

Final Report

Business & Marketing Report

This comprehensive report integrates findings from three core analytical domains—Marketing Performance, Customer Behavior, and Product Trends—to inform data-driven strategic planning at ShopEasy. The insights are derived from a combination of SQL data extraction, product review analysis, and performance monitoring, leveraging tools such as Python, pandas, MYSQL

The report aims to identify growth opportunities, resolve friction points in the sales funnel, and enhance customer satisfaction and retention.

Key Findings & Insights

1. Product Performance Analysis

Top Performing Products:

Surfboard demonstrates the highest conversion rate of 40%, indicating strong product-market fit and customer interest.

Climbing Rope follows with a 33.3% conversion rate, making it another high-priority product to spotlight in marketing efforts.

Moderate Performers:

Products such as the Fitness Tracker and Kayak show a decent level of interest but require improvements in pricing, quality, or value proposition to reach higher conversion potential.

Underperformers (High Engagement, Low Conversion):

A group of 15 products, including Cycling Helmet, Basketball, and Running Shoes, recorded zero purchases despite attracting over 6,000 clicks. This discrepancy suggests possible issues with product presentation, pricing, or customer trust.

Low-Rated Items:

Baseball Glove (average rating: 3.4/5) and Golf Clubs (average rating: 2.7/5) received low customer satisfaction scores. These products may suffer from quality issues or misleading marketing, which must be addressed to prevent brand reputation damage.

2. Customer Behavior Patterns

Demographic Trends:

Age Group: Customers aged above 45 years had the highest conversion rate at 11.1%, indicating that targeted messaging toward this group could yield better results.

Gender: While conversions are fairly balanced, males slightly outperformed females (9.68% vs. 8.82%), suggesting that some campaigns might be better optimized for a male demographic.

Geographic Performance:

Austria and Sweden emerged as top-converting regions, with conversion rates of 20% and 25%, respectively.

France, Italy, and Belgium, however, showed zero conversions despite receiving traffic, hinting at potential checkout issues or regional misalignment in offerings.

Customer Sentiment:

From sentiment analysis of customer reviews:

62% of reviews reflected a positive customer experience, reinforcing trust in core product categories.

However, 9% of feedback was negative, with specific criticisms around the Fitness Tracker, Kayak, and Tennis Racket. These items require urgent review and product enhancements or better onboarding instructions.

3. Marketing Channel Effectiveness

High-Performing Channels:

Newsletter campaigns outperformed all other channels with a 64.71% engagement-to-purchase conversion rate, underscoring the value of personalized, direct communication.

Low-Performing Channels:

Despite high viewership, both Video and Blog content yielded relatively low conversion rates, suggesting a gap between awareness and intent. These formats need re-evaluation for content quality and call-to-action strength.

Localized Marketing Success:

Campaigns tailored for Austria and Germany demonstrated higher engagement and conversion, validating the effectiveness of regional customization in messaging and product selection.



Strategic Recommendations

Product Strategy

Promote top performers (Surfboard and Climbing Rope) through homepage features, influencer campaigns, and bundle deals.

Launch discount campaigns for underperforming but highly engaged products like Running Shoes and Kayak to convert existing interest into sales.

Investigate and resolve quality concerns for low-rated items (Basketball, Golf Clubs) through manufacturer reviews or quality audits.

Marketing Optimization

Allocate 60% of the digital marketing budget to NEWSLETTER campaigns, focusing on segmentation, personalization, and automation.

Target marketing efforts toward males aged 30–45 in Austria and Sweden, using interest-based targeting and behavioral triggers to improve conversion.

Operational Enhancements

.Implement localized campaigns and promotions for regions with potential (e.g., Germany, Netherlands) to boost geographic penetration.

Customer Retention Strategy

Strengthen loyalty programs and provide tiered rewards to retain high-value customers (only 26 out of 65 customers currently show repeat behavior).

Proactively address negative feedback by reaching out to dissatisfied customers and offering replacements or discounts.

Highlight top reviews and encourage user-generated content to build trust and social proof on product pages.



Conclusion

To remain competitive and boost long-term profitability, ShopEasy should double down on its top-performing products, address weak conversion areas through UX and product improvements, and optimize marketing spend toward the most effective channels and audiences. A unified strategy across product, marketing, and operations will enable better engagement, higher sales, and improved customer loyalty.