**Customer Behavior Analysis**

This document summarizes insights derived from customer engagement data.

* **Key Insights :**

**1. Factors Influencing Customer Engagement**

* Customer engagement is primarily influenced by the type of content.
* Blog content has the highest level of engagement among customers.

**2. Customer Journey Drop-Off**

* The Checkout stage is the major drop-off point in the customer journey.
* This may indicate friction in the final purchase process (e.g., complex checkout, lack of payment options).

**3. Impact of Customer Reviews**

* Customer reviews significantly affect purchasing behaviour.
* Products with poor reviews, such as:
* Soccer Ball
* Ice Skates  
  are seeing reduced repeat purchases.

**4. Top Performers**

* Countries: Spain, Austria, and Switzerland show high engagement and conversion rates.
* Product Highlight:
* Football Helmet is a top seller in Spain.
* **Recommendations**
* **Improve Checkout Experience**: Optimize or simplify the checkout process.
* **Content Strategy**: Focus on producing more blog content, especially targeted at high-performing regions.
* **Product Review Strategy**: Improve review scores for underperforming products (e.g., request feedback, address issues, improve product quality).