MARKETING ANALYTICS:

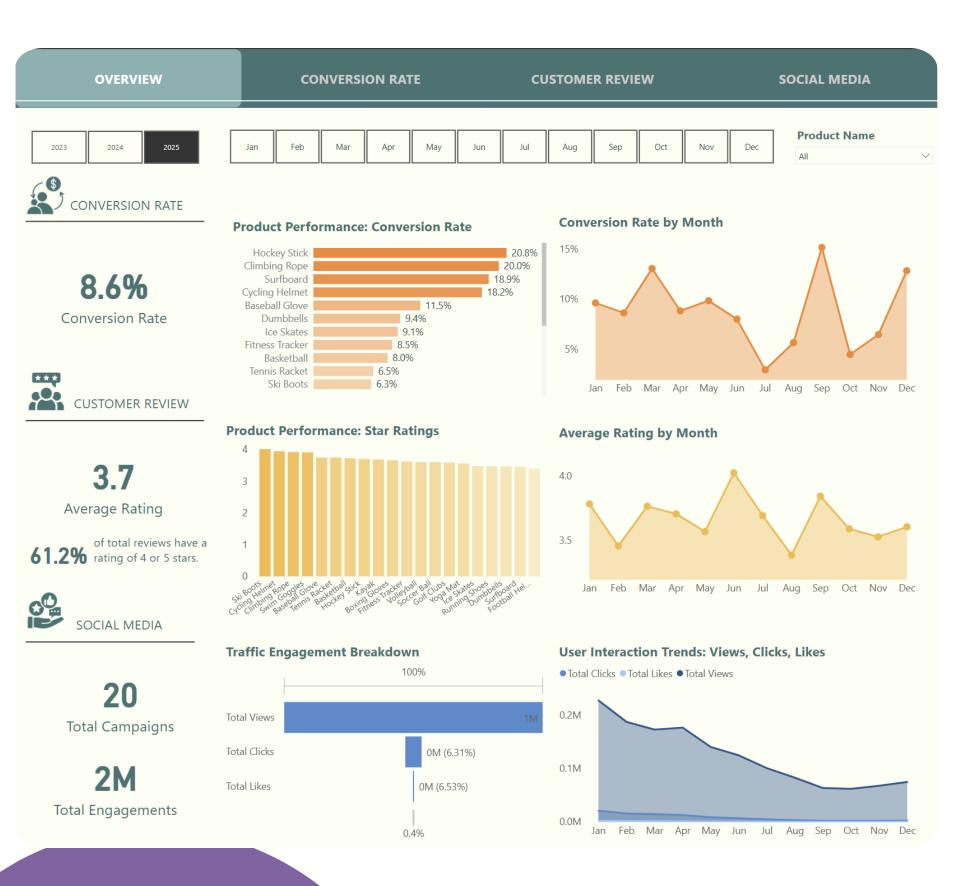
Report: CUSTOMER ENGAGEMENT AND CONVERSION RATES

Contact:

Email: <u>Ashley.data9@gmail.com</u>

Github: https://github.com/ashleyle95

Linkedin: https://www.linkedin.com/in/ashleyle95



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.

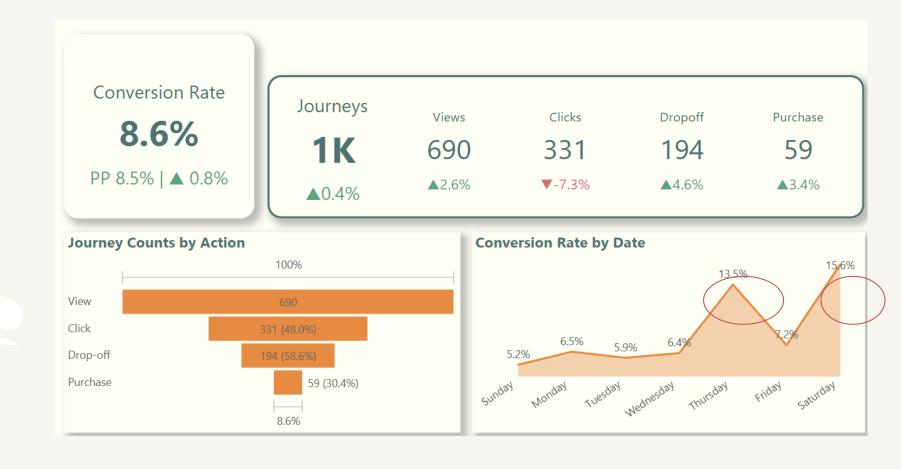
• Highest Conversion Rate Date

+ 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 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.

