



May
20
25

Shop.Com: Addressing Reduced Customer Engagement and Conversion Rate

Performance Analysis and Strategic Recommendations



Glossary

2

Abbreviation	Meaning
CSO	Customer Service Officer
UX	User Experience

Key Findings and Urgent Actions

- ❑ The overall **conversion rate** is **9.57%**.
- ❑ **Declining Conversion Trend:** Conversion rates in 2024 were generally lower than in 2023, with volatility. 2025 shows some stability but with a concerning dip in October.
- ❑ **Social Media Reach is High, Engagement Needs Improvement:** While views are substantial (9M+), click-through rates (19.66%) and likes (4.6% of views) suggest room for more engaging content.
- ❑ **Significant Leakage:** There is a substantial drop-off of potential customers at each stage, particularly between viewing and clicking, and then again before purchase. The high initial views contrast sharply with the low final purchase rate, indicating that while Shop.com is attracting visitors, it's struggling to guide them through the purchase process effectively.
- ❑ **Bottleneck Identification:** The "Drop-off" stage (15.2%) is a major bottleneck for increased customer conversion rate. Investigating the reasons behind this drop-off is crucial for improving conversion rates.
- ❑ **Content Upload not Impacting business outcomes:** Contents uploaded resonates less emotionally to strongly encourage action (like purchase).

Key Findings and Urgent Actions

- ❑ **Customer Satisfaction Mixed:** Average product rating is 3.69, indicating potential issues with product quality or customer expectations for certain items.
- ❑ **Significant Product Performance Disparities:** Conversion rates and customer ratings vary significantly across different product categories.
- ❑ **Potential Marketing Inefficiencies:** High marketing expenses are not translating into consistent conversion growth.

Customer Review Category:

- **Positive Reviews:** 773 customers has positive impression about product quality, Shop.Com CSO and quick delivery.
- **Area of Improvements:** While customers acknowledged quality, 235 customers said products is overprized.
- **Areas of Critical Concern:** 302 customers mentioned Poor Quality, Damaged Shortly, Late Delivery, Non-conforming Delivery, Poor CSO, Underperformance, Vague User Manual , Average (UX) as their pain points and why they gave low rating to the products.

