MARKETING ANALYTICS ⟩

REPORT: CUSTOMER ENGAGEMENT AND CONVERSION RATES

An online retail business, A, is addressing the decline in customer engagement and conversion rates due to the underperformance of marketing campaigns, which did not yield the expected return on investment. A more detailed analysis is required to identify areas for improvement in the marketing strategies, as higher marketing expenditures are not translating into the anticipated returns. Additionally, the analysis should focus on understanding customer feedback to inform strategies that can enhance customer engagement and increase conversion rates.

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OVERVIEW

- **Decreased Conversion Rates:**

+The conversion rate demonstrated a strong rebound in December, reaching 12.8%, despite a notable dip to 4.5% in October.

- **Customer Feedback Analysis:**

+ Customer ratings have remained consistent, averaging around 3.7 throughout the year.

+ More than 60% of all reviews having rating 4 or 5 stars. It suggests a need for focused improvements in customer satisfaction.

- **Reduced Customer Engagement:**

+ There has been a decline in overall social media engagement, despite maintaining 20 campaigns. Total engagements have declined remarkably from 8 million to 2 million in the last 3 years.

+ Click-Through Rate (CTR): Over the past three years, CTR has dropped significantly from 25.16% to 6.31%, indicating ineffective marketing strategies.

- + Customer Engagement: In the most recent year, engagement declined sharply, reaching its lowest point in December.

This trend suggests the need for a reassessment of campaign effectiveness and potential adjustments to marketing strategies.
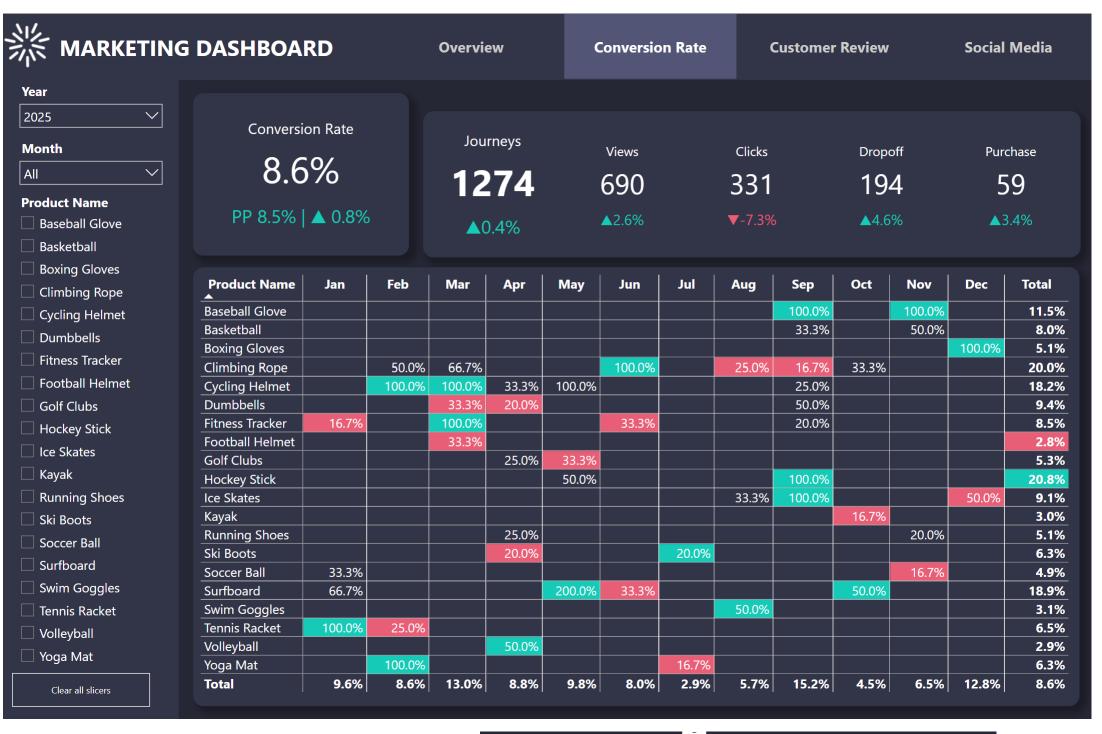
CONVERSION RATE

- **Customer Journey Counts**

Compared to the previous year, the conversion rate remained stable; however, it declined sharply compared to 2023. Some of the KPIs show positive signs compared to previous years except the decline of click numbers.

