



Marketing Analysis Business Case

Challenge for ShopEasy

Navigating Digital Marketing Hurdles

ShopEasy, an online retail leader, faces a critical juncture. Despite significant investment in online marketing, customer engagement and conversion rates are falling. We're here to diagnose the root causes and prescribe data-driven solutions.

Reduced Customer Engagement

A noticeable decline in customer interactions with our site and content.

Decreased Conversion Rates

Fewer visitors are translating into paying customers.

High Marketing Expenses

Significant spend yielding suboptimal returns, demanding efficiency.

Customer Feedback Gap

Crucial insights from customer opinions are currently underutilized.

Measuring Success

Key Performance Indicators (KPIs)

To precisely evaluate ShopEasy's marketing effectiveness, we will focus on the following key metrics:

Conversion Rate

Percentage of website visitors who complete a purchase.



Customer Engagement Rate

Level of interaction with marketing content (clicks, likes, comments).



Customer Feedback Score

Average rating derived from customer reviews.



Average Order Value (AOV)

Mean value of each customer transaction.



Our Strategic Objectives

Defining Impactful Goals

1

Increase Conversion Rates

Identify bottlenecks in the conversion funnel and provide actionable recommendations to optimize visitor journeys.

2

Enhance Customer Engagement

Determine content types that resonate most effectively with the audience to inform future content strategy.