Shop.Com Snapshot – What's Working & What's Not

5

Conversion Rate

9.57%

Nearly 1 in 10 viewers take a desired action

Views

9,079,276

Clicks

1,785,010

Likes

414,122

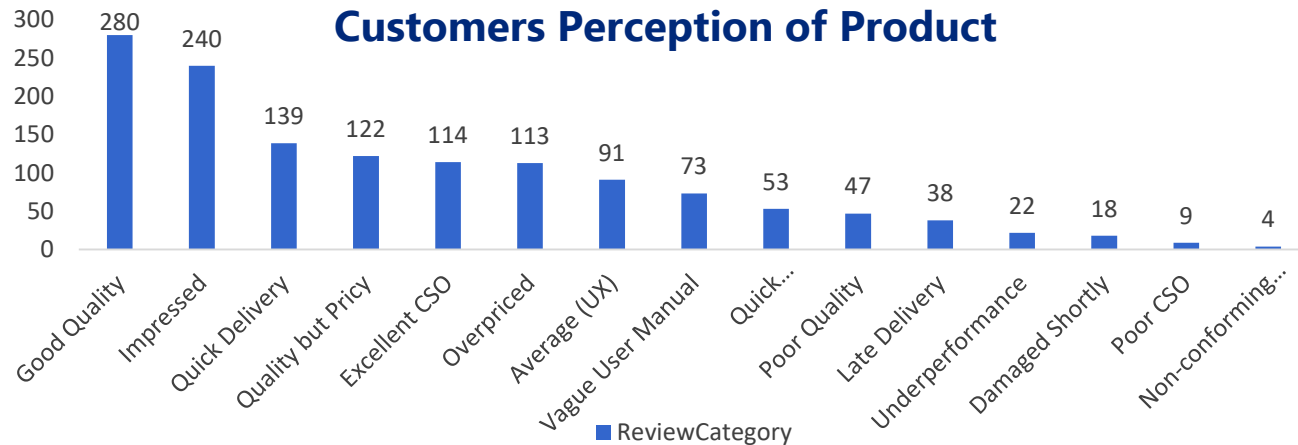
Total Items Sold

198

Total Sales Value

\$43,364.79

Customers Perception of Product



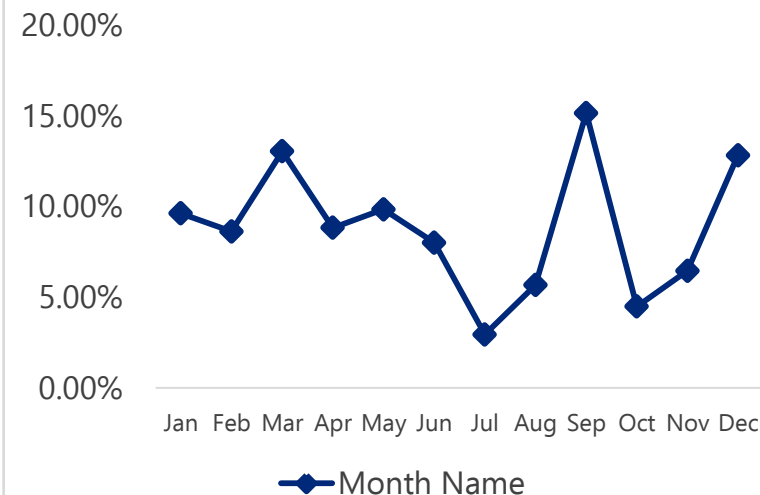
Average
Rating
(Content)

3.69%

Social Media
Content
Posted

3,519

Overall Conversion Rate Trend



Decreased Conversion Rate

6

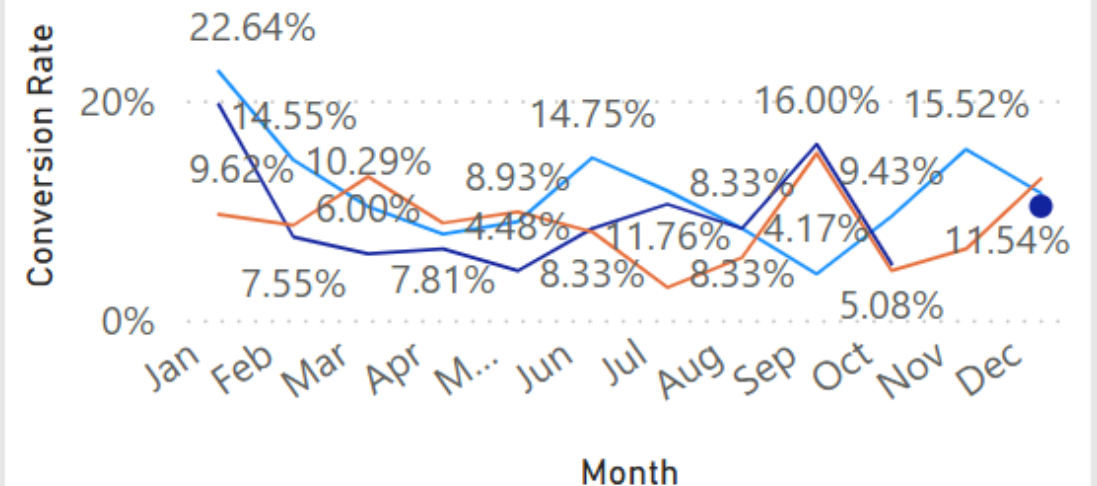
- ❑ The overall conversion rate is 9.57%, meaning nearly 1 in 10 viewers take a desired action (like a purchase). While Shop.com maintained a high social media views of 9,079, 276, the conversion rate remained low which suggests a strong disconnect between marketing efforts and actual sales.
- ❑ **The trend analysis for the years under consideration reveals a concerning pattern:** 2023 started with initial high conversion, but a general decline throughout the year. 2024 lower baseline with significant volatility, including a sharp mid-year drop. 2025 had relative stability, but the October dip is alarming and requires investigation.

