



Shopeasy Marketing Analysis

Problem Statement

Shopeasy, an online retail business, is facing reduced customer engagement and conversion rates despite launching several new online marketing campaigns. They have reached out to help them conduct a detailed analysis and identify areas for improvement in their marketing strategies.

Overview

Conversion

Social Media

Customer Review

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

Year

202320242025

Month

JanFebMarAprMayJunJulAugSepOctNovDec

ProductName

- ☐ Baseball Glove
- ☐ Basketball
- ☐ Boxing Gloves
- ☐ Climbing Rope
- ☐ Cycling Helmet
- ☐ Dumbbells
- ☐ Fitness Tracker
- ☐ Football Helmet
- ☐ Golf Clubs
- ☐ Hockey Stick
- ☐ Ice Skates
- ☐ Kayak
- ☐ Running Shoes
- ☐ Ski Boots
- ☐ Soccer Ball
- ☐ Surfboard
- ☐ Swim Goggles
- ☐ Tennis Racket
- ☐ Volleyball
- ☐ Yoga Mat

Conversion

9.6%

Conversion Rate

Social Media

9M

Views

2M

Clicks

414K

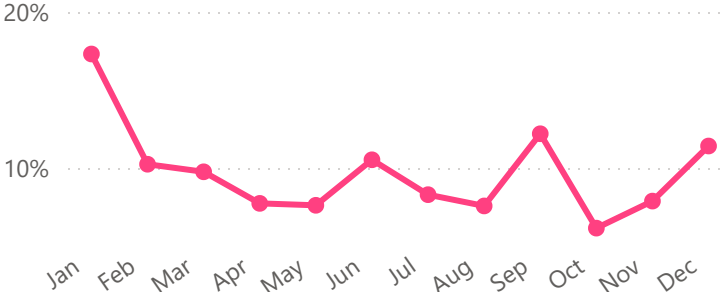
Likes

Customer Reviews

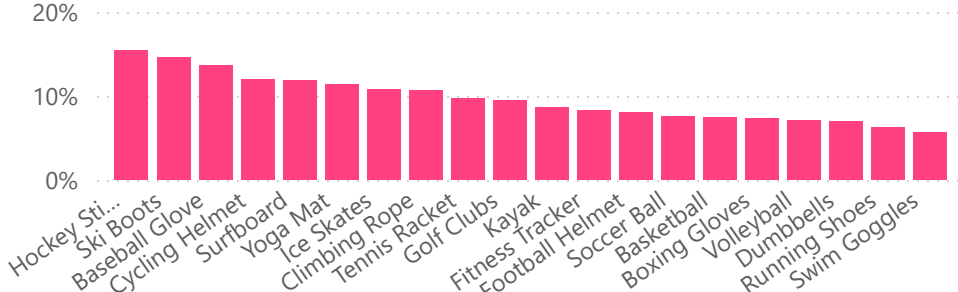
3.69

Avg Rating

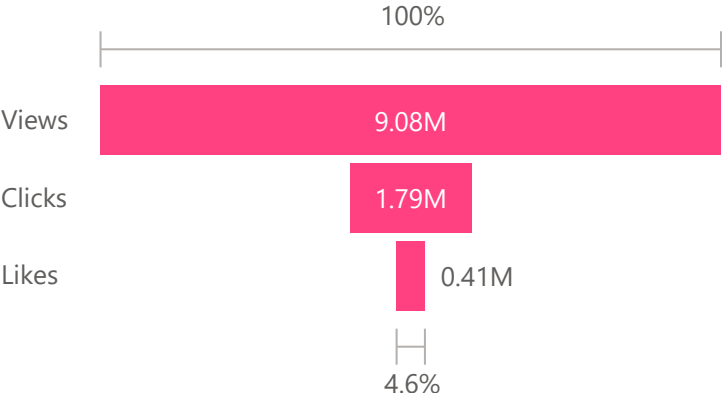
Conversion Rate by Month



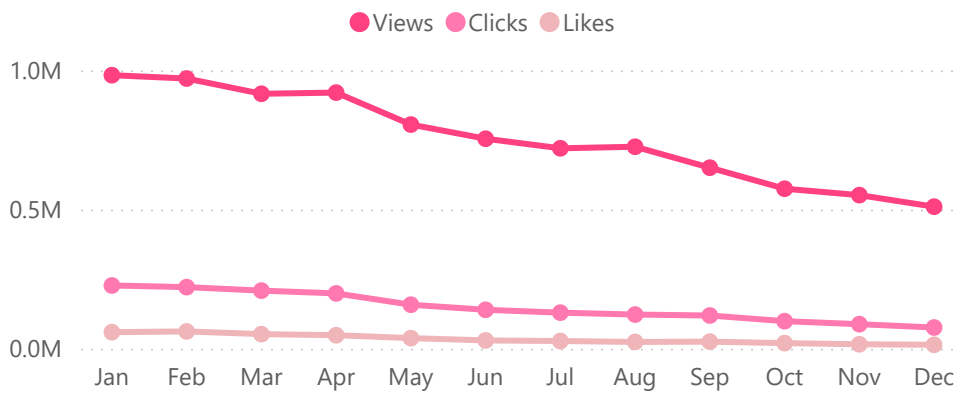
Conversion Rate by Product Name



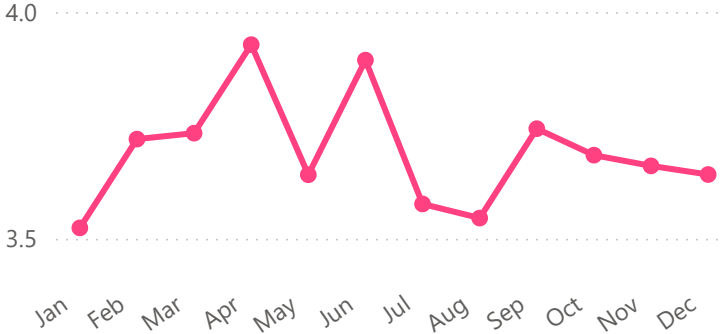
Views, Clicks and Likes



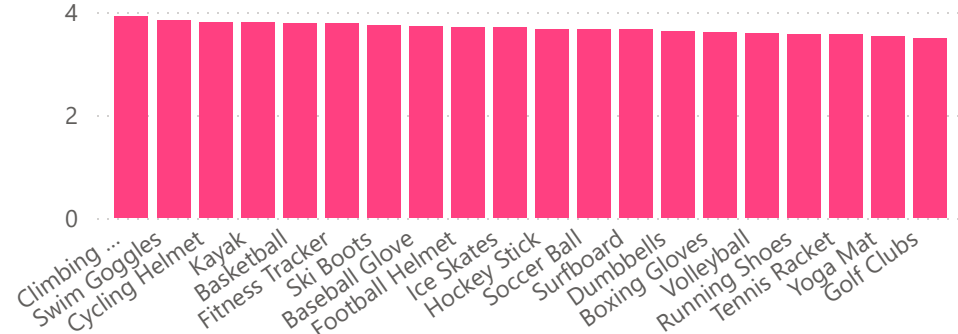
Views, Clicks and Likes by Month



Avg Rating by Month



Avg Rating by Product Name



Conversion Details

ProductName

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9.6%
Conversion Rate

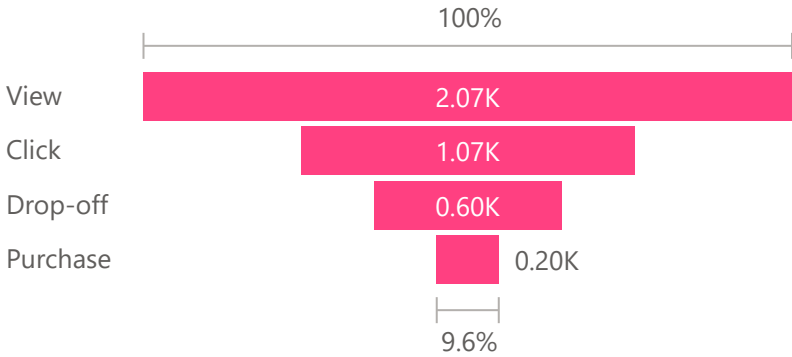
Year

202320242025

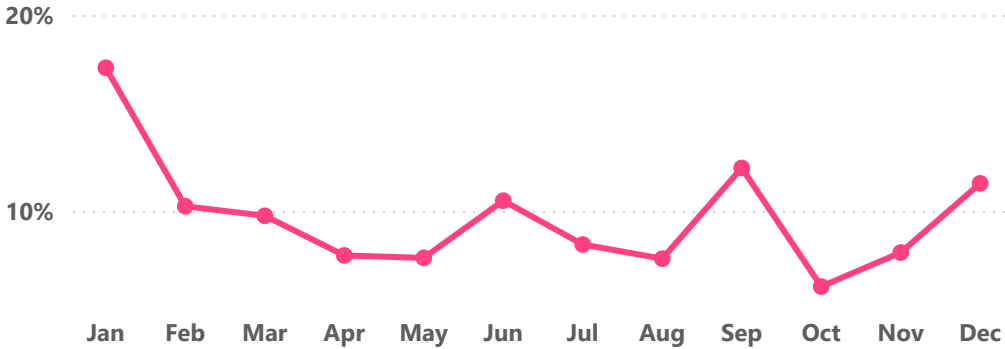
