**	**7.88%**	**11.41%**	**9.57%**

Social Media Analysis

- **Declining Views:**

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

- **Low Interaction Rates:**

  - Clicks and likes remained consistently low compared to views, suggesting the need for more engaging content or stronger calls to action.
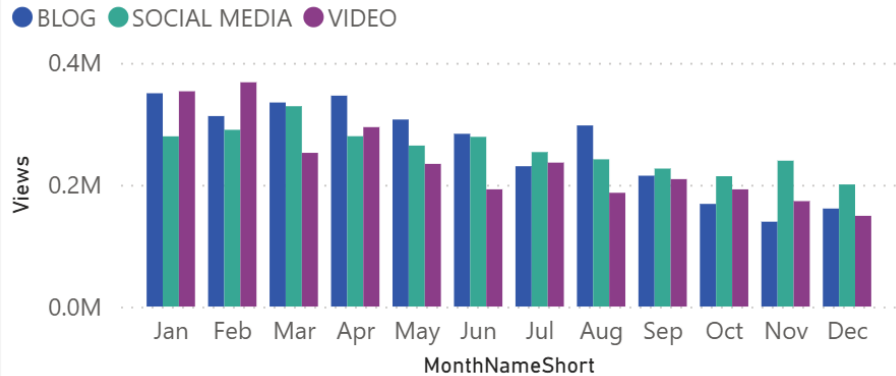
- **Content Type Performance:**

  - Blog content drove the most views, especially in April and July, while social media and video content maintained steady but slightly lower engagement.

Clicks, Likes and Views by Month
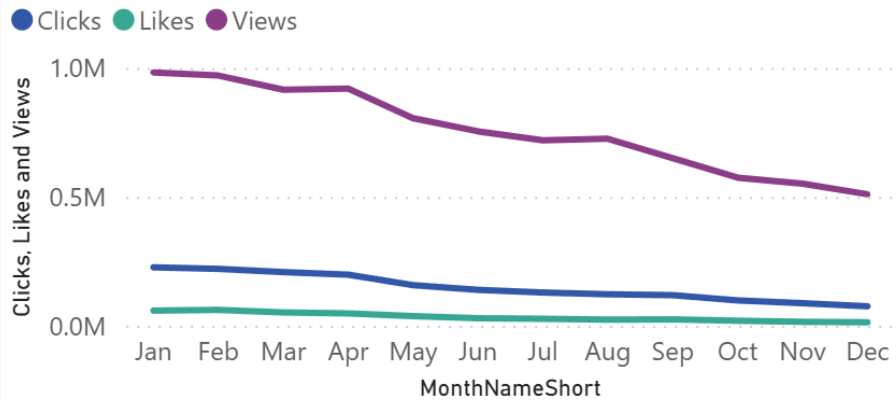
Clicks, Likes and Views by Month

Customer Feedback Analysis

- **Customer Ratings Distribution:**

  - The majority of customer reviews are in the higher ratings, with 140 reviews at 4 stars and 135 reviews at 5 stars, indicating overall positive feedback. Lower ratings (1-2 stars) account for a smaller proportion, with 26 reviews at 1 star and 57 reviews at 2 stars.

- **Sentiment Analysis:**

  - Positive sentiment dominates with 275 reviews, reflecting a generally satisfied customer base. Negative sentiment is present in 82 reviews, with a smaller number of mixed and neutral sentiments, suggesting some areas for improvement but overall strong customer approval.

- **Opportunity for Improvement:**

  - The presence of mixed positive and mixed negative sentiments suggests that there are opportunities to convert those mixed experiences into more clearly positive ones, potentially boosting overall ratings. Addressing the specific concerns in mixed reviews could elevate customer satisfaction.
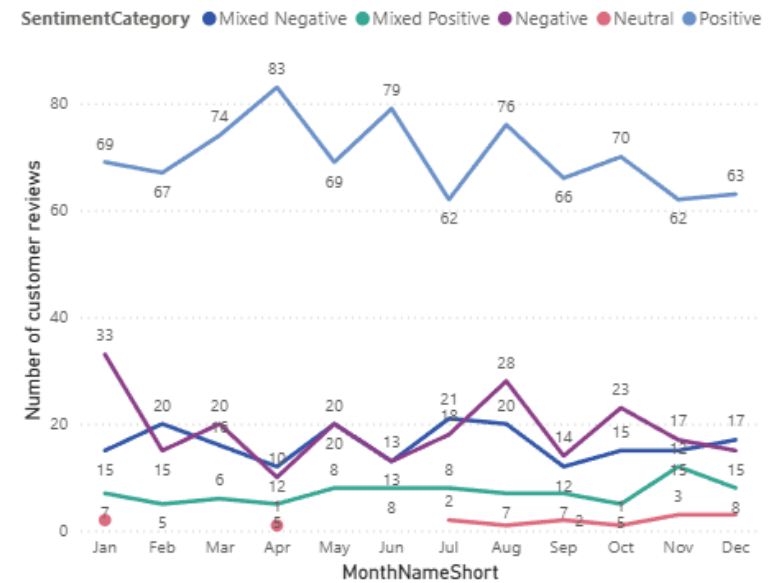

Number of customer reviews by Rating
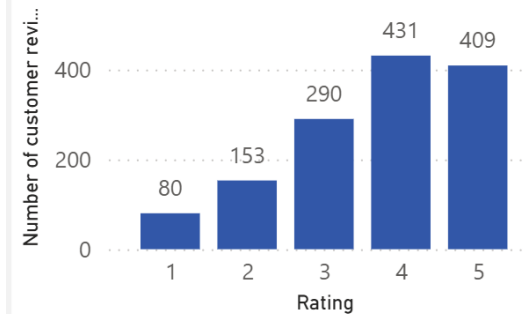
Number of customer reviews by SentimentCategory
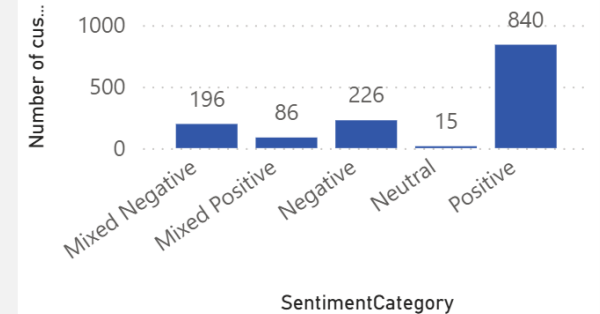
Number of customer reviews by MonthNameShort and SentimentCategory

Key Insights & Actions

- **Increase Conversion Rates:**

  - Target High-Performing Product Categories: Focus marketing efforts on products with demonstrated high conversion rates, such as Kayaks, Ski Boots, and Baseball Gloves. Implement seasonal promotions or personalized campaigns during peak months (e.g., January and September) to capitalize on these trends.

- **Enhance Customer 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 (September-December).

- **Improve Customer Feedback Scores:**

  - **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.