Conversion by Year		
Year	Views	Conversion Rate
2023	5,000,203	11.58%
2024	2,982,369	8.48%
2025	1,096,704	8.55%
Total	9,079,276	9.57%

Views and Conversion Rate Yearly

Conversion Rate by Month

Year ● 2023 ● 2024 ● 2025



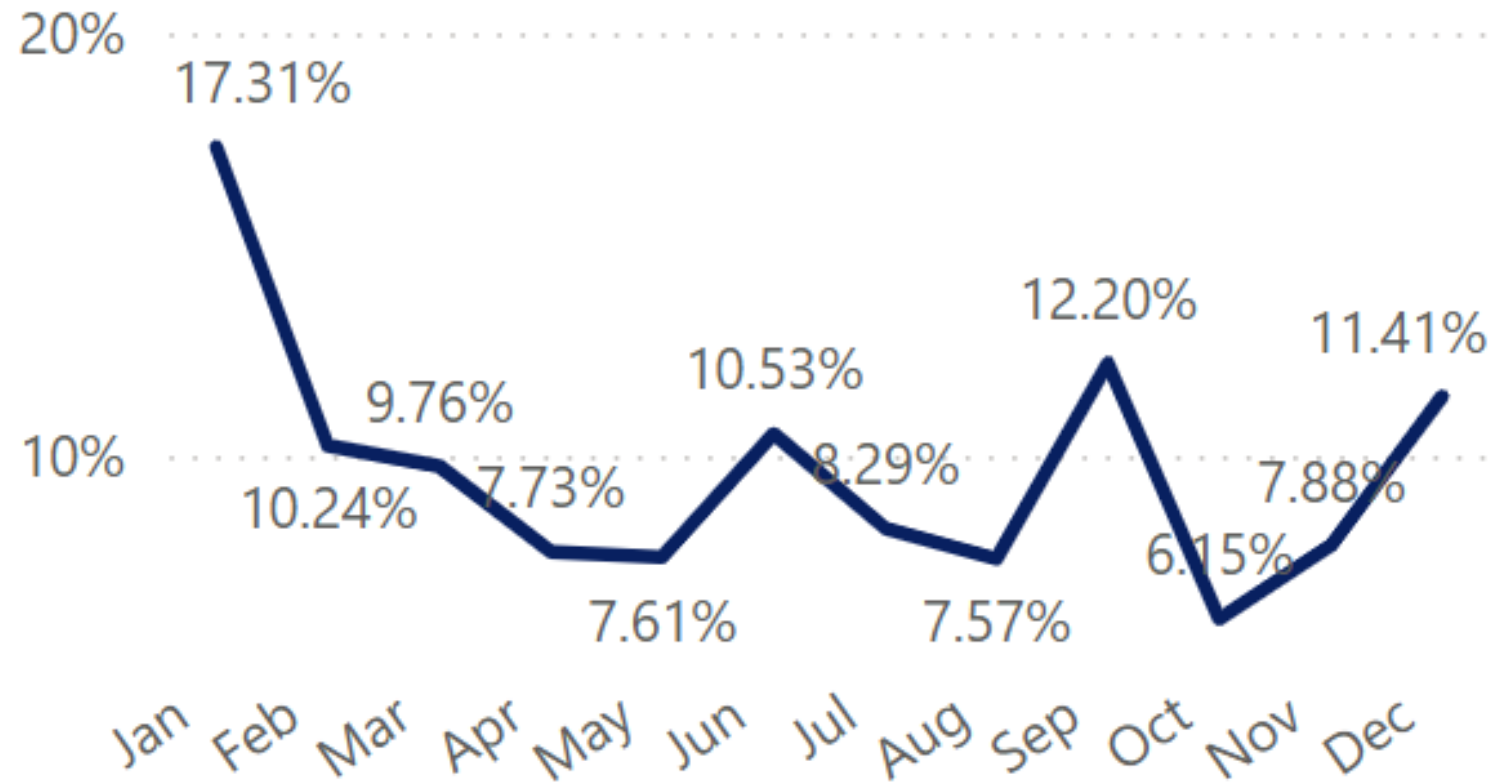
Yearly Conversion Rate Trend by Month

Overall Conversion Rate Trend

7

- ❑ Conversion rate trend shows a peak of 17.31% in January and a dip towards the later months.
- ❑ An upward trend 7.88% and 11.41% is observed in November and December respectively but **not** up to January peak.