Month

JanFebMarAprMayJunJulAugSepOctNovDec

Customer Journey by Action

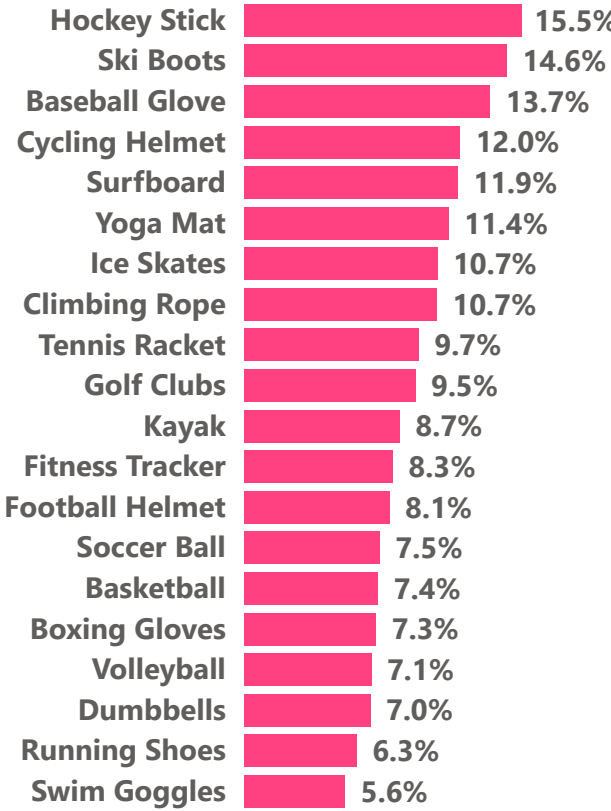


Conversion Rate by Month



ProductName	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Baseball Glove	22.2%	12.5%	7.7%		11.1%	11.1%	12.5%		40.0%	22.2%	50.0%		13.7%
Basketball		50.0%	16.7%	20.0%					12.5%		12.5%	33.3%	7.4%
Boxing Gloves	9.1%					10.0%	8.3%	12.5%		11.1%	10.0%	28.6%	7.3%
Climbing Rope	11.1%	20.0%	28.6%	12.5%	6.7%	12.5%	14.3%	14.3%	7.7%	9.1%			10.7%
Cycling Helmet		33.3%	20.0%	30.0%	16.7%	8.3%		14.3%	10.0%	8.3%			12.0%
Dumbbells			16.7%	12.5%		40.0%			10.0%	11.1%	20.0%	8.3%	7.0%
Fitness Tracker	16.7%		10.0%		8.3%	33.3%			16.7%		7.7%	14.3%	8.3%
Football Helmet	25.0%	28.6%	7.7%	16.7%			8.3%	11.1%	10.0%				8.1%
Golf Clubs	12.5%	11.1%		10.0%	14.3%		16.7%	25.0%	12.5%			10.0%	9.5%
