

MARKETING ANALYTICS:

Report: CUSTOMER ENGAGEMENT AND CONVERSION RATES

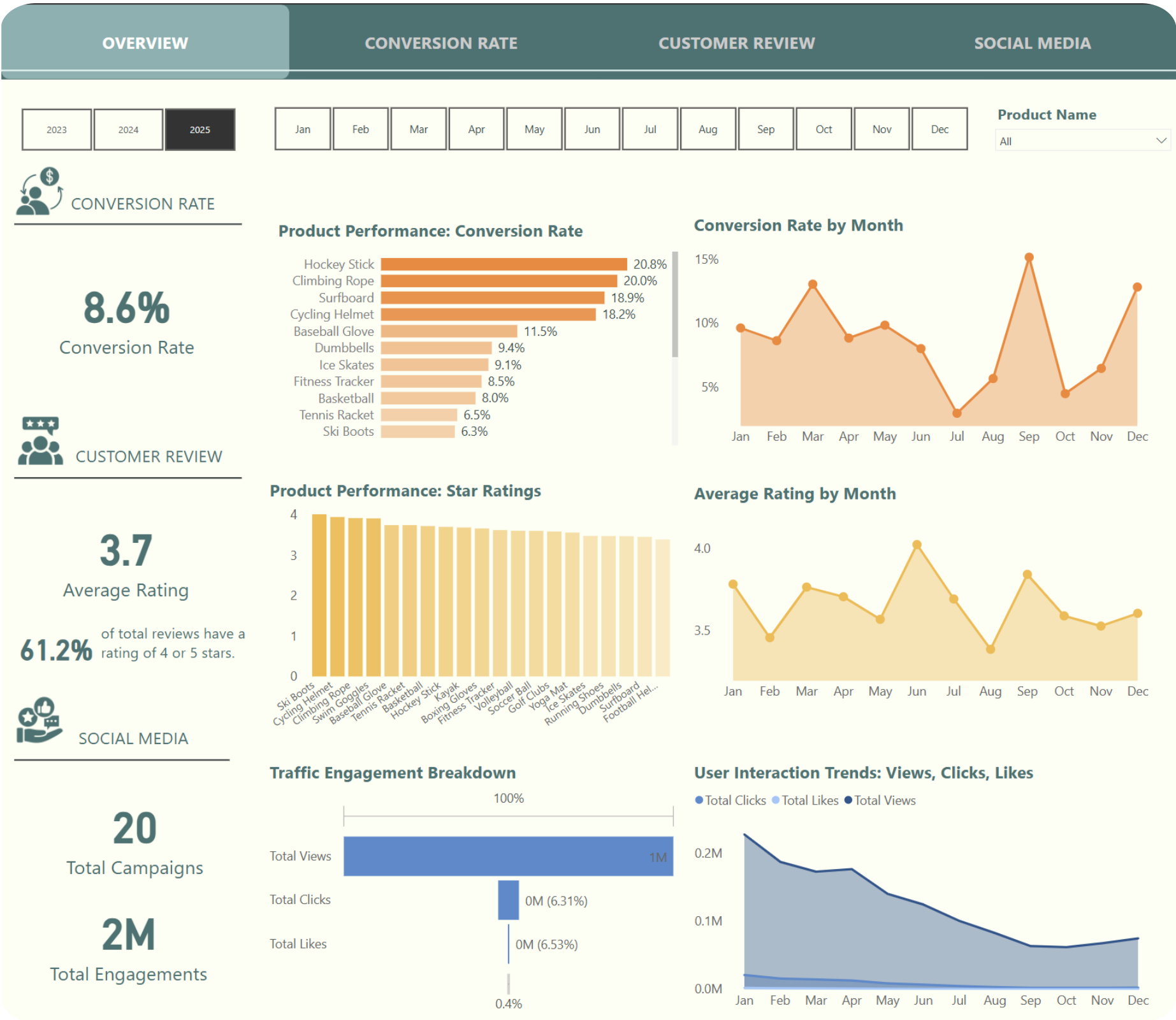
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OVERVIEW