Conversion Rate by Month



Overall Monthly Conversion Rate Trend

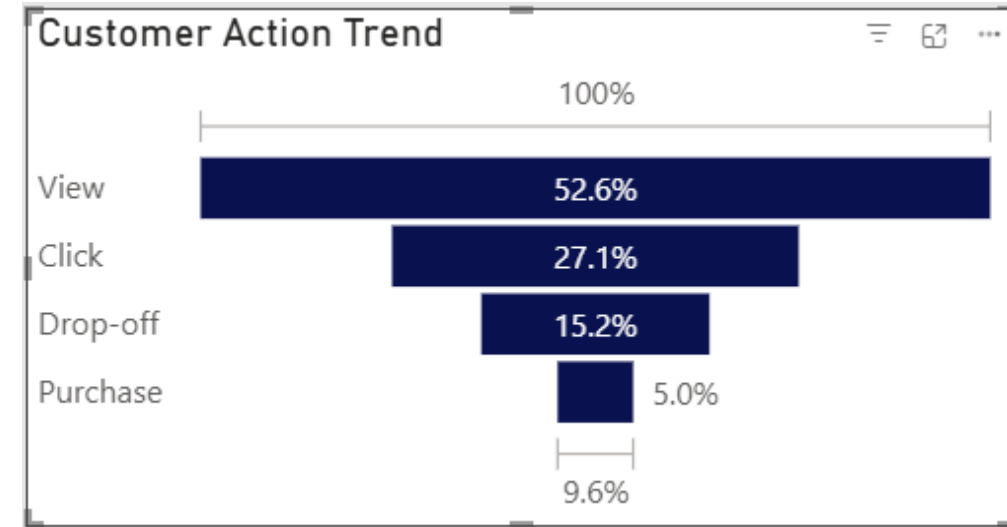
Decreased Conversion Rate

8

- ❑ **View:** 52.6% represents the initial stage, where a significant portion of potential customers viewed something (a product page, marketing content), indicating a reasonable level of initial reach or visibility.
- ❑ **Click:** 27.1%, a smaller percentage of the initial viewers, or roughly 51.5% of those who viewed proceed to click, indicating a further level of engagement or interest beyond just view.

The Problem

- ❑ **Drop-off (15.2%):** A significant drop-off of customers (15.2% of the initial viewers, or roughly 56.1% of those who clicked). This is the crucial point where potential customers are lost before making a purchase. Understanding *why* this drop-off occurs is critical.
- ❑ **Purchase (5.0%):** Finally, only 5.0% of the initial viewers (or roughly 18.5% of those who clicked after the drop-off) completed a purchase. This represents the ultimate conversion rate 9.6%