Hockey Stick	22.2%	40.0%	11.1%		25.0%		12.5%	10.0%	20.0%		14.3%	57.1%	15.5%
Ice Skates			12.5%			9.1%	30.0%	16.7%	22.2%	11.1%	20.0%	25.0%	10.7%
Kayak		16.7%	20.0%	8.3%		16.7%	11.1%		10.0%	14.3%		16.7%	8.7%
Running Shoes	12.5%	8.3%		10.0%	10.0%				20.0%		14.3%		6.3%
Ski Boots	100.0%	10.0%	20.0%	12.5%	11.1%	10.0%	12.5%	40.0%					14.6%
Soccer Ball	75.0%		8.3%	9.1%				10.0%	14.3%		9.1%		7.5%
Surfboard	33.3%	8.3%	10.0%	11.1%	150.0%	15.4%			11.1%	10.0%			11.9%
Swim Goggles	20.0%							14.3%	14.3%			33.3%	5.6%
Tennis Racket	33.3%	7.7%	25.0%	12.5%	25.0%	11.1%			28.6%	7.1%	20.0%		9.7%
Volleyball	22.2%			11.1%		33.3%		10.0%				12.5%	7.1%
Yoga Mat	40.0%	12.5%	11.1%			16.7%	30.8%					16.7%	11.4%
Total	17.3%	10.2%	9.8%	7.7%	7.6%	10.5%	8.3%	7.6%	12.2%	6.1%	7.9%	11.4%	9.6%