- **Highest Conversion Rate Date**

+ There are strong differences between day of the week. Thursday and Saturday has the highest conversion rate.

- **General Conversion Trend:**

+Throughout the year, conversion rates varied, with higher numbers of products converting successfully in months like March, September and December . This indicates that while some products had strong seasonality, it may improve conversion rates in underperforming months. September is the month having highest number of products (9 products).

+ In September, 3 products having 100% conversion rate: Honey Stick, Baseball Glove, Ice Skates.

+July experienced lowest conversion rate 2.9% with no products standing out .

MARKETING DASHBOARD — Overview | Conversion Rate | Customer Review | Social Media

Year: 2025
Month: All

Product Name:
- [ ] Baseball Glove
- [ ] Basketball
- [ ] Boxing Gloves
- [ ] Climbing Rope
- [ ] Cycling Helmet
- [ ] Dumbbells
- [ ] Fitness Tracker
- [ ] Football Helmet
- [ ] Golf Clubs
- [ ] Hockey Stick
- [ ] Ice Skates
- [ ] Kayak
- [ ] Running Shoes
- [ ] Ski Boots
- [ ] Soccer Ball
- [ ] Surfboard
- [ ] Swim Goggles
- [ ] Tennis Racket
- [ ] Volleyball
- [ ] Yoga Mat

Clear all slicers

Conversion Rate: **8.6%** — PP 8.5% | ▲ 0.8%

	Journeys	Views	Clicks	Dropoff	Purchase
	1274	690	331	194	59
	▲0.4%	▲2.6%	▼-7.3%	▲4.6%	▲3.4%

Product Name	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Baseball Glove									100.0%		100.0%		11.5%
Basketball									33.3%	50.0%			8.0%
Boxing Gloves												100.0%	5.1%
Climbing Rope		50.0%	66.7%			100.0%		25.0%	16.7%	33.3%			20.0%
Cycling Helmet		100.0%	100.0%	33.3%	100.0%				25.0%				18.2%
Dumbbells			33.3%	20.0%					50.0%				9.4%
Fitness Tracker	16.7%		100.0%			33.3%			20.0%				8.5%
Football Helmet			33.3%										2.8%
Golf Clubs				25.0%	33.3%								5.3%
Hockey Stick					50.0%				100.0%				20.8%
Ice Skates								33.3%	100.0%		50.0%		9.1%
Kayak										16.7%			3.0%
Running Shoes					25.0%						20.0%		5.1%
Ski Boots				20.0%			20.0%						6.3%
Soccer Ball	33.3%										16.7%		4.9%
Surfboard	66.7%					200.0%	33.3%			50.0%			18.9%
Swim Goggles							50.0%						3.1%
Tennis Racket	100.0%	25.0%											6.5%
Volleyball					50.0%								2.9%
Yoga Mat		100.0%					16.7%						6.3%
Total	9.6%	8.6%	13.0%	8.8%	9.8%	8.0%	2.9%	5.7%	15.2%	4.5%	6.5%	12.8%	8.6%

TOOLTIP:

Conversion Rate: **8.6%** — PP 8.5% | ▲ 0.