Customer Action Trend

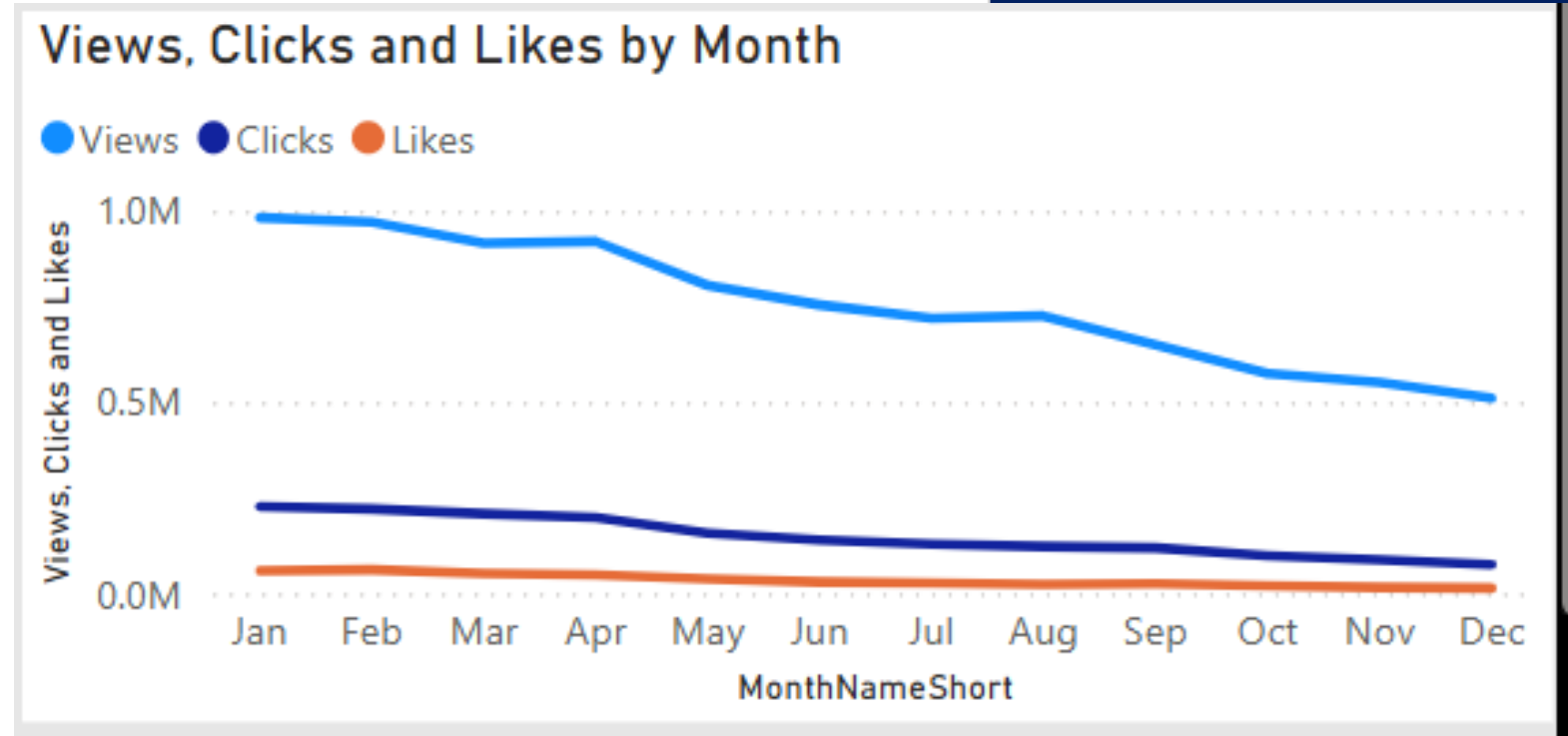
LOW CONVERSION RATE

Social Media Engagement Analysis

Social Media Engagement - Views, Clicks, and Likes

10

- ❑ The total number of views on social media content **9,079,276** indicates Shop.com social media efforts reach a wider audience, however, trend line shows a decline in overall social media engagement, with views dropping throughout the year.
- ❑ While clicks and likes are low compared to views, the click-through rate stands at 19.66%, meaning that engaged users are still interacting effectively.