Conversion Rate by Product Name



Social Media Details

Year

202320242025

Month

JanFebMarAprMayJunJulAugSepOctNovDec

ProductName

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- ☐ Yoga Mat

9M

Views

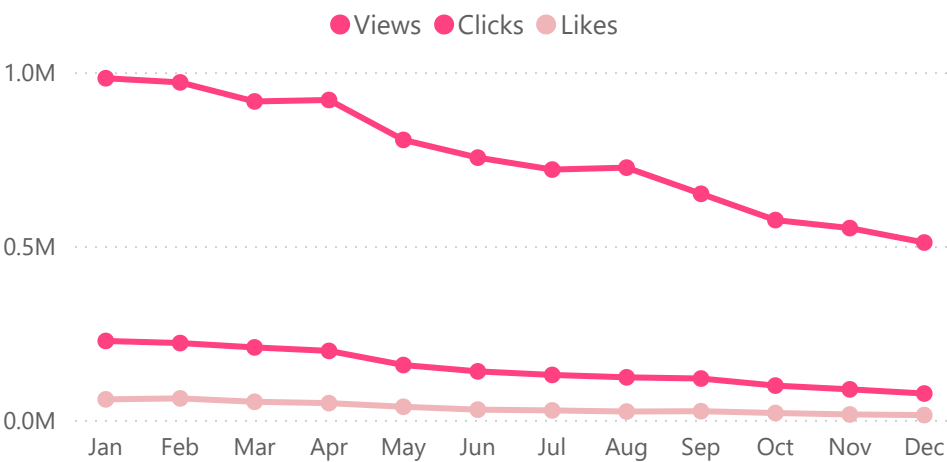
2M

Clicks

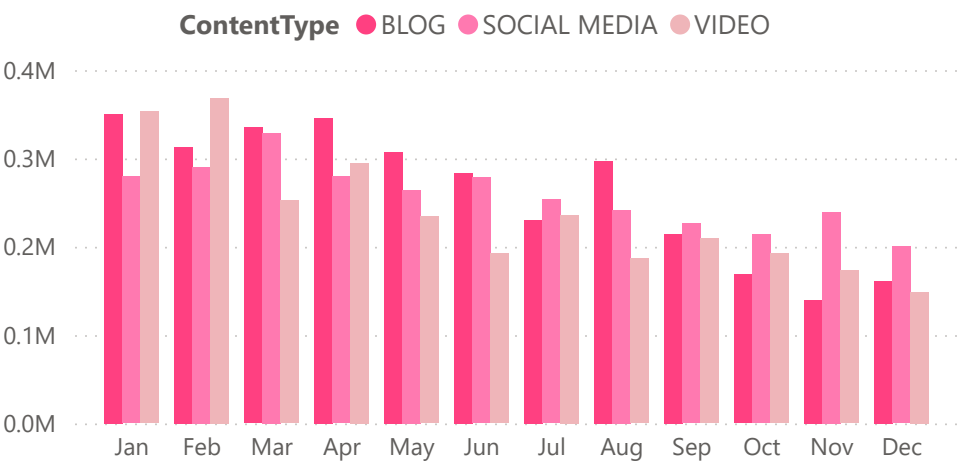
414K

Likes

Views, Clicks and Likes by Month



Views, Clicks and Likes by Month



ProductName	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
⊕ Baseball Glove	54795	66287	48037	28293	33887	27188	36406	36664	36220	24271	31978	13794	437820
⊕ Basketball	37432	63264	56840	61622	48370	67251	26655	43710	59697	18458	29430	17131	529860
⊕ Boxing Gloves	44555	44644	53436	70002	30336	33851	24912	35594	21213	29946	32289	21655	442433
⊕ Climbing Rope	59049	77496	54766	70102	25647	24640	44513	34514	38856	31120	26987	27687	515377
⊕ Cycling Helmet	52995	50474	47458	31935	59385	41588	33736	34589	25437	33815	20358	28466	460236
⊕ Dumbbells	49545	28018	47323	44877	31720	44878	27088	18171	26911	21626	22782	22995	385934
⊕ Fitness Tracker	40446	36215	30956	24651	28979	30513	53307	40270	17879	28841	29694	43215	404966
⊕ Football Helmet	45007	37669	36238	53931	28113	25199	64586	33913	24525	11714	29478	17260	407633
⊕ Golf Clubs	60812	41679	44675	47834	40661	41834	50636	35035	30201	35659	31892	13731	474649
⊕ Hockey Stick	41688	67018	47287	47071	43927	38642	22078	37966	17236	19165	36563	21540	440181
⊕ Ice Skates	75396	32088	40801	47392	55772	36679	23740	35931	44049	33558	11340	38563	475309
⊕ Kayak	33650	38602	59023	71249	51217	60699	26522	22489	23377	30430	7738	30309	455305
⊕ Running Shoes	44135	68312	37518	49702	45599	43966	43419	50136	39291	33640	44969	19675	520362
Total	982444	970480	915714	919898	805084	754182	719825	725376	650138	574576	551537	510022	907927

Customer Review Details

SentimentCa...

