Executive Summary

ShopEasy, an online retail business, is experiencing a **decline in customer engagement and conversion rates** despite increased investment in marketing campaigns. This analysis aims to leverage existing customer and engagement data to identify the root causes, provide actionable insights, and ultimately improve the marketing strategy, boost conversion rates, enhance customer engagement, and improve customer feedback scores.

Business Problem

ShopEasy is facing several key challenges that necessitate a data-driven approach to their marketing strategy:

- **Reduced Customer Engagement:** The number of customer interactions with the website and marketing content has declined.

- **Decreased Conversion Rates:** Fewer site visitors are successfully converting into paying customers   .

- **High Marketing Expenses:** Significant investments in marketing campaigns are not yielding the expected Return on Investment (ROI).

- **Need for Customer Feedback Analysis:** Understanding customer opinions about products and services is crucial for improving engagement and conversions.

Goals

1. **Increase Conversion Rates:** Identify factors impacting the conversion rate and provide recommendations for improvement.
2. **Enhance Customer Engagement:** Determine which types of content drive the **highest engagement**.
3. **Improve Customer Feedback Scores:** Understand common **themes** and **sentiment** in customer reviews and provide actionable insights.

Analysis and Findings

Overview and Insights

1. Conversion Performance
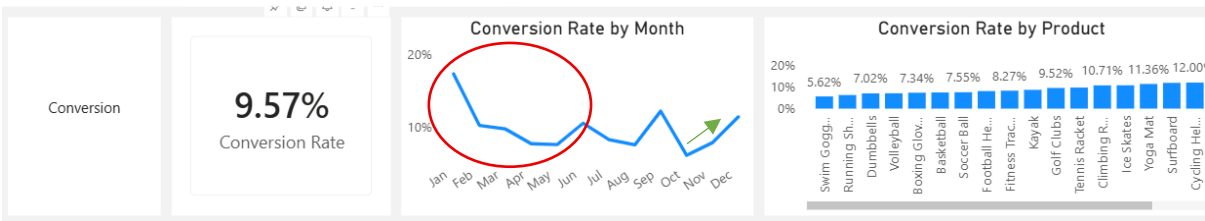
- **Stable but Moderate Conversion Rate:**
  The annual average conversion rate sits at **9.57%**, showing typical monthly fluctuations.

- **Monthly Trends:**

  o A noticeable **decline from January to June**, hitting one of the lower points mid-year.

 o A **recovery trend appears after October**, showing an uplift toward December.

  o These fluctuations suggest seasonality or campaign impacts.

2. Social Media Engagement
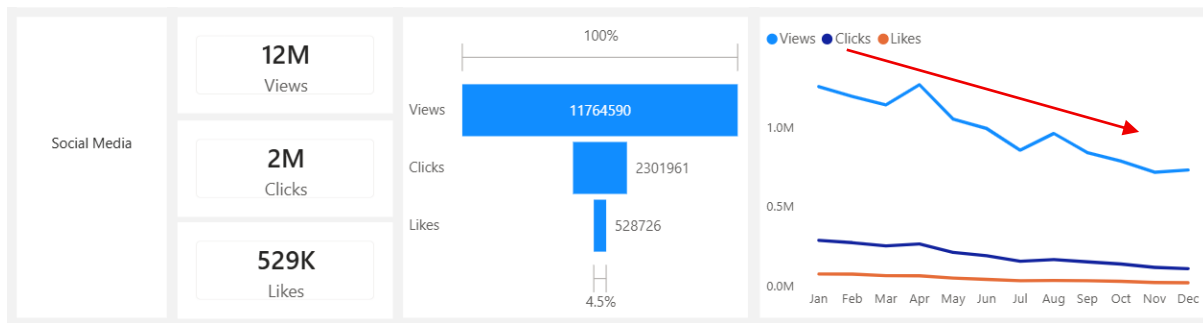
- **Overall social media engagement has decreased**, as seen by a steady drop in **views, clicks, and likes** month-by-month.
- Although total views reach **12M**, the year-long downward trend is evident—mirroring the "views dropping throughout the year" insight in the first image.
- Clicks and likes stay proportionally low, but with **consistent click-through behavior**, showing active users still engage even when reach declines.