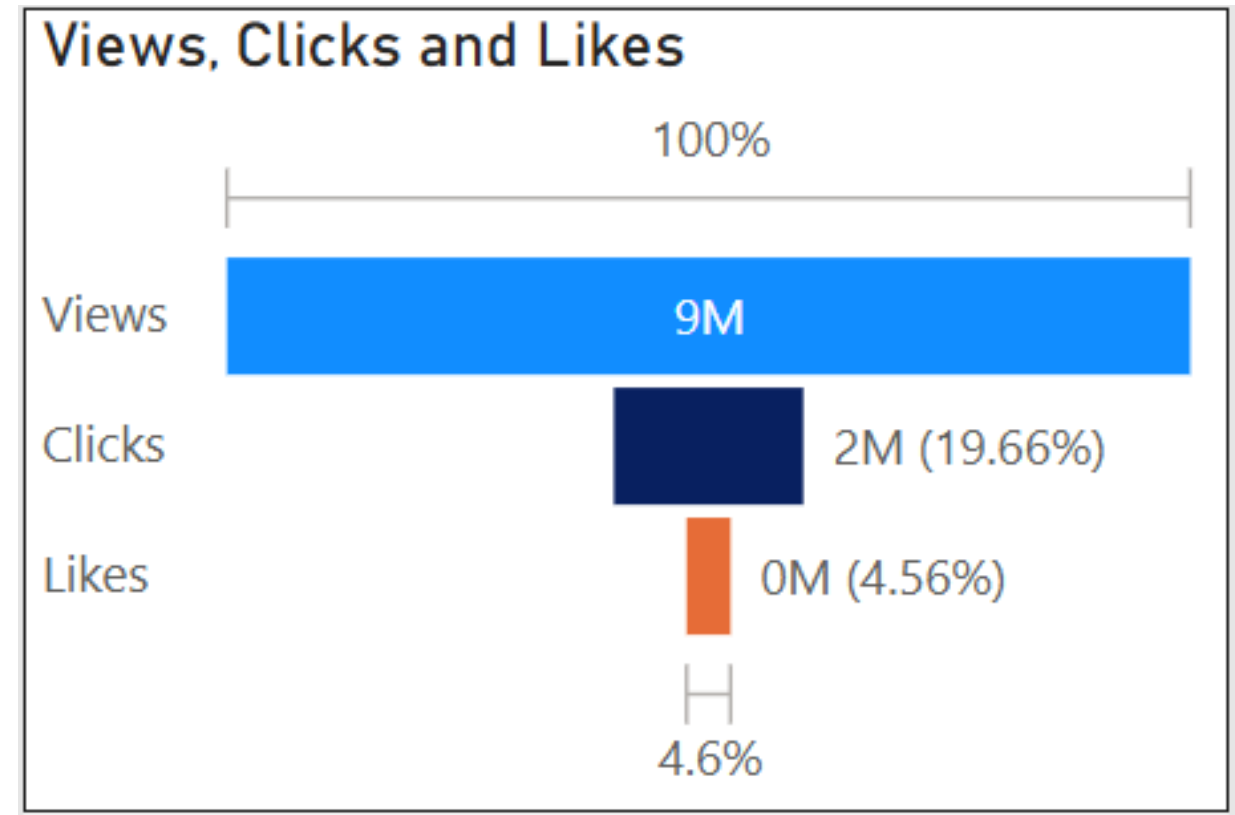


Views, Clicks and Likes Monthly Trend

- ❑ Social media content received likes (414,122), about 4.6% of the total views. This suggests visitors who liked the content generally had a favorable impression of it.

The Problem

- ❑ The disparity between likes and clicks (1,785,010) suggests content that resonates less emotionally or doesn't strongly encourage action hence, doesn't indicate a strong potential of business outcomes (like purchase)
- ❑ Monthly conversion rate trends can be analyzed in relation to campaigns to understand their impact on engagement metrics.



Views, Clicks and Likes Percentage Contribution

4.6% Likes

Out of 100 people who saw the content, approximately 4.6 of them clicked the "like" button