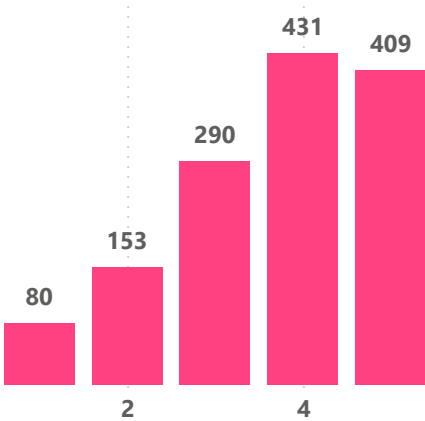
- ☐ Mixed Negative
- ☐ Mixed Positive
- ☐ Negative
- ☐ Neutral
- ☐ Positive

ProductName

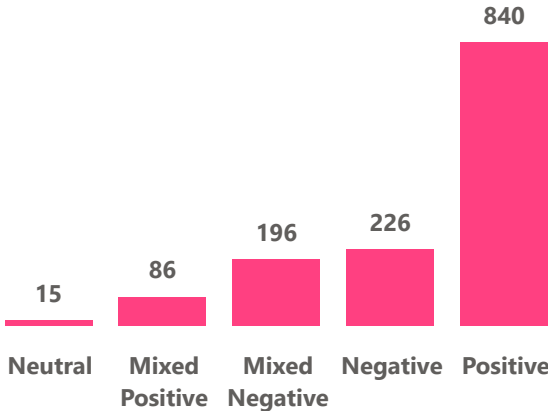
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3.69
Avg Rating

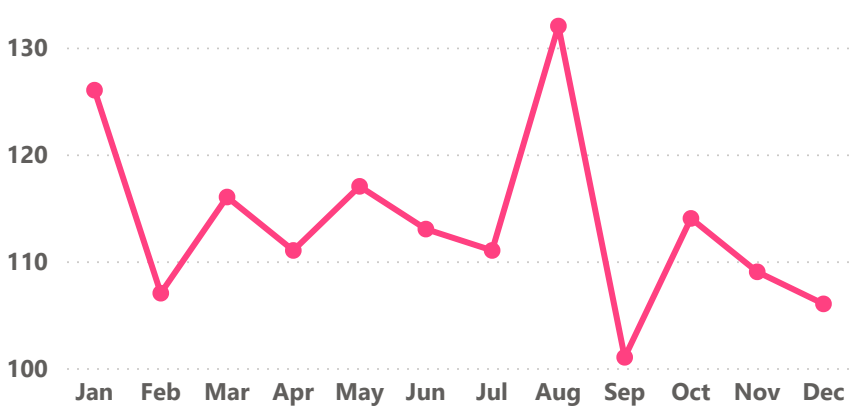
Customer Review by Rating



Customer Review by Sentiment Category



Customer Review by Month



ReviewDate	CustomerID	ReviewText	SentimentCategory	Rating
30 January, 2023	44	The quality is top-notch.	Positive	4
15 February, 2023	16	The quality is top-notch.	Positive	4
17 February, 2023	22	The quality is top-notch.	Positive	4
24 February, 2023	79	The quality is top-notch.	Positive	4
18 March, 2023	22	The quality is top-notch.	Positive	4
6 April, 2023	63	The quality is top-notch.	Positive	4
13 April, 2023	73	The quality is top-notch.	Positive	4
18 April, 2023	74	The quality is top-notch.	Positive	4
19 April, 2023	15	The quality is top-notch.	Positive	5
27 May, 2023	89	The quality is top-notch.	Positive	5
30 May, 2023	6	The quality is top-notch.	Positive	5
14 June, 2023	92	The quality is top-notch.	Positive	4
22 June, 2023	25	The quality is top-notch.	Positive	5
6 July, 2023	50	The quality is top-notch.	Positive	4
15 July, 2023	91	The quality is top-notch.	Positive	4
23 July, 2023	70	The quality is top-notch.	Positive	4
24 July, 2023	89	The quality is top-notch.	Positive	4
1 August, 2023	32	The quality is top-notch.	Positive	5
14 August, 2023	55	The qualitv is top-notch.	Positive	4

Customer Review by Avg Rating and Sentiment Category