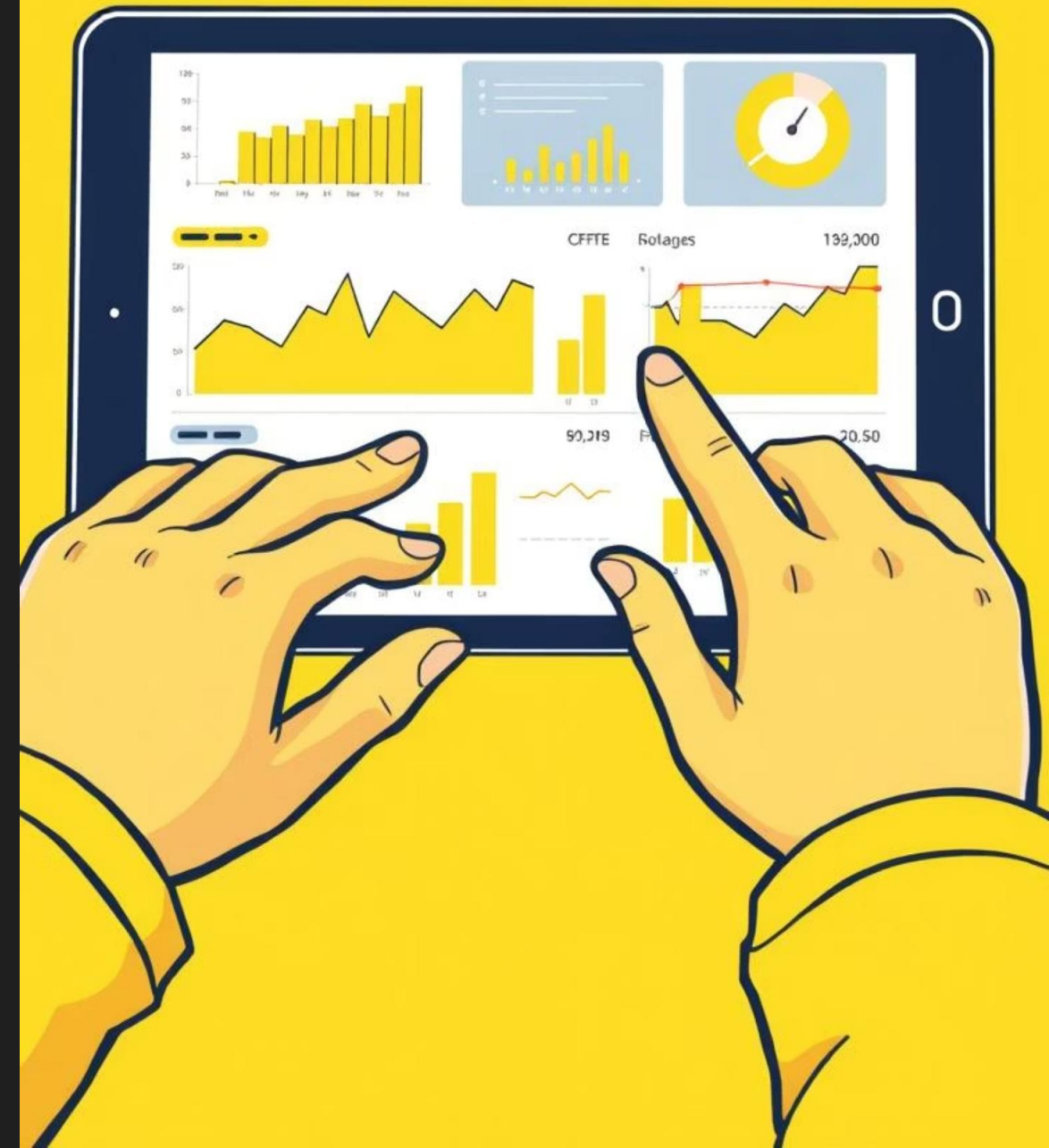
3

Improve Customer Feedback Scores

Analyze common themes in reviews to guide product and service enhancements, fostering stronger customer satisfaction.

Data Presentation

Unpacking the Insights



Performance Overview

Key Findings from Analytics

Conversion Rates Rebounding

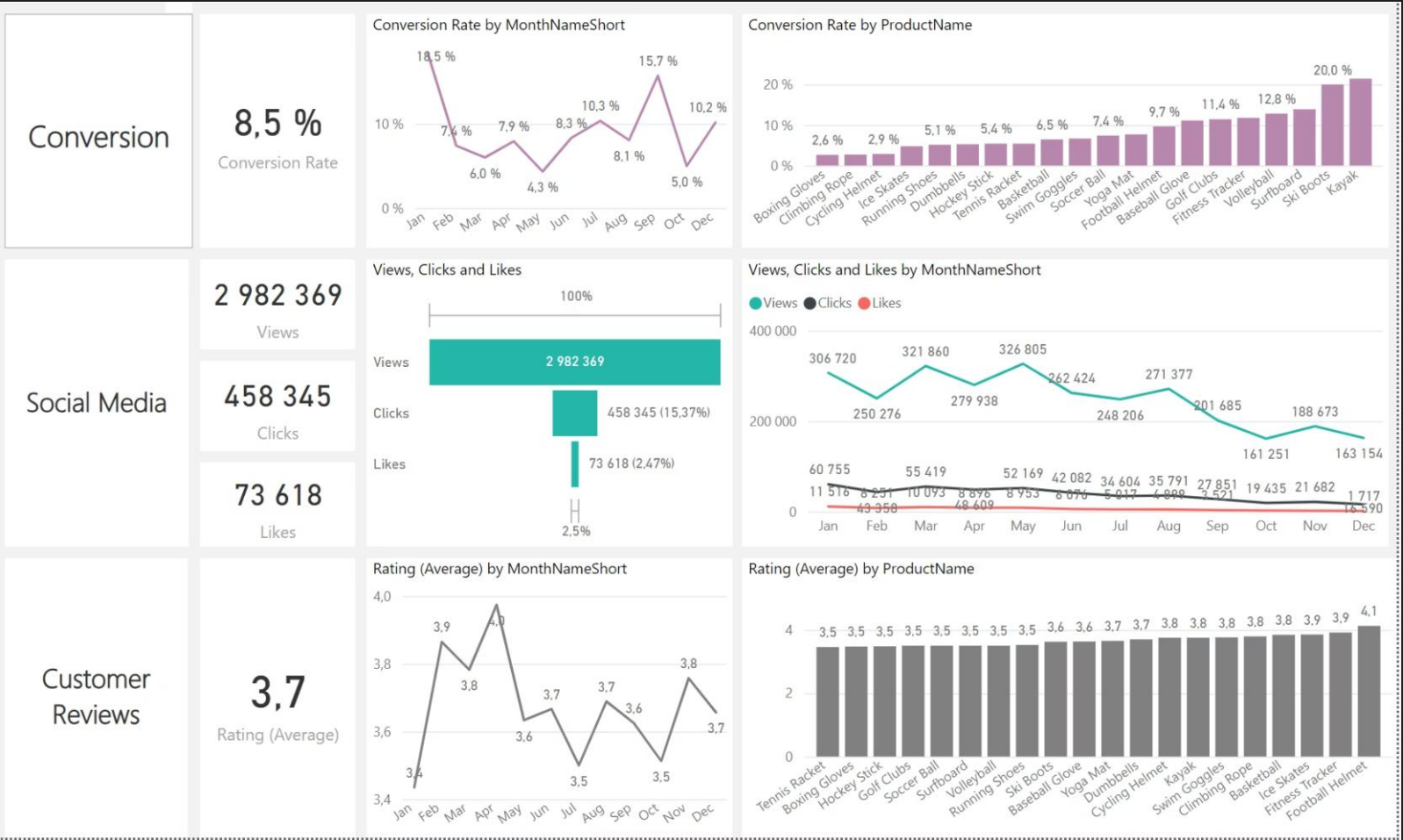
Conversion rates showed a strong recovery, hitting **10.2% in December** after a dip to 5.0% in October. This rebound signals positive momentum.

