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

Analyse customer journey data, Product review and conversion pattens to identify opportunities for improvement.

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).

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| --- | --- | --- | --- | --- | --- | --- | --- |
| 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 Basketball, surfboard, Football helmet and ski boots. 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.

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| --- | --- | --- | --- | --- | --- |
| 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.

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

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| --- | --- | --- | --- | --- | --- |
| 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 |

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.

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| --- | --- | --- | --- | --- | --- | --- |
| S.No. | Product ID | Product Name | Customer ID | Action | Avera  ge 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 |
| -- | -- | -- | -- | -- | -- | -- |
| 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.

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| --- | --- | --- | --- | --- | --- | --- |
| 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 |
| -- | -- | -- | -- | -- | -- | -- |
| 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+).**

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 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** |
| -- | **--** | **--** | **--** | **--** | **--** | **--** | **--** | **--** |
| 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 |