Conversion Rate by Date

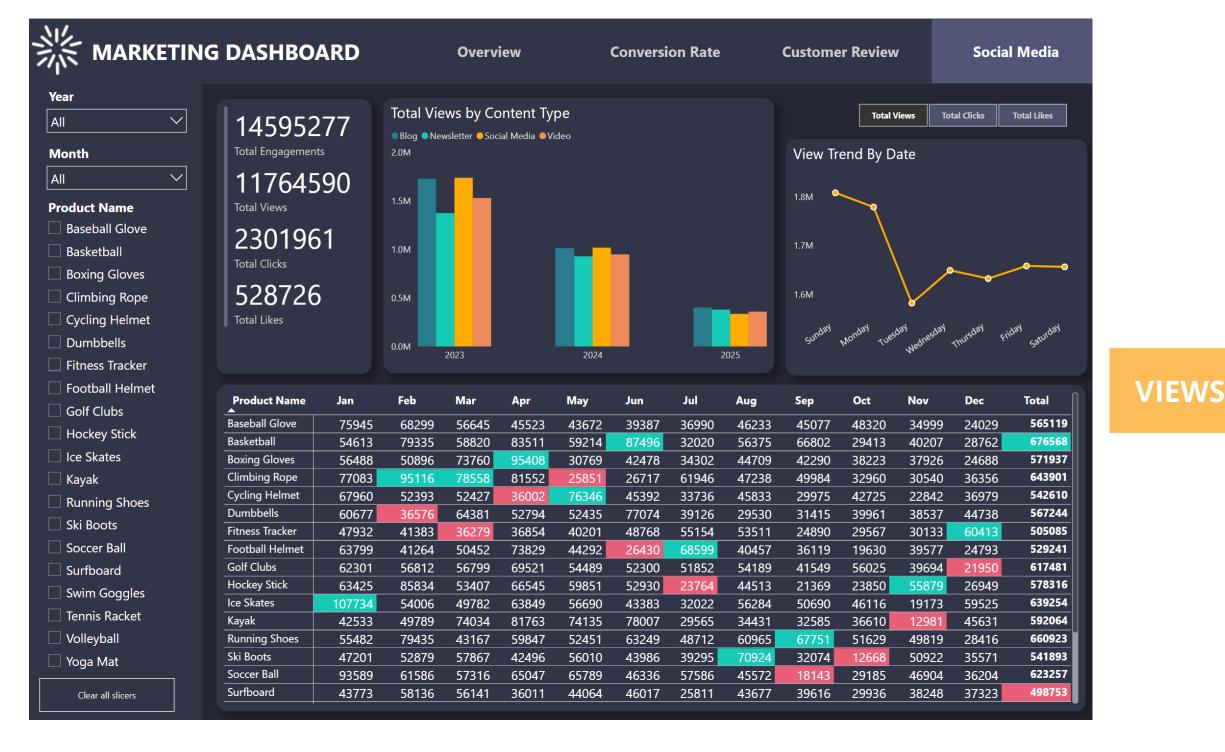| Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
5.2%	6.5%	5.9%	6.4%	13.5%	7.2%	15.6%

Journeys | Views

CUSTOMER REVIEW

- **Customer Ratings Distribution:**

+ The majority of customer reviews are in the higher ratings, with 32.3% reviews at 4 stars and 28.9 % reviews at 5 stars, indicating overall positive feedback.

- **Sentiment-Rating Category (combining rating and sentiment score)**

+ Strong positive review dominate with 162 reviews and average rating 4.5, reflecting a generally satisfied customer base.

+ Strong negative and Mixed negative accounts for smaller portion, suggest some areas of approvements.

+ The presence of mixed positive and mixed negative sentiments suggests that there are opportunities to convert those mixed experiences into more clearly positive ones, potentially boosting overall ratings. Addressing the specific concerns in mixed reviews could elevate customer satisfaction.

- **Topic of Reviews (Sentiment Analysis)**

+ *Delivery* is viewed positively (high average rating) and has a strong presence in mixed sentiments, meaning it's likely a key point of satisfaction or dissatisfaction. It is both a strong point and a potential pain point for customers.

+*Product Price* has room for improvement since it has the lowest rating and strong negative.

+*Product Quality* having good rating and sentiment-rating category.

MARKETING DASHBOARD

Year
2025

Month
All

Product Name
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Clear all slicers

Rating Reviews

5.7%
12.6%
28.9%
Average Rating
3.7
20.5%
32.3%

- 5
- 4
- 3
- 2
- 1

Avg. Rating & Review Count by Sentiment-Rating

600
400
200
0

Strong Negative
Mixed Negative
Strong Positive
Neutral
Mixed Positive

0   2   4

Topic Review by Sentiment-Rating

● Customer Service ● Delivery ● Product Price ● Product Quality

- Strong Positive
- Strong Negative
- Possibly Misclass...
- Neutral
- Mixed Positive
- Mixed Negative