3. **Customer Feedback Analysis**
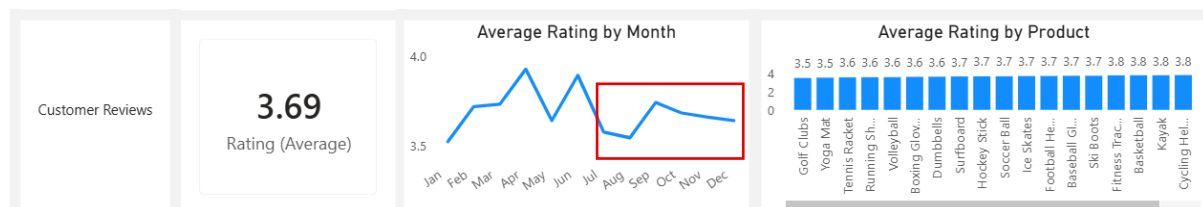
- Average rating remains **stable at 3.69** around the year

- Monthly ratings show **mild peaks and dips**, but remain below the **target rating of 4.0**, confirming the need for focused improvements in customer satisfaction, for products below 3.5.

- Several products sit between **3.5–3.8**, suggesting consistent but not exceptional satisfaction across the board.

Conversion Details

Conversion Details

2023 2024 2025 | Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

9.57% Conversion Rate

Number of Journeys by Action

Action	Count
View	2070
Click	1066
Drop-off	598
Purchase	198

Conversion Rate by Month

Conversion Rate by Product

Product	Rate
Hockey Stick	15.46%
Ski Boots	14.61%
Baseball Glove	13.68%
Cycling Helmet	12.00%
Surfboard	11.88%
Yoga Mat	11.36%
Ice Skates	10.74%
Climbing Rope	10.71%
Tennis Racket	9.71%
Golf Clubs	9.52%
Kayak	8.65%
Fitness Tracker	8.27%
Football Helmet	8.08%
Soccer Ball	7.55%
Basketball	7.45%
Boxing Gloves	7.34%
Volleyball	7.07%
Dumbbells	7.02%
Running Shoes	6.25%
Swim Goggles	5.62%

1. General Conversion Trend

ProductName	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Hockey Stick	22.22%	40.00%	11.11%		25.00%		12.50%	10.00%	20.00%		14.29%	57.14%
Ski Boots	100.00%	10.00%	20.00%	12.50%	11.11%	10.00%	12.50%	40.00%				
Baseball Glove	22.22%	12.50%	7.69%		11.11%	11.11%	12.50%		40.00%	22.22%	50.00%	
Cycling Helmet		33.33%	20.00%	30.00%	16.67%	8.33%		14.29%	10.00%	8.33%		
Surfboard	33.33%	8.33%	10.00%	11.11%	150.00%	15.38%			11.11%	10.00%		
Yoga Mat	40.00%	12.50%	11.11%			16.67%	30.77%					16.67%
Ice Skates			12.50%			9.09%	30.00%	16.67%	22.22%	11.11%	20.00%	25.00%
Climbing Rope	11.11%	20.00%	28.57%	12.50%	6.67%	12.50%	14.29%	14.29%	7.69%	9.09%		
Tennis Racket	33.33%	7.69%	25.00%	12.50%	25.00%	11.11%			28.57%	7.14%	20.00%	
Golf Clubs	12.50%	11.11%		10.00%	14.29%		16.67%	25.00%	12.50%			10.00%
Kayak		16.67%	20.00%	8.33%		16.67%	11.11%		10.00%	14.29%		16.67%
Fitness Tracker	16.67%		10.00%		8.33%	33.33%			16.67%		7.69%	14.29%
Football Helmet	25.00%	28.57%	7.69%	16.67%			8.33%	11.11%	10.00%			
Soccer Ball	75.00%		8.33%	9.09%				10.00%	14.29%		9.09%	
Basketball		50.00%	16.67%	20.00%					12.50%		12.50%	33.33%
Boxing Gloves	9.09%					10.00%	8.33%	12.50%		11.11%	10.00%	28.57%
Volleyball	22.22%			11.11%		33.33%		10.00%				12.50%
Dumbbells			16.67%	12.50%		40.00%			10.00%	11.11%	20.00%	8.33%
Running Shoes	12.50%	8.33%		10.00%	10.00%				20.00%		14.29%	
Swim Goggles	20.00%							14.29%	14.29%			33.33%
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%**

- Across the year, conversion rates fluctuate, with stronger performance in **February, July, and December**, where many products show higher conversion percentages.

- Months such as **March, April, June, and October** show weaker performance overall.

- This pattern suggests that while certain products experience strong seasonal peaks, there is room to increase conversion consistency during mid-year months through targeted campaigns and product-specific optimization.