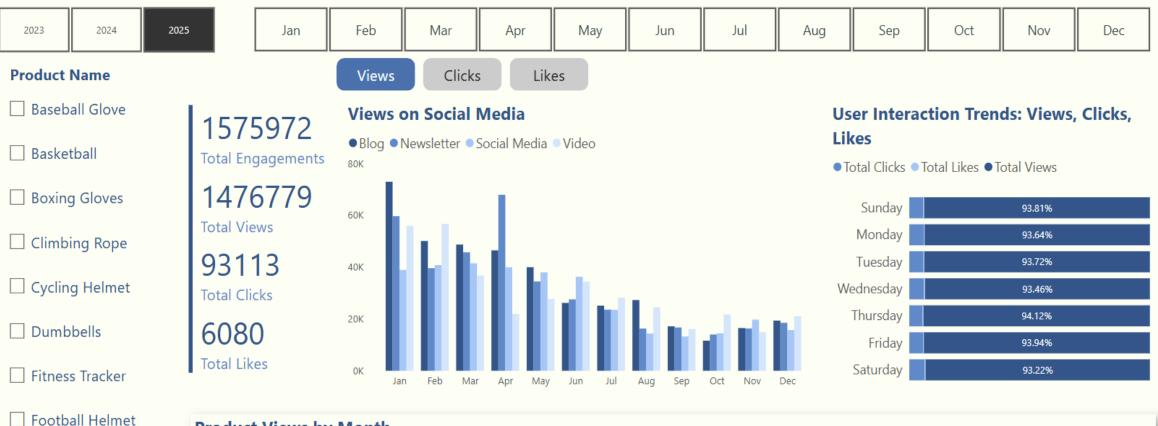
OVERVIEW CONVERSION RATE CUSTOMER REVIEW SOCIAL MEDIA Feb Mar May Jul Sep Oct Nov 2024 **Product Name Rating of Reviews** Avg. Rating & Review Count by Sentiment-Rating Category Baseball Glove •5 •4 •3 •2 •1 Basketball 12.6% Boxing Gloves Average Rating ☐ Climbing Rope 20.5% Cycling Helmet - 32.3% Dumbbells Fitness Tracker **Avg. Rating by Topic Detailed Review** Football Helmet Delivery 31 July 2025 25 Amazing value for the Strong Positive 5 Golf Clubs Product Q... 09 November 2025 21 Amazing value for the Strong Positive ☐ Hockey Stick 27 March 2025 17 Amazing value for the Strong Positive Customer ☐ Ice Skates 01 January 2025 85 Amazing value for the Strong Positive 5 Product Pr. ☐ Kayak 5 14 January 2025 66 Amazing value for the Strong Positive ☐ Running Shoes 5 17 March 2025 63 Amazing value for the Strong Positive **Topic Review by Sentiment-Rating** Ski Boots ■ Customer Service ■ Delivery ■ Product Price ■ Product Quality 5 18 April 2025 95 Amazing value for the Strong Positive Soccer Ball 5 Strong Pos... 11 July 2025 49 Amazing value for the Strong Positive Surfboard Strong Ne... 04 October 2025 71 Amazing value for the Strong Positive Swim Goggles Possibly M.. 23 January 2025 72 Average experience, Neutral nothing special. Tennis Racket 15 April 2025 48 Average experience, Neutral nothing special. Mixed Posi.. ☐ Volleyball 21 September 2025 74 Average experience, Strong Negative Mixed Ne. Yoga Mat 19 October 2025 80 Average experience, Strong Negative

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

OVERVIEW CONVERSION RATE CUSTOMER REVIEW SOCIAL MEDIA



Product Views by Month

Golf Clubs

☐ Hockey Stick

☐ Running Shoes

Ski Boots

Soccer Ball

Surfboard

☐ Swim Goggles

☐ Tennis Racket

☐ Volleyball

☐ Yoga Mat

☐ Ice Skates

Kayak

Product Name	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Baseball Glove	10899	9782	11236	7474	6308	6590	5162	4513	5523	1207	5701	2385	76780
Basketball	18172	5143	4878	17316	3889	10266	7024	5445	2511	7546	4976	1560	88726
Boxing Gloves	23093	5723	12514	15949	4014	5211	3540	3312	4520	1512	2092	5352	86832
Climbing Rope	15694	6724	5878	6981	4133	9083	9456	2808	3706	3240	1362	5235	74300
Cycling Helmet	14064	440	7084	5649	11628	7000	3730	4334	2410	3899	3065	3086	66389
Dumbbells	8333	11265	6021	10047	7979	6910	5756	4097	1355	4757	4077	5101	75698
Fitness Tracker	8955	14367	6152	8165	6264	5940	2896	1648	3982	3832	1860	1830	65891
Football Helmet	16498	14313	3508	7574	6571	3451	4064	3585	2119	2113	2279	3264	69339
Golf Clubs	12337	9021	8308	5502	9153	5384	5686	4180	2070	1659	4209	4089	71598
Hockey Stick	5869	7895	10329	13477	5152	10505	5089	7947	2397	3568	1140	6404	79772
Ice Skates	7325	7362	11890	9944	2721	3549	4903	4413	1852	4311	2726	3791	64787
Kayak	12383	9034	10366	3477	12807	8483	9659	4877	3315	1379	4073	2782	82635
Running Shoes	7858	10319	13128	3956	13486	2888	1117	1292	2741	6178	5126	3879	71968
Ski Boots	17779	8156	9558	4946	6884	3155	6520	7007	3327	1332	6991	2123	77778
Soccer Ball	10359	18294	10175	17048	6756	11008	5591	2156	2277	2707	3436	3730	93537
Surfboard Total	6391 227247	4689 187041	9589 172532	8842 176185	6666 139987	4188 124323	2938 100320	6655 82395	6431 63140	3548 61741	1992 67331	2860 74537	64789 1476779