0%   50%   100%

Review Date	ID	ReviewText	Sentiment-Rating	Rating
1/26/2025	1	The product arrived late.	Mixed Negative	1
2/10/2025	1	Terrible customer service, would not buy again.	Strong Negative	1
2/14/2025	1	Terrible customer service, would not buy again.	Strong Negative	1
2/27/2025	1	The product stopped working after a month.	Strong Negative	1
3/2/2025	1	Not satisfied, the product broke after a week.	Strong Negative	1
4/1/2025	1	Not worth the money.	Strong Negative	1
4/6/2025	1	The product stopped working after a month.	Strong Negative	1
5/1/2025	1	I had a bad experience with this product.	Strong Negative	1
5/11/2025	1	Not satisfied, the product broke after a week.	Strong Negative	1
5/17/2025	1	The product arrived late.	Mixed Negative	1
5/19/2025	1	The product arrived late.	Mixed Negative	1
5/29/2025	1	Terrible customer service, would not buy again.	Strong Negative	1
6/16/2025	1	Not worth the money.	Strong Negative	1
7/12/2025	1	Average experience, nothing special.	Strong Negative	1
7/16/2025	1	The product stopped working after a month.	Strong Negative	1
8/14/2025	1	Not worth the money.	Strong Negative	1
8/19/2025	1	Disappointed with the performance.	Strong Negative	1
8/25/2025	1	Product did not meet my expectations.	Mixed Negative	1
9/1/2025	1	The color was different from what was shown.	Mixed Negative	1
10/4/2025	1	Not worth the money.	Strong Negative	1

Year
All

Month
All

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Clear all slicers

14595277
Total Engagements

11764590
Total Views

2301961
Total Clicks

528726
Total Likes

Total Views by Content Type
Blog · Newsletter · Social Media · Video

Total Views | Total Clicks | Total Likes

View Trend By Date

Product Name	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Baseball Glove	75945	68299	56645	45523	43672	39387	36990	46233	45077	48320	34999	24029	565119
Basketball	54613	79335	58820	83511	59214	87496	32020	56375	66802	29413	40207	28762	676568
Boxing Gloves	56488	50896	73760	95408	30769	42478	34302	44709	42290	38223	37926	24688	571937
Climbing Rope	77083	95116	78558	81552	25851	26717	61946	47238	49984	32960	30540	36356	643901
Cycling Helmet	67960	52393	52427	36002	76346	45392	33736	45833	29975	42725	22842	36979	542610
Dumbbells	60677	36576	64381	52794	52435	77074	39126	29530	31415	39961	38537	44738	567244
Fitness Tracker	47932	41383	36279	36854	40201	48768	55154	53511	24890	29567	30133	60413	505085
Football Helmet	63799	41264	50452	73829	44292	26430	68599	40457	36119	19630	39577	24793	529241
Golf Clubs	62301	56812	56799	69521	54489	52300	51852	54189	41549	56025	39694	21950	617481
Hockey Stick	63425	85834	53407	66545	59851	52930	23764	44513	21369	23850	55879	26949	578316
Ice Skates	107734	54006	49782	63849	56690	43383	32022	56284	50690	46116	19173	59525	639254
Kayak	42533	49789	74034	81763	74135	78007	29565	34431	32585	36610	12981	45631	592064
Running Shoes	55482	79435	43167	59847	52451	63249	48712	60965	67751	51629	49819	28416	660923
Ski Boots	47201	52879	57867	42496	56010	43986	39295	70924	32074	12668	50922	35571	541893
Soccer Ball	93589	61586	57316	65047	65789	46336	57586	45572	18143	29185	46904	36204	623257
Surfboard	43773	58136	56141	36011	44064	46017	25811	43677	39616	29936	38248	37323	498753