Consistent Customer Ratings

Customer ratings averaged **3.7 throughout the year**. Although stable, this is below the 4.0 target, highlighting areas for focused improvements in customer satisfaction, particularly for products below 3.5 stars.

Customer Engagement Dip

Overall social media engagement declined, with views consistently dropping throughout the year. While clicks and likes are low, the **15.37% click-through rate** indicates that engaged users remain active.



Conversion Deep Dive

Analyzing Conversion Trends

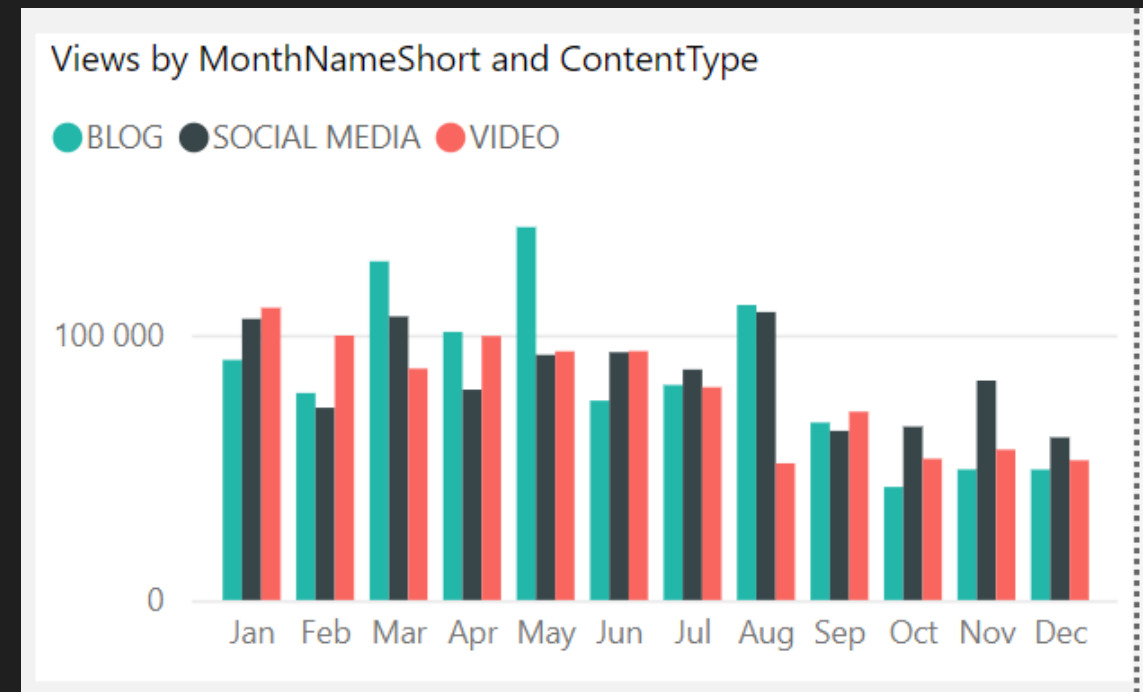
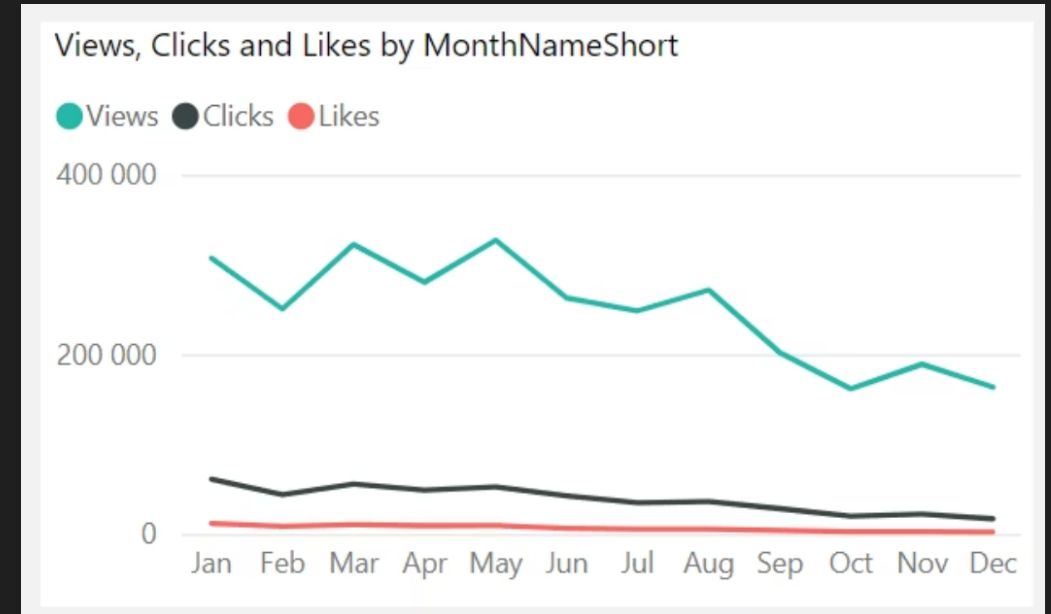
- **General Conversion Trend:** Throughout the year, conversion rates varied, with higher numbers of products converting successfully in months like February and July. This suggests that while some products had strong seasonal peaks, there is potential to improve conversions in lower-performing months through targeted interventions.
- **Lowest Conversion Month:** May experienced the lowest overall conversion rate at 4.3%, with no products standing out significantly in terms of conversion. This indicates a potential need to revisit marketing strategies or promotions during this period to boost performance.
- **Highest Conversion Rates:** January recorded the highest overall conversion rate at 18.5%, driven significantly by the Ski Boots with a remarkable 150% conversion. This indicates a strong start to the year, likely fueled by seasonal demand and effective marketing strategies.