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

OVERVIEW CONVERSION RATE CUSTOMER REVIEW SOCIAL MEDIA



Product Clicks by Month

☐ Golf Clubs

☐ Hockey Stick

☐ Ice Skates

☐ Running Shoes

Ski Boots

Soccer Ball

Surfboard

☐ Swim Goggles

☐ Tennis Racket

☐ Volleyball

Yoga Mat

☐ Kayak

Product Name	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Baseball Glove	912	921	965	543	472	384	234	212	154	19	178	81	5075
Basketball	1595	378	379	1189	233	643	391	227	85	236	128	31	5515
Boxing Gloves	1926	390	1103	1195	194	293	179	126	138	38	72	124	5778
Climbing Rope	1696	723	633	494	171	437	386	100	142	120	46	147	5095
Cycling Helmet	1285	50	698	349	864	362	207	191	70	124	105	81	4386
Dumbbells	758	746	508	650	317	342	235	104	18	154	134	145	4111
Fitness Tracker	949	1210	538	531	340	352	99	75	112	132	53	62	4453
Football Helmet	1558	939	368	511	425	187	199	128	72	61	71	116	4635
Golf Clubs	1218	644	721	380	539	308	321	153	55	58	93	133	4623
Hockey Stick	580	497	695	1083	245	514	319	224	91	93	28	171	4540
Ice Skates	582	682	1000	617	182	169	247	117	68	135	84	117	4000
Kayak	864	925	810	158	753	513	406	205	69	33	101	46	4883
Running Shoes	751	756	1047	194	532	112	20	34	56	195	158	109	3964
Ski Boots	1321	662	574	330	651	94	210	225	81	28	207	41	4424
Soccer Ball	863	1546	884	1108	359	666	233	80	75	41	137	98	6090
Surfboard Total	727 20742	597 15493	602 14138	853 12547	346 8314	205 6654	119 4552	270 2983	233 1873	79 1810	60 1959	66 2048	4157 93113

SOCIAL MEDIA

LIKES

- 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

OVERVIEW CONVERSION RATE CUSTOMER REVIEW SOCIAL MEDIA



Product Likes by Month

☐ Golf Clubs

☐ Hockey Stick

☐ Ice Skates

☐ Running Shoes

Ski Boots

Soccer Ball

Surfboard

☐ Swim Goggles

☐ Tennis Racket

☐ Volleyball

☐ Yoga Mat

☐ Kayak

Product Name	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Baseball Glove	91	87	72	30	30	27	15	3	0	0	1	2	358
Basketball	145	39	39	97	11	31	17	5	1	0	1	0	386
Boxing Gloves	114	16	58	95	14	13	7	1	1	0	1	0	320
Climbing Rope	134	74	42	42	10	22	14	1	4	2	0	0	345
Cycling Helmet	99	6	60	31	55	15	4	4	0	1	1	0	276
Dumbbells	63	71	43	48	16	20	7	2	0	1	3	0	274
Fitness Tracker	96	126	41	29	12	14	3	1	2	2	0	0	326
Football Helmet	107	79	21	45	24	10	5	2	0	1	0	1	295
Golf Clubs	151	53	57	28	27	16	11	3	0	0	0	0	346
Hockey Stick	75	34	50	54	17	26	8	5	1	2	0	3	275
ce Skates	25	56	64	28	15	10	13	2	0	2	0	2	217
Kayak	83	82	64	3	27	26	17	6	1	0	2	0	311
Running Shoes	75	70	69	8	31	5	0	0	1	1	1	0	261
Ski Boots	147	61	54	27	44	3	5	6	2	0	1	0	350
Soccer Ball	72	103	84	62	22	25	7	0	0	0	2	2	379
Surfhoard	63	61	42	57	15	13	4	6	1	0	0	0	262
Total	1869	1314	1033	829	443	317	165	55	15	15	14	11	6080

Goal

Action

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

Increase Conversion Rates:

<u>Target High-Performing Product Categories:</u> 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.

<u>Implement seasonal promotions</u> 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:

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

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

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:

- 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.

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.