VIEWS
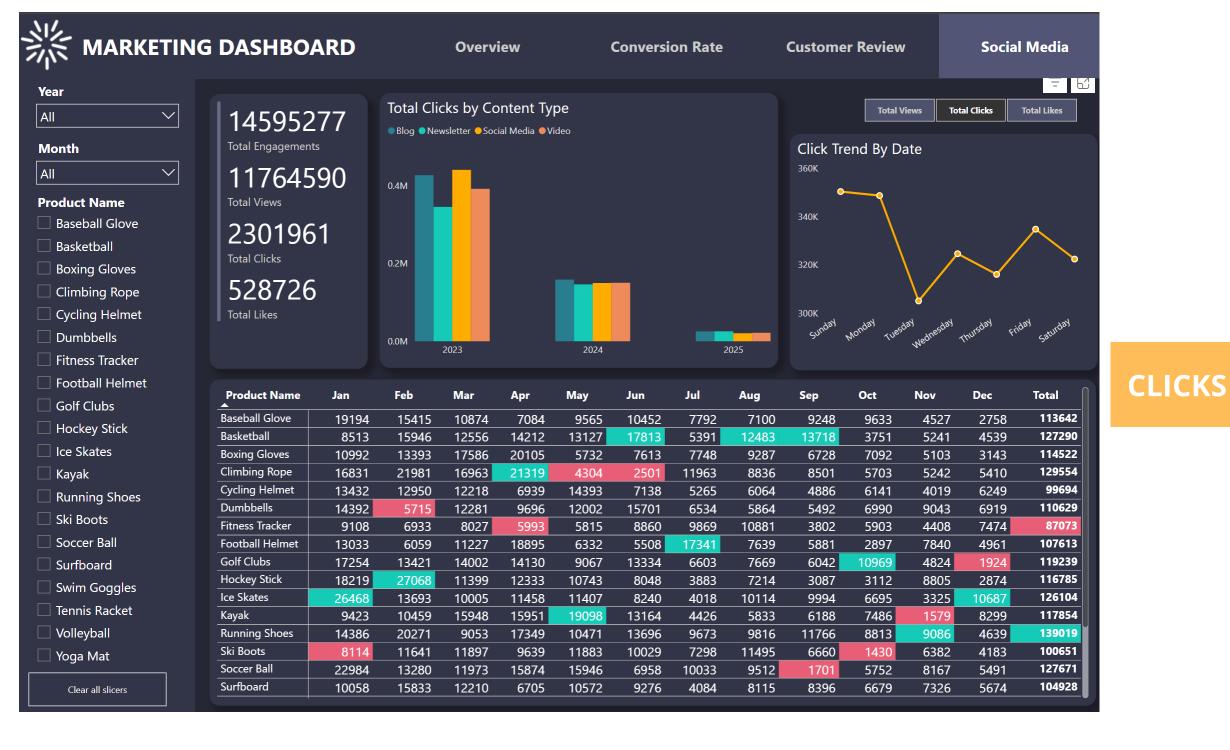
- Views peaked in Jan declined afterwards, indicating reduced audience engagement in the later half of the year.

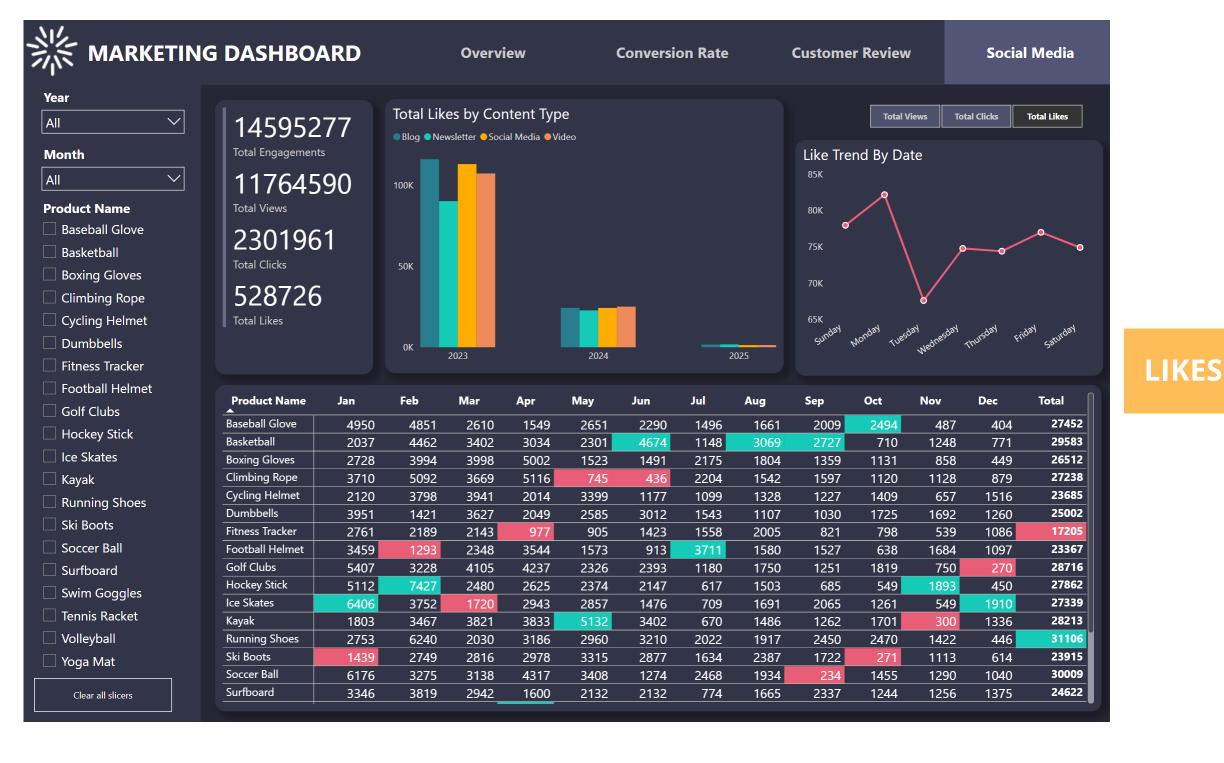- Blog content drove the most views until March, while social media and video content maintained steady but slightly lower engagement. After April, video content dominated and generated more customer engagement.