ProductName	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Kayak	0,0 %			40,0 %		100,0 %	100,0 %		33,3 %			100,0 %	21,4 %
Ski Boots	150,0 %	33,3 %	100,0 %					0,0 %					20,0 %
Surfboard		50,0 %	25,0 %	33,3 %	0,0 %				50,0 %				13,9 %
Volleyball	40,0 %					100,0 %		50,0 %		0,0 %			12,8 %
Fitness Tracker	50,0 %				50,0 %				33,3 %			33,3 %	11,8 %
Golf Clubs	33,3 %							33,3 %	25,0 %	0,0 %		25,0 %	11,4 %
Baseball Glove	33,3 %		20,0 %							200,0 %			11,1 %
Football Helmet	100,0 %	100,0 %		0,0 %				25,0 %					9,7 %
Yoga Mat	0,0 %					100,0 %	33,3 %						7,7 %
Soccer Ball	0,0 %								100,0 %		0,0 %		7,4 %
Swim Goggles									25,0 %			33,3 %	6,7 %
Basketball			0,0 %	50,0 %								100,0 %	6,5 %
Hockey Stick		33,3 %						33,3 %					5,4 %
Tennis Racket									50,0 %	20,0 %			5,4 %
Dumbbells			0,0 %			33,3 %						16,7 %	5,3 %
Running Shoes					16,7 %				100,0 %				5,1 %
Ice Skates							66,7 %						4,8 %
Cycling Helmet				20,0 %			0,0 %				0,0 %		2,9 %
Climbing Rope							50,0 %				0,0 %		2,7 %
Boxing Gloves		0,0 %					33,3 %						2,6 %
Total	18,5 %	7,4 %	6,0 %	7,9 %	4,3 %	8,3 %	10,3 %	8,1 %	15,7 %	5,0 %		10,2 %	8,5 %