- **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

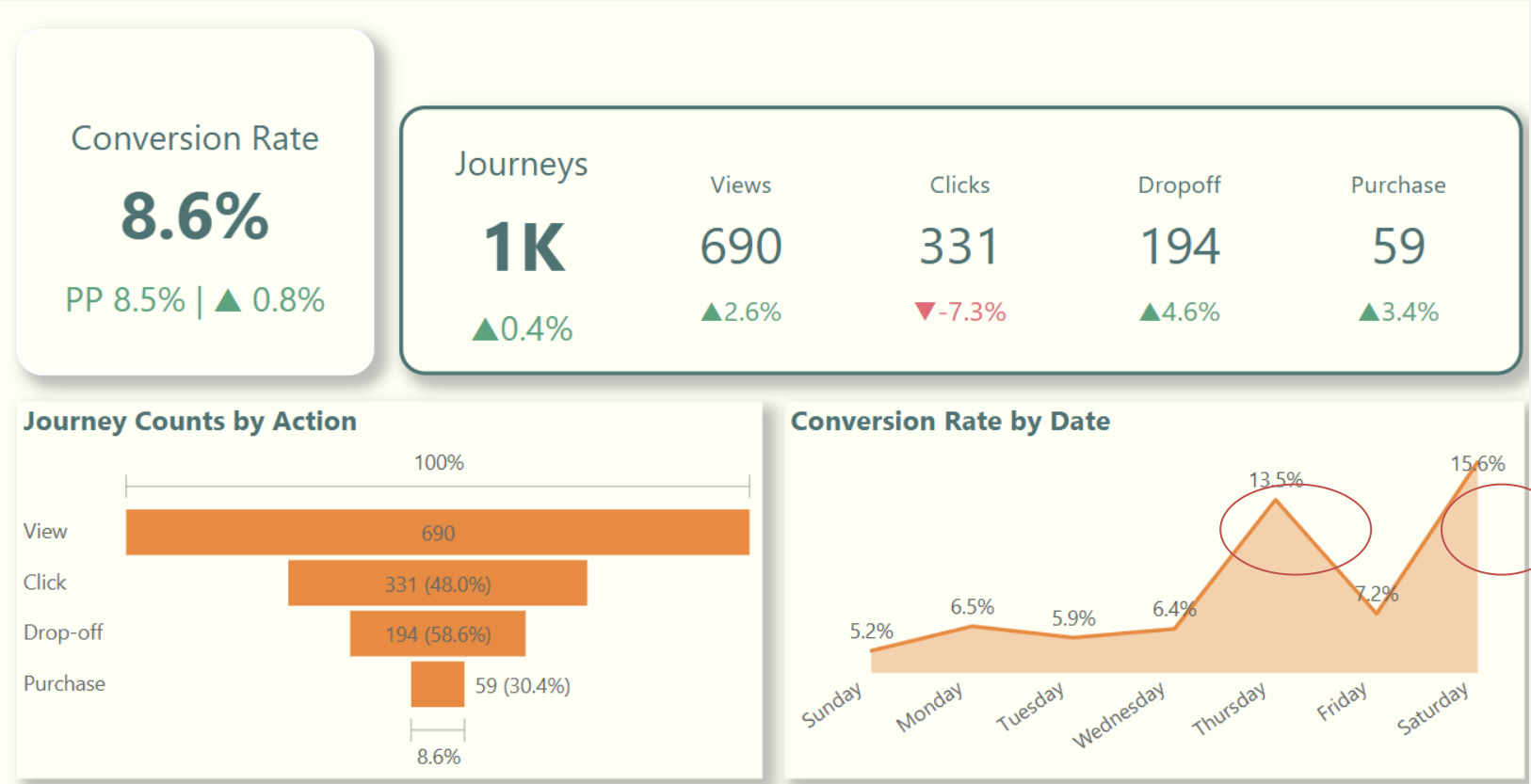
+ There are strong differences between day of the week. Thursday and Saturday has the highest conversion rate.

- 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 .



Product Name	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Hockey Stick					50.0%				100.0%				20.8%
Climbing Rope		50.0%	66.7%			100.0%		25.0%	16.7%	33.3%			20.0%
Surfboard	66.7%				200.0%	33.3%				50.0%			18.9%
Cycling Helmet		100.0%	100.0%	33.3%	100.0%				25.0%				18.2%
Baseball Glove									100.0%		100.0%		11.5%
Dumbbells			33.3%	20.0%					50.0%				9.4%
Ice Skates								33.3%	100.0%			50.0%	9.1%
Fitness Tracker	16.7%		100.0%			33.3%			20.0%				8.5%
Basketball									33.3%		50.0%		8.0%
Tennis Racket	100.0%	25.0%											6.5%
Ski Boots				20.0%			20.0%						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%

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 improvements.