2. **Lowest Conversion Month**

    - **October** recorded the lowest average conversion rate at **6.15%**, making it the weakest month of the year.

    - During October, most products dropped below their usual performance, with many converting in the **7–12%** range, and several as low as **0–5%**.

    - This highlights a potential need to adjust marketing or promotional strategies during early Q4 to counteract seasonal fatigue.

3. **Highest Conversion Months**

    - **January** and **February** stand out as strong-performing months, with totals of **17.31%** and **10.24%** respectively.

    - January's high performance is driven by large spikes in specific products such as:

        o **Ski Boots (100%)**

        o **Soccer Ball (75%)**

        o **Surfboard (33%)**

    - Likely fueled by seasonal demand and effective marketing strategy.

    - **December** also shows a robust rebound at **11.41%**, indicating strong end-of-year purchasing behavior.

Reduced Customer Engagement
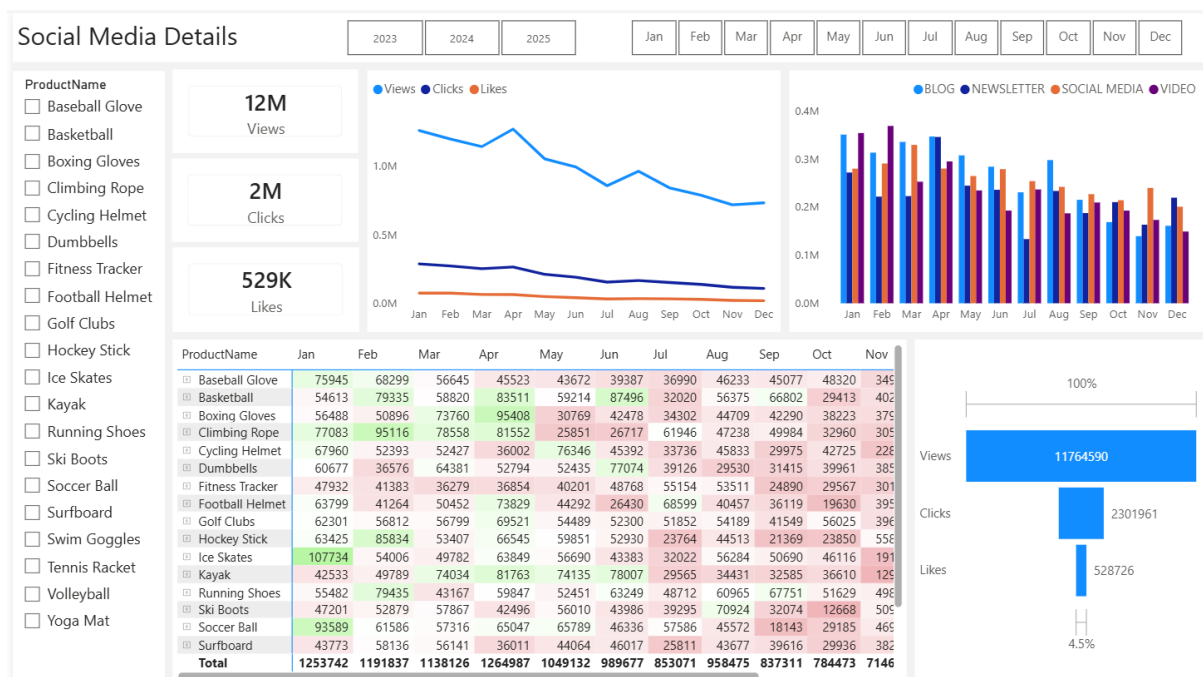
1. **Declining Views**
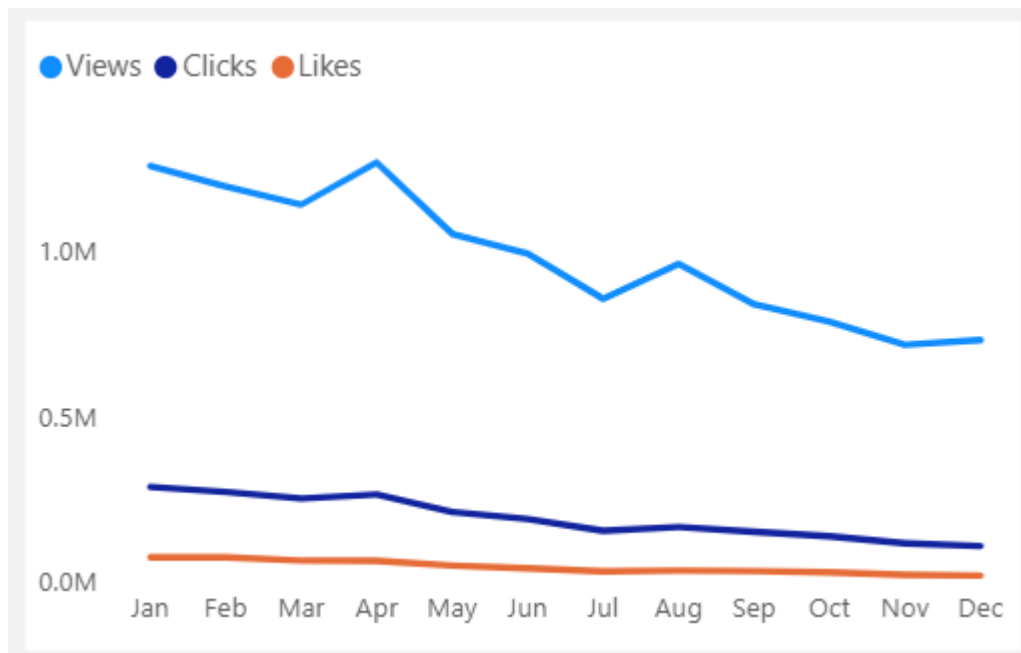
- Views started strong in **January and February**, with April reaching one of the **highest peaks of the year**.