Engagement Breakdown

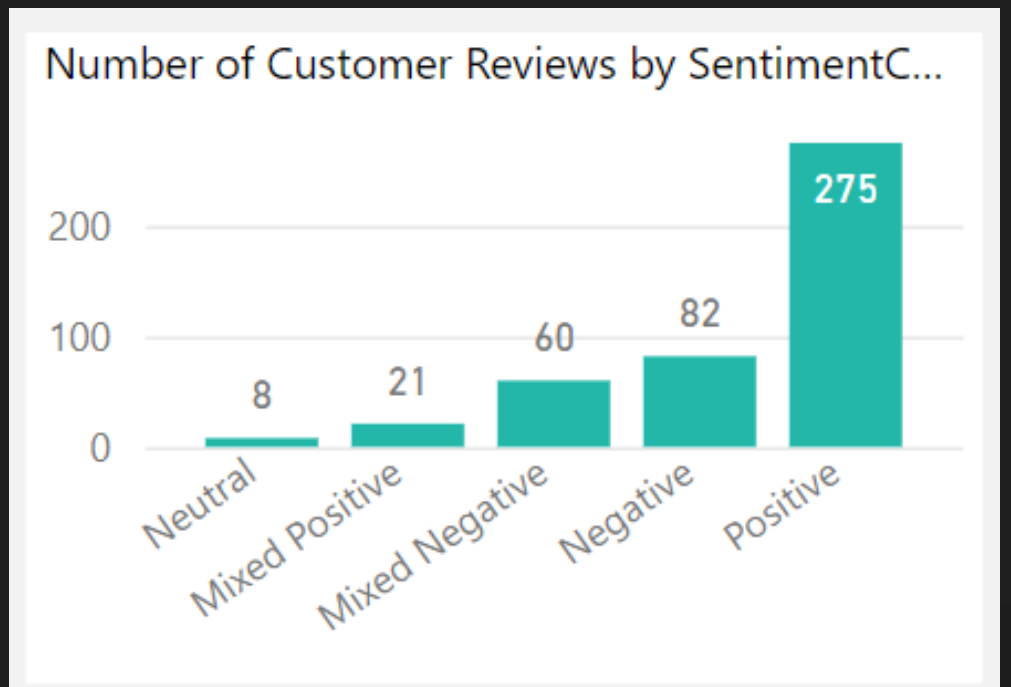
Unpacking Customer Engagement

- **Declining Views:** Views peaked in February and July, then steadily declined from August onwards. This trend indicates a noticeable drop in audience engagement during the latter half of the year, demanding immediate attention to content strategy and distribution.
- **Low Interaction Rates:** Clicks and likes remained consistently low relative to views. This suggests that while content might be seen, it's not prompting sufficient user interaction. There's a clear need for more compelling content or stronger, more visible calls to action to drive engagement.
- **Content Type Performance:** Blog content drove the most views, especially in April and July, while social media and video content maintained steady but slightly lower engagement.



Dissecting Feedback and Sentiment

- **Customer Ratings Distribution:** The majority of customer reviews are positive, with **140 at 4 stars** and **135 at 5 stars**. This highlights a generally satisfied customer base. Lower ratings (1-2 stars) account for a smaller proportion, with 26 and 57 reviews respectively.
- **Sentiment Analysis:** •Positive sentiment dominates with **275 reviews**, reflecting a generally satisfied customer base. Negative sentiment is present in **82 reviews**, with a smaller number of mixed and neutral sentiments, suggesting some areas for improvement but overall strong customer approval.
- **Opportunity for Improvement:** •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.



Goals & Actions:

Charting ShopEasy's Future

Goals

Increase Conversion Rates

Optimize the conversion funnel by identifying and addressing drop-off points.

Enhance Customer Engagement

Discover and implement content strategies that drive higher interaction and retention.

Improve Customer Feedback Scores

Leverage review insights to refine products and services, boosting satisfaction.

Actions

Target High-Performing Product Categories

Focus marketing on top converters like Kayaks, Ski Boots, and Baseball Gloves. Implement seasonal promotions, especially in peak months (January, September) to maximize revenue.

Revitalize Content Strategy

Combat declining views by experimenting with interactive videos and user-generated content. Optimize calls-to-action in social media and blogs, focusing on low-engagement periods (Sept-Dec).

Address Mixed and Negative Feedback

Create a feedback loop for analyzing reviews. Develop improvement plans to resolve common issues and follow up with dissatisfied customers to encourage re-rating, aiming for a 4.0 average.