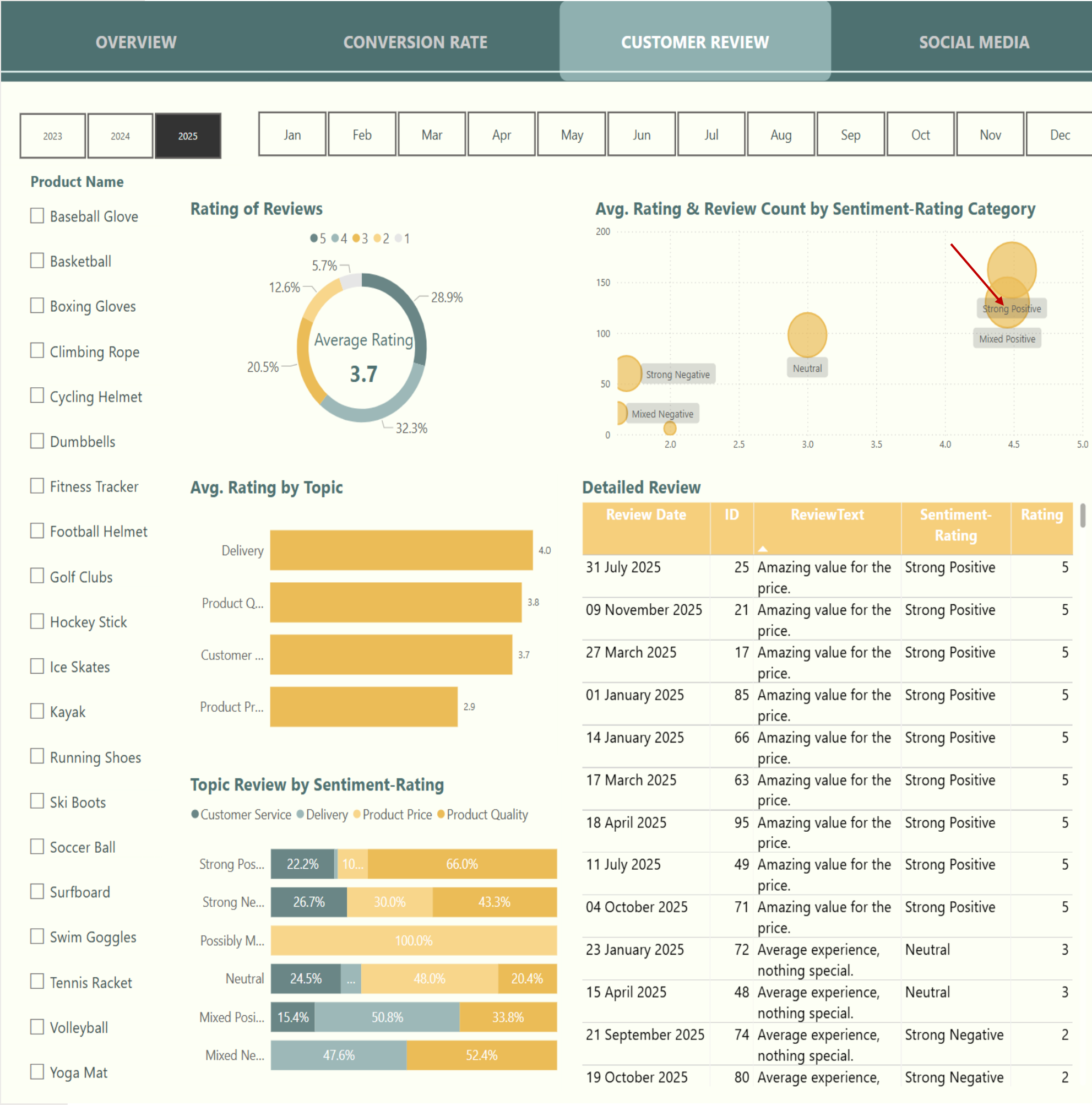
+ The presence of mixed positive and mixed negative sentiments suggests that there are opportunities to convert those mixed experiences into more clearly positive ones, potentially boosting overall ratings. Addressing the specific concerns in mixed reviews could elevate customer satisfaction.