- After **April**, views show a **steady downward decline**, continuing through **August to October**, indicating a significant drop in overall audience engagement during the second half of the year.

- Although there is a slight **uptick in December**, it does not reach early-year levels.

2. **Low Interaction Rates**

- **Clicks** remain consistently much lower than views throughout the year, staying below **300k** even when views exceed **1M**.

- **Likes** were the lowest-performing metric, staying near zero throughout the entire year with minimal variation.

- This indicates the need for more engaging content, stronger calls to action, or optimized posting strategies to encourage user interaction.

3. **Content Type Performance**
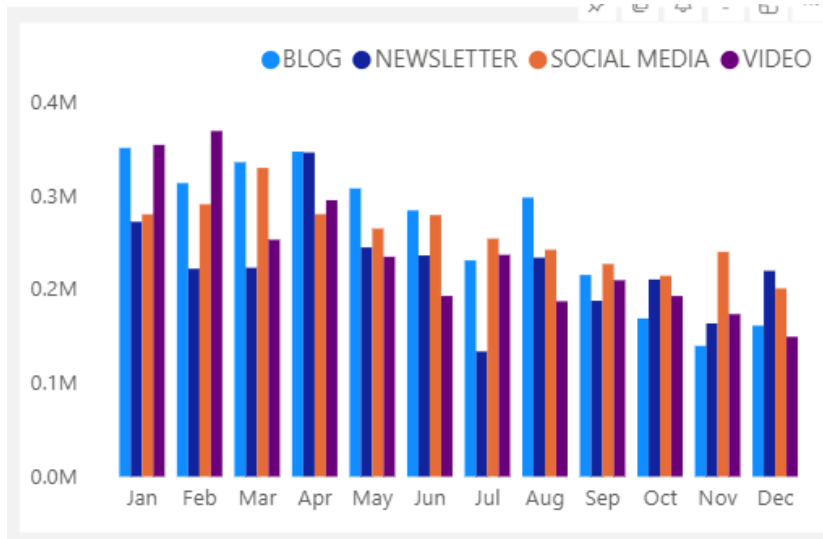
- **Blog content** drove the most views across the year, especially in **January, February, March and April**, where totals reached **300k–350k**.

- **Video content** also performed strongly early in the year but experienced gradual decline from **May onward**, following the overall view trend.

- **Social Media content** started well but declined noticeably in the mid-year months, suggesting reduced traction or weaker campaign performance.

- **Newsletter** views remained stable but comparatively lower than other content types throughout the year.


