

This is a marketing analytics business case on **ABC, an online retail business**, an online retail business facing challenges with customer engagement and conversion rates. Despite launching new marketing campaigns, ABC has seen a decline in interactions, conversions, and satisfaction, while marketing expenses have increased without corresponding returns.

Key Issues:

1. **Reduced Customer Engagement:** Lower interaction with site content.
2. **Decreased Conversion Rates:** Fewer visitors making purchases.
3. **High Marketing Costs:** Increased marketing investment isn't delivering expected ROI.
4. **Need for Customer Feedback Analysis:** Understanding customer opinions is vital for improving engagement and conversions.

Requests from ABC:

- **Marketing Manager :** Requested a comprehensive data analysis to assess marketing effectiveness and optimize strategies, using data from customer reviews, social media comments, and campaign metrics.
- **Customer Experience Manager:** Sought help analyzing customer feedback to understand the reasons behind low engagement and satisfaction.

Key Performance Indicators (KPIs):

- **Conversion Rate:** Percentage of visitors making a purchase.
- **Customer Engagement Rate:** Interactions with marketing content (e.g., clicks, likes).
- **Average Order Value (AOV):** Average spend per transaction.
- **Customer Feedback Score:** Ratings from customer reviews.

Goals:

1. **Increase Conversion Rates:** Analyse drop-off points in the customer journey and optimize the funnel.
2. **Enhance Customer Engagement:** Understand which content types drive the most engagement.
3. **Improve Customer Feedback Scores:** Identify patterns in reviews to improve products/services.