- 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.

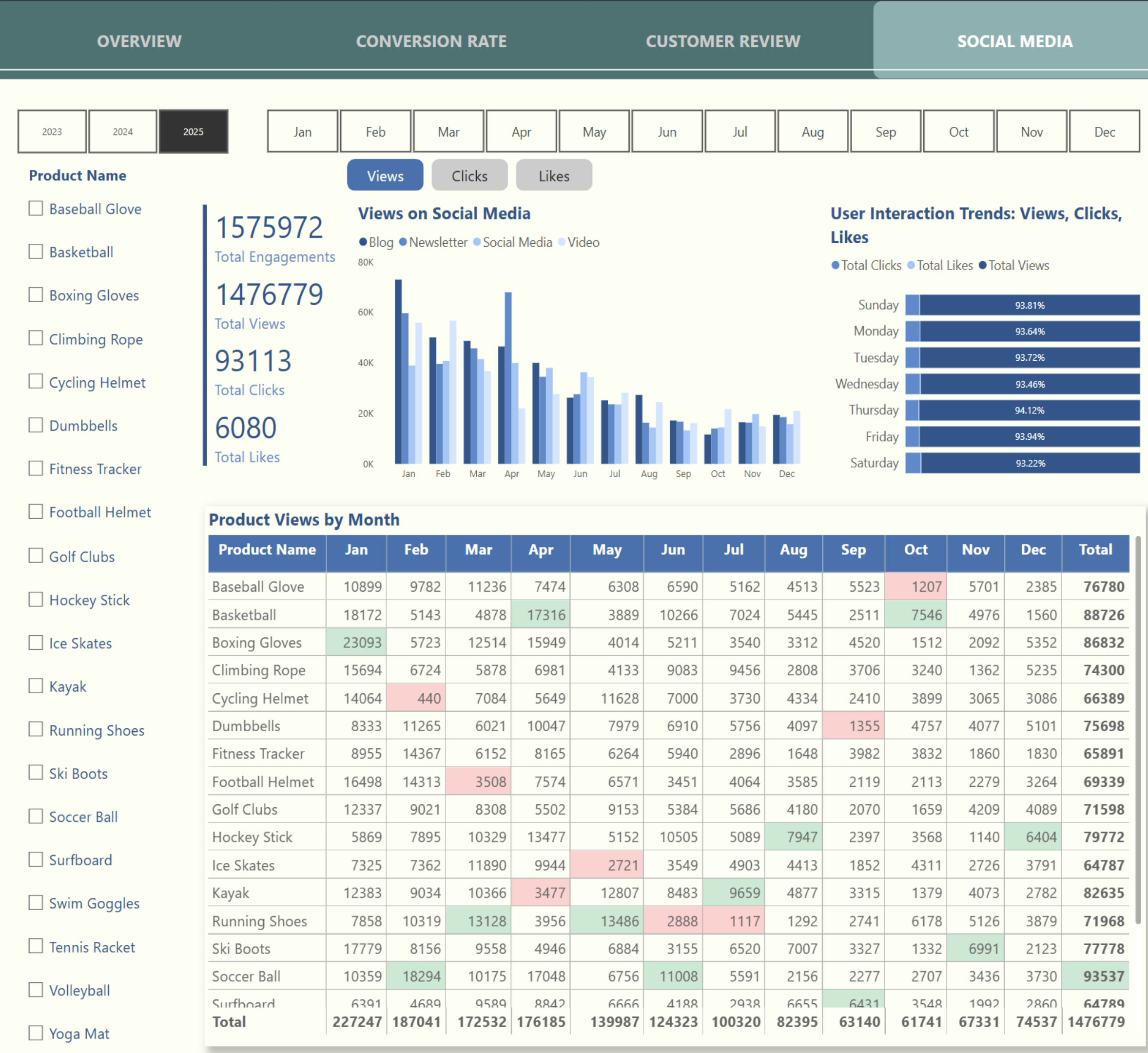
+*Product Quality* having good rating and sentiment-rating category.