Customer Feedback Analysis
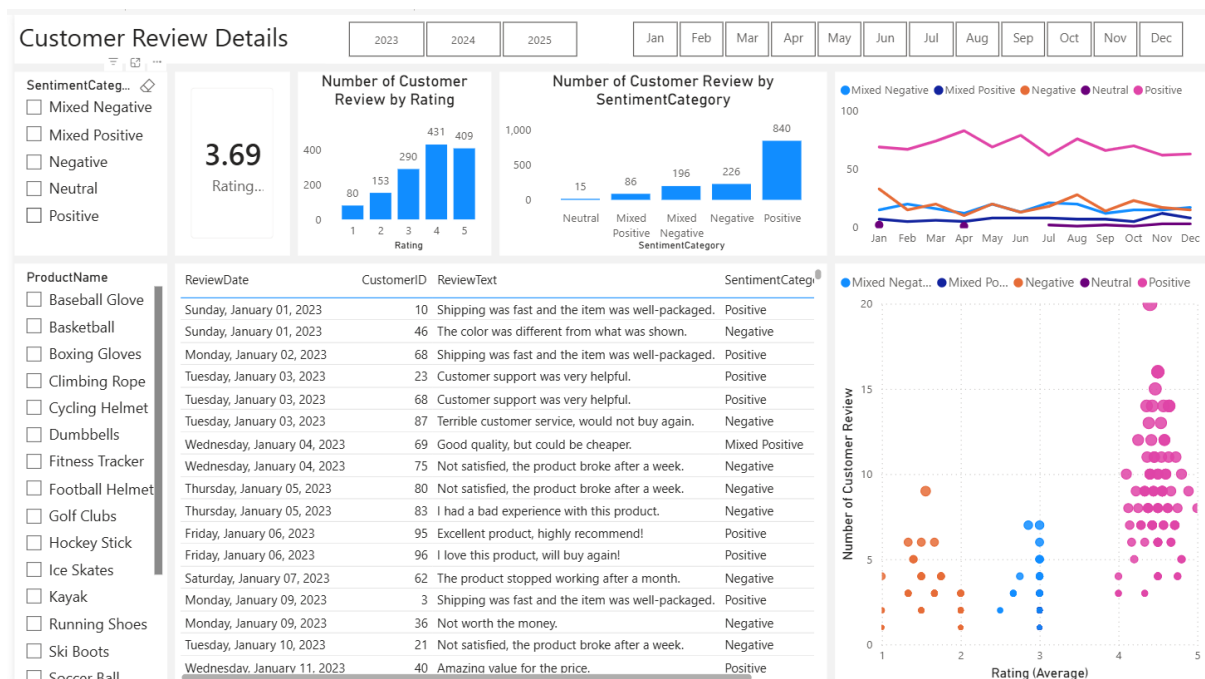
1. **Customer Ratings Distribution:**

Number of Customer Review by Rating

- 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 (1–3 stars) account for a smaller proportion, with **80 reviews at 1 star**, **153 reviews at 2 stars**, and **290 reviews at 3 stars**.

2. **Sentiment Analysis:**

Number of Customer SentimentCategory
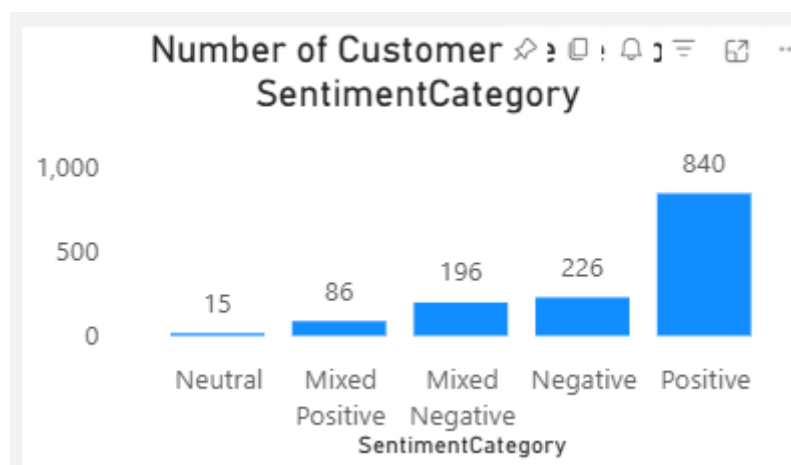
- Positive sentiment dominates with **840 reviews**, reflecting a generally satisfied customer base.

- Negative sentiment is present in **226 reviews**, with a smaller number of mixed and neutral sentiments — **196 mixed negative reviews**, **86 mixed positive reviews**, and **15 neutral reviews** — suggesting some areas for improvement but overall strong customer approval.

3. **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.

Actions

Increase Conversion Rates:

- **Target High-Performing Product Categories:** Focus marketing efforts on products with demonstrated high conversion rates, such as **Hockey Stick, Ski Boots, and Baseball Gloves**. Implement seasonal promotions or personalized campaigns during peak months (e.g., **January, February, and December**) 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, video, and blog content, particularly during historically lower-engagement months (**July–October**).

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**.