- Clicks and likes remained consistently low compared to views, suggesting the need for more engaging content or stronger calls to action.

- By Product: Soccer Ball is the product most viewed and the least viewed is Swim Goggles

SOCIAL MEDIA

Year
All

Month
All

Product Name
- ☐ Baseball Glove
- ☐ Basketball
- ☐ Boxing Gloves
- ☐ Climbing Rope
- ☐ Cycling Helmet
- ☐ Dumbbells
- ☐ Fitness Tracker
- ☐ Football Helmet
- ☐ Golf Clubs
- ☐ Hockey Stick
- ☐ Ice Skates
- ☐ Kayak
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Total Clicks by Content Type
● Blog ● Newsletter ● Social Media ● Video

Total Views | Total Clicks | Total Likes

Click Trend By Date

Product Name	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Baseball Glove	19194	15415	10874	7084	9565	10452	7792	7100	9248	9633	4527	2758	113642
Basketball	8513	15946	12556	14212	13127	17813	5391	12483	13718	3751	5241	4539	127290
Boxing Gloves	10992	13393	17586	20105	5732	7613	7748	9287	6728	7092	5103	3143	114522
Climbing Rope	16831	21981	16963	21319	4304	2501	11963	8836	8501	5703	5242	5410	129554
Cycling Helmet	13432	12950	12218	6939	14393	7138	5265	6064	4886	6141	4019	6249	99694
Dumbbells	14392	5715	12281	9696	12002	15701	6534	5864	5492	6990	9043	6919	110629
Fitness Tracker	9108	6933	8027	5993	5815	8860	9869	10881	3802	5903	4408	7474	87073
Football Helmet	13033	6059	11227	18895	6332	5508	17341	7639	5881	2897	7840	4961	107613
Golf Clubs	17254	13421	14002	14130	9067	13334	6603	7669	6042	10969	4824	1924	119239
Hockey Stick	18219	27068	11399	12333	10743	8048	3883	7214	3087	3112	8805	2874	116785
Ice Skates	26468	13693	10005	11458	11407	8240	4018	10114	9994	6695	3325	10687	126104
Kayak	9423	10459	15948	15951	19098	13164	4426	5833	6188	7486	1579	8299	117854
Running Shoes	14386	20271	9053	17349	10471	13696	9673	9816	11766	8813	9086	4639	139019
Ski Boots	8114	11641	11897	9639	11883	10029	7298	11495	6660	1430	6382	4183	100651
Soccer Ball	22984	13280	11973	15874	15946	6958	10033	9512	1701	5752	8167	5491	127671
Surfboard	10058	15833	12210	6705	10572	9276	4084	8115	8396	6679	7326	5674	104928

CLICKS

- Clicks peaked in Jan declined afterwards, indicating reduced audience engagement in the later half of the year.

- Blog content drove the most views until March, while social media and video content maintained steady but slightly lower engagement. After April, all content types remains low customer engagement.