SOCIAL MEDIA

VIEWS

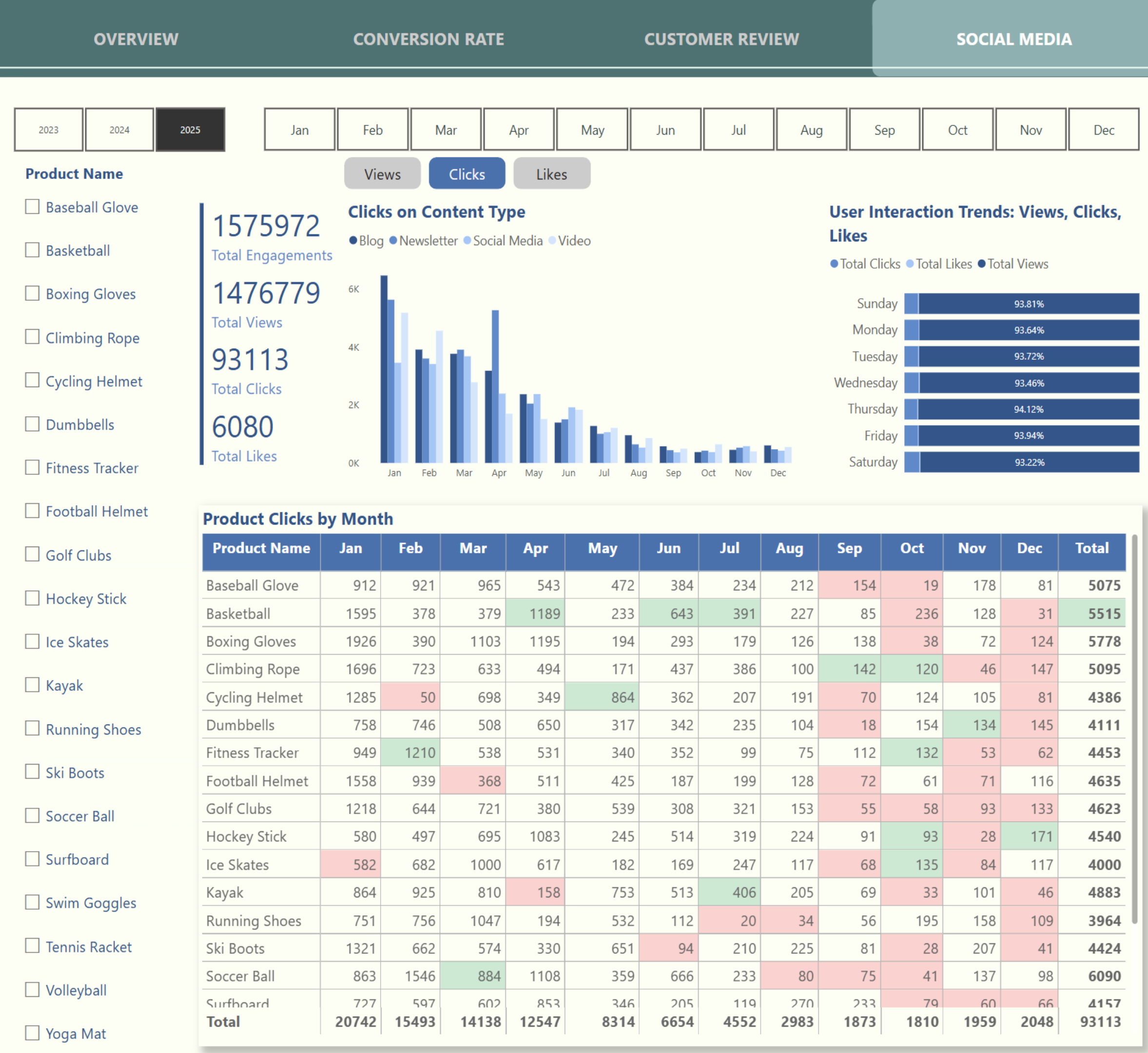
- Views peaked in Jan declined afterwards, indicating reduced audience engagement in the later half of the year.
- Blog content drove the most views until March, while social media and video content maintained steady but slightly lower engagement. After April, video content dominated and generated more 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

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

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



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 efficiency 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.