

Customer Trends & Marketing Insights

1. Overview

This report highlights customer behavior, product performance, and key marketing strategies to improve sales, customer retention, and overall business growth.

2. Customer Behavior Trends

Drop-Off at Checkout

- 70% of users abandon their cart at checkout due to:
 - Complex checkout process
 - Unexpected shipping costs
 - Limited payment options

Conversion Insights

- Homepage Engagement: 68.52% of users visit, but only 31.48% interact with products → Homepage content needs improvement.
- Product Page Engagement: 80.77% view, but only 19.23% click further → Possible issues: unclear pricing, trust concerns, or missing details.
- Checkout Completion: Only 30% of users who reach checkout complete the purchase.

Time Spent on Each Stage

- Product Pages: 183 sec
- Checkout: 172 sec
- Homepage: 161 sec

3. Customer Retention & Buyer Behavior

- Repeat Buyers: Only 1 repeat customer vs. 18 first-time buyers → Need better retention strategies.
- Retention Rate: 72.31% customers return, but there's room for improvement.

4. Product Performance Insights

Top & Low-Rated Products

- Best Rated: Football Helmet (5.0 stars, but only 3 reviews) → Needs more reviews to confirm popularity.
- Lowest Rated: Basketball (2.67 stars) → Requires investigation and improvements.

Regional Sales Trends

- Austria: Running Shoes & Boxing Gloves are top sellers.
- Switzerland: Volleyball is popular.
- Spain: Football Helmet is in demand.
- Italy: Golf Clubs sell well.
- Opportunity: Targeted regional marketing.

5. Key Marketing Strategies

Reduce Checkout Drop-Offs

- Simplify checkout (fewer steps, guest checkout).
- Show shipping costs upfront.
- Send cart abandonment emails & retarget lost customers.

Improve Product Pages

- Better descriptions & high-quality images.
- Add customer reviews & user-generated content.
- Use time-limited discounts to encourage purchases.

Encourage Repeat Purchases

- Launch loyalty programs with rewards.
- Send personalized product recommendations.
- Offer bundles & subscription options.

Boost Customer Reviews

- Give discounts or incentives for reviews.
- Highlight top reviews on product pages.

Use Regional Marketing

- Promote best-selling products in specific countries.
- Focus ads on high-performing regions.

6. Conclusion

By fixing checkout issues, improving product pages, and using targeted marketing, we can increase sales, reduce drop-offs, and boost customer loyalty. These steps will enhance the shopping experience and drive long-term business growth.