- By Product: Basketball is the product most viewed and the least clicked is Swim Goggles

SOCIAL MEDIA

MARKETING DASHBOARD

Year
All

Month
All

Product Name
- [ ] Baseball Glove
- [ ] Basketball
- [ ] Boxing Gloves
- [ ] Climbing Rope
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Total Likes by Content Type
Blog   Newsletter   Social Media   Video

Total Views | Total Clicks | Total Likes

Like Trend By Date

Product Name	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Baseball Glove	4950	4851	2610	1549	2651	2290	1496	1661	2009	2494	487	404	27452
Basketball	2037	4462	3402	3034	2301	4674	1148	3069	2727	710	1248	771	29583
Boxing Gloves	2728	3994	3998	5002	1523	1491	2175	1804	1359	1131	858	449	26512
Climbing Rope	3710	5092	3669	5116	745	436	2204	1542	1597	1120	1128	879	27238
Cycling Helmet	2120	3798	3941	2014	3399	1177	1099	1328	1227	1409	657	1516	23685
Dumbbells	3951	1421	3627	2049	2585	3012	1543	1107	1030	1725	1692	1260	25002
Fitness Tracker	2761	2189	2143	977	905	1423	1558	2005	821	798	539	1086	17205
Football Helmet	3459	1293	2348	3544	1573	913	3711	1580	1527	638	1684	1097	23367
Golf Clubs	5407	3228	4105	4237	2326	2393	1180	1750	1251	1819	750	270	28716
Hockey Stick	5112	7427	2480	2625	2374	2147	617	1503	685	549	1893	450	27862
Ice Skates	6406	3752	1720	2943	2857	1476	709	1691	2065	1261	549	1910	27339
Kayak	1803	3467	3821	3833	5132	3402	670	1486	1262	1701	300	1336	28213
Running Shoes	2753	6240	2030	3186	2960	3210	2022	1917	2450	2470	1422	446	31106
Ski Boots	1439	2749	2816	2978	3315	2877	1634	2387	1722	271	1113	614	23915
Soccer Ball	6176	3275	3138	4317	3408	1274	2468	1934	234	1455	1290	1040	30009
Surfboard	3346	3819	2942	1600	2132	2132	774	1665	2337	1244	1256	1375	24622

LIKES

- Similar to the trend of views and clicks, all content types experience the sharp decline in low customer engagement, especially in the last half of the years. It indicates the ineffective in the marketing strategies and content in social media.

- Swim Goggles is the products having the least customer engagement and Basketball having the highest customer engagements of clicks and likes

SOCIAL MEDIA

GOAL

Increase Conversion Rates:

- **Goal:** Identify factors impacting the conversion rate and provide recommendations to improve it.
- **Insight:** Highlight key stages where visitors drop off and suggest improvements to optimize the conversion funnel

Improve Customer Feedback Scores:

Goal: Understand common themes in customer reviews and provide actionable insights.

Insight: Identify recurring positive and negative feedback to guide product and service improvements.

Enhance Customer Engagement:

- **Goal:** Determine which types of content drive the highest engagement.
- **Insight:** Analyze interaction levels with different types of marketing content to inform better content strategies.

ACTION

Increase Conversion Rates:

Target High-Performing Product Categories: Focus marketing efforts on products with demonstrated high conversion rates: Honey Stick, Climbing Rope, Surfboard.

Keep track of and record the seasonality for each product: For example, Honey Stick only have the conversion rate in May and Sep in 2025.

Implement seasonal promotions or personalized campaigns during peak months (e.g., Mar, Sep, Dec) to capitalize on these trends.

Date having highest conversion rate: Thursday and Saturday to push it

Improve Customer Feedback Scores:

Address Mixed and Negative Feedback:
 Implement a feedback loop where mixed and negative reviews are analyzed to identify common issues. Develop improvement plans to address these concerns. Consider following up with dissatisfied customers to resolve issues and encourage re-rating, aiming to move average ratings closer to the 4.0 target.
Concentrate on topic of review to enhance the customer feedback especially delivery because of the nuance of the reviews. Product Price should be taken more consideration because of the low rating and the high of strong negative category.

Enhance Customer Engagement:

Review the current trend:
Combine the external factor and gather more information of current trend, for example the shift in trend of videos or user-generated content to boost the higher customer engagement.
Evaluate the effiency of the quality of blog and newsletter:
Review the content from blog and newsletter to identify the reasons of customer engagement.For example, the significant drop in customer engagement for Basketball 145 likes to 0.
Boost the product having more customer engagement and combine the seasonality of product to optimize the marketing strategy.

THANK
YOU