

# NexaFit

Marketing Analytics  
Business Case

# Business Problem

NexaFit, an online retail brand, is experiencing a decline in customer engagement and conversion rates, even after launching multiple new marketing campaigns. A thorough analysis is required to uncover gaps and optimize their marketing approach.

# Key Observations:

- **Declining Customer Engagement:** Fewer customers are interacting with the website and marketing content.
- **Drop in Conversion Rates:** A lower percentage of visitors are making purchases.
- **Rising Marketing Costs:** Heavy spending on campaigns is not delivering the desired ROI.
- **Need for Customer Insights:** Gathering and analyzing customer feedback is essential to enhance engagement and drive conversions.

# Key Performance Indicators (KPIs):

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

# Goals

## Boost Conversion Rates

- **Objective:** Pinpoint the factors affecting conversion and recommend strategies to increase it.
- **Insight:** Identify key drop-off points in the customer journey and suggest ways to optimize the sales funnel.

## Strengthen Customer Engagement

- **Objective:** Discover which types of content generate the most interaction.
- **Insight:** Assess engagement levels across different marketing content to shape more effective content strategies.

## Enhance Customer Feedback Scores

- **Objective:** Analyze customer reviews to uncover recurring themes and deliver actionable recommendations.
- **Insight:** Highlight common positive and negative feedback to drive product and service enhancements.