Subject: Re: Request for Data Analysis to Improve Marketing Strategy

Dear Jane,

Thank you for reaching out and providing a detailed overview of the challenges you're facing. I appreciate the opportunity to contribute to optimizing Shop Easy's marketing strategy through data analysis.

- **What factors are influencing customer engagement?**

Customer Engagement can be analysed by looking at average. likes (Indicating interaction levels) and Unique Customer ID in customer journey (showing how many customers engaged with each content type).

S.No.	Content Type	Unique Product	Avg. Likes	Unique Customer in Journey	Checkout Drop-offs	Completed Purchases	Avg. Product Rating
0	Video	17	136.7289	61	92.0	81.0	3.90
1	Social Media	16	119.9492	51	54.0	59.0	3.64
2	Blog	15	107.2214	60	73.0	69.0	3.82
3	News letter	12	88.5780	50	38.0	87.0	3.84

Observations :-

- Videos has the highest Avg. likes(136.73) and Unique Customers (61) suggesting they are most engaging content type with highest Avg. Product Rating(3.90)
- Social Media comes second in engagement (Avg. Likes : 119.95, Unique Customers : 51) but has the lowest Avg. Product Rating(3.64).
- Blogs also have decent engagement (Avg. Likes : 107.22,Unique_Customers: 60), showing they are effective in driving traffic.
- Newsletter have the lowest Avg . Likes (88.57) and Unique Customer(50), indicating they might be the least engaging.

Drop-Off Analysis :

- Video and blog have very high drop-off, meaning many users start check out that don't complete the purchase.
- SocialMedia has a medium drop-off, suggesting some users return multiple times before purchasing or abandon carts frequently.
- Newsletter has the lowest drop-off, meaning they drive more committed buyers.

Conversion Rates:

- Newsletter have the higher conversion, meaning users who engage with newsletter are more likely to complete a purchase.

- Videos have high engagement rate but also a high drop-off rate, meaning people like the content but may not like to complete transaction.
- Blogs and SocialMedia are good enough for both engagement and conversion.

- **At what stage are customer dropping off in their journey?**
  Checkout Drop -off: **The highest drop-offs occur at the check out stage,** particularly for products like <u>Basketball, surfboard, Football helmet and ski boots.</u> This suggests possible friction in the purchasing friction in the purchasing process.

  Potential Reasons for Drop-offs at checkout:
    - High Prices or unexpected costs – Customer might abandon carts due to shipping fees, taxes price shocks.
    - Lack of Urgency or incentives – No discounts, limited time offers or rewards to encourage quick purchases.

S.No.	ProductID	ProductName	Avg_price	Action	Stage
0	7	Basketball	$252.12	Drop-Off	Checkout
1	9	Basketball Glove	$327.36	Drop-Off	Checkout
2	11	Ski Boots	$340.20	Drop-Off	Checkout
3	17	Surfboard	$275.43	Drop-Off	Checkout
4	20	Boxing Gloves	$262.32	Drop-Off	Checkout

- **How do customer reviews impact Purchasing behaviour?**
  Customer read online reviews before making a purchase. Positive reviews build trust and encourage purchases. Negative reviews create doubt and increase check-out drop-off's.

<u>Customers who have given less than or equal to 2 rating has only drop-off at check out</u>.

S.No.	Product ID	Product Name	Customer ID	Action	Rating
0	6	Tennis racket	77	Drop-off	1
1	7	Basketball	1	Drop-off	2
2	17	Surfboard	38	Drop-off	2

<u>Customers who have given an average rating 3 has shown 11 views,10 Drop-offs, 6 Clicks and 4 Purchase and all are uniquely identified.</u>

S.No.	Product ID	Product Name	Customer ID	Action	Average Duration	Rating
0	1	Running Shoes	12	Click	20.0	3
1	2	Fitness Tracker	17	Purchase	137.0	3
2	3	Yoga Mat	83	View	79.0	3
3	4	Dumbbells	36	Click	100.0	3
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28	16	kayak	58	Purchase	87.0	3
29	17	Surfboard	38	Drop-off	0.0	3
30	18	Volley ball	15	Click	143.0	3

Customers who have given rating in (4,5) has shown tremendous number of View = 81, Drop-offs-19, Clicks = 34 and Purchase= 11.

S.No.	Product ID	Product Name	Customer ID	Action	Duration	Rating
0	1	Running shoes	9	View	292	4
1	2	Climbing Rope	89	Purchase	246.0	4
2	3	Kayak	44	View	30.0	4
3	4	Climbing Rope	79	Purchase	48.0	4
4	5	Running Shoes	9	View	187.0	4
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140	20	Boxing Gloves	51	View	174.0	4
141	20	Boxing Gloves	69	Click	14	4
142	20	Boxing Gloves	86	View	77.0	4
143	20	Boxing Gloves	40	Drop-offs	0.0	4
144	20	Boxing Gloves	15	View	136.0	4

- **Which Products, Locations and customer segments are performing well.**
  Key Takeaways
  Top Products- Surfboard, Kayak, Climbing Rope, Fitness Tracker.
  Best Location – Spain, Germany, Italy, Belgium, Switzerland, Austria,
  Engaged Customers - Majority are highly engaged (rating 4.5+).

S.No.	Geography ID	Country	Customer ID	Customer Name	Average rating	Product ID	Product Name	Action
0	2	Germany	17	Daniel Thomas	4.0	16	Kayak	Purchase
1	2	Germany	22	Alex Wilson	5.0	15	Climbing Rope	Purchase
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17	9	Switzerland	81	Emily Walson	5.0	15	Climbing Rope	Purchase
18	10	Austria	11	Emma Gracia	4.0	16	Kayak	Purchase

- **Best Performing Products.**

Product ID	Product Name	Purchase Count	Average Rating
17	Surfboard	5	4.8
16	Kayak	4	4.0
15	Climbing Rope	3	4.67
2	Fitness Tracker	3	4.33

- **Best Performing Locations.**

Country	Total Purchase	Avg. Rating
Spain	4	4.25
Germany	3	4.67
Italy	3	4.33
Switzerland	2	5.0
Belgium	2	4.0
Sweden	1	5.0
Austria	1	4.0
Netherland	1	4.0

- Best Performing Customer Segments

Customer Segment	Total Customers
High Engagement (4.5 + Rating)	7
Medium Engagement (4.0 - 4.9 Rating)	12

This report presents a comprehensive analysis of customer engagement, conversion trends, and the effectiveness of our marketing strategies. Our data-driven insights highlight key trends, such as, the highest Avg. likes (136.73) and Unique Customers (61) suggesting they are most engaging content type with highest Avg. Product Rating (3.90).

Furthermore, our findings suggest that customers are dropping-off at check out stage suggesting to further analyse the pricing of the product and install discount criteria to manage the customer dropping -off.

To capitalize on these insights, we recommend strategic actions such as reallocating budget towards high-performing marketing channels, refining customer engagement tactics, and addressing operational challenges that hinder the customer experience. Implementing these strategies will not only improve conversion rates but also strengthen customer loyalty and maximize marketing ROI.

Moving forward, continuous monitoring will be essential to refine our approach and ensure sustained growth. By leveraging data-driven decision-making, we can create more impactful marketing campaigns, enhance the customer journey, and drive long-term business success.

Hopefully these insights will be beneficial in optimizing our marketing efforts and driving better business outcomes.

Thankyou

Regards

Vaishnavi

Data Analyst, ShopEasy.