Re: Request for Data Analysis to Improve Marketing Strategy
1 message

S. Visvanathan <visvanathan1610@gmail.com>   Mon, Apr 7, 2025 at 10:43 PM
To: "S. Visvanathan" <visvanathan1610@gmail.com>

Dear Jane,

Thank you for your email. I've conducted a comprehensive analysis of our customer journey, product reviews, and marketing campaign performance. Below are the key insights and actionable recommendations to address the challenges you've outlined:

1. Customer Engagement & Drop-Off Points

Key Findings:
Checkout is the critical bottleneck: 70% of drop-offs occur here, especially for high-price items like Ski Boots and Boxing Gloves.
Low-price products (e.g., Volleyball) also show drop-offs, indicating UX issues beyond pricing.

Recommendations:
Simplify the checkout flow: Implement guest checkout, reduce form fields, and display progress indicators.
Retarget abandoners: Send abandoned cart emails with incentives (e.g., "10% off to complete your purchase").

2. Marketing Campaign Performance**
Key Findings:
Content Type "Blog" drives the most clicks (14,300),and has the highest CTR (21.67%).
Content Type "Newsletter" underperforms with CTR: 17.13% , likely due to generic content.
Top-performing products: Climbing Rope and Surfboard (high engagement and ratings).

Recommendations:
Double down on Blog and Videos: Allocate more budget to high-CTR campaigns.
Revamp Newsletter content: Focus on attractive Product images and add more Information about the products and its uses.

3. Product Performance & Reviews
Key Findings:
Highest-rated products:Climbing Rope (4/5), Surfboard (3.89/5).
Lowest-rated products: Dumbbells (3/5), Basketball (2.67/5).

Recommendations:
Address quality concerns: Increase Product Quality and provide discounts to have regular customers.
Leverage positive reviews: Showcase top-rated products in ads and landing pages.

4. Geographic & Demographic Trends
Key Finding::
Stockholm: High demand for Climbing Rope.
Berlin:Fitness Tracker has a demand in Berlin
London: Surfboards sell well (coastal demand).

Recommendations:
Localize inventory and ads: Stock Climbing Rope in Stockholm, Fitness Trackers in Berlin.
Geo-target promotions: Highlight Surfboards in coastal regions.

5. Retention & ROI Improvement
Key Findings:
0% of customers make repeat purchases.
High marketing spend on low-engagement channels (e.g., Newsletters).

Recommendations:
Launch a loyalty program: Offer discounts to get repeat purchases (e.g., "Buy 5 items, get 10% off").
Optimize spend: Shift budget from low-CTR Newsletters to high-performing Blogs/Video campaigns.

I'm happy to discuss these findings in detail or refine strategies further. Let's schedule a follow-up to align on priorities.

Best regards,
Visvanathan S
Data Analyst, ShopEasy