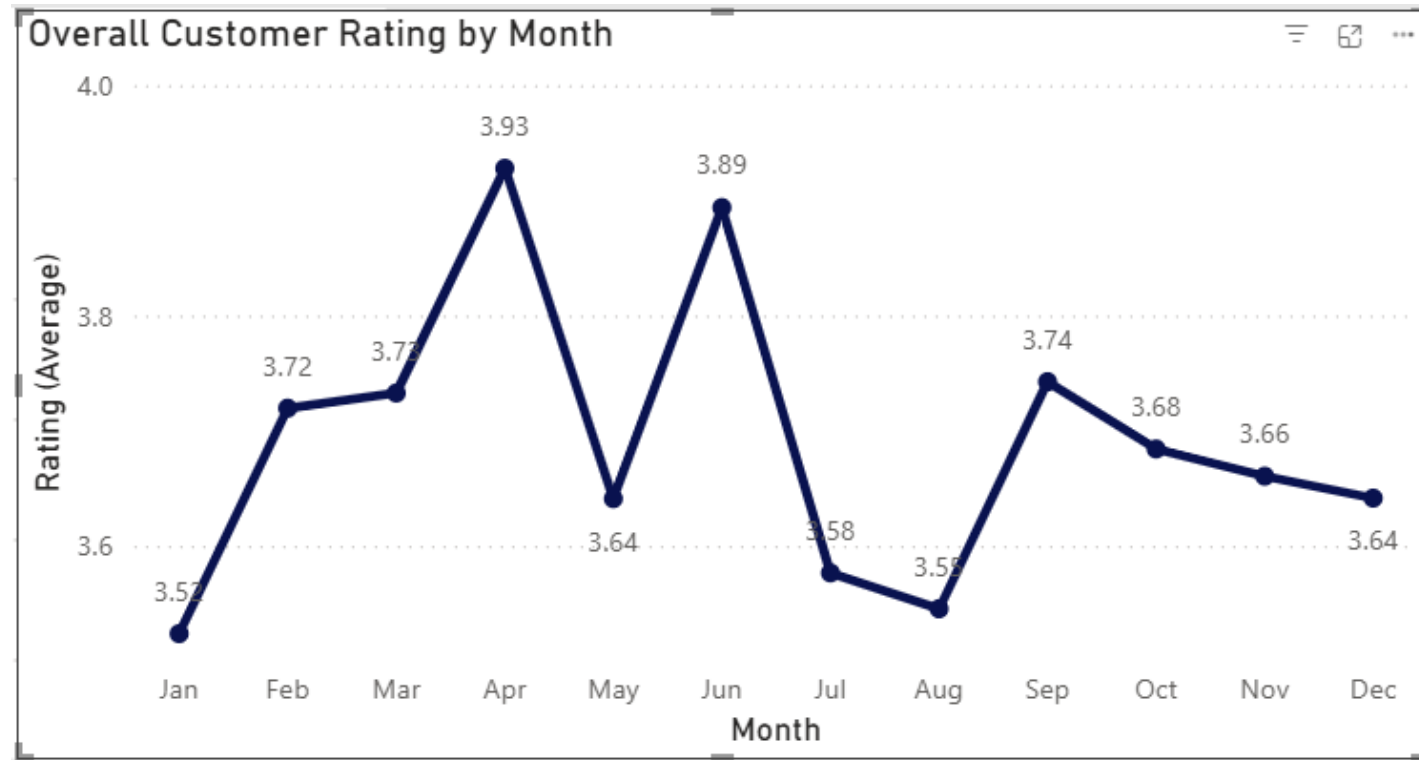
Customer Engagement - Average Rating

The overall average rating for the period is 3.69. This suggests that while customers aren't overwhelmingly dissatisfied, there's significant room for improvement in product quality and/or service. Although stable, the average rating is below the target of 4.0, suggesting a need for focused improvements in customer satisfaction, for products below 3.5.

ProductName	Rating (Total)	Rating (Average)	Conversion Rate
Hockey Stick	231	3.67	15.46%
Ski Boots	250	3.73	14.61%
Baseball Glove	272	3.73	13.68%
Cycling Helmet	213	3.80	12.00%
Surfboard	263	3.65	11.88%
Yoga Mat	229	3.52	11.36%
Ice Skates	292	3.70	10.74%
Climbing Rope	270	3.91	10.71%
Tennis Racket	256	3.56	9.71%
Golf Clubs	223	3.48	9.52%
Kayak	284	3.79	8.65%
Fitness Tracker	287	3.78	8.27%
Football Helmet	237	3.70	8.08%
Soccer Ball	275	3.67	7.55%
Basketball	242	3.78	7.45%
Boxing Gloves	213	3.61	7.34%
Volleyball	211	3.58	7.07%
Dumbbells	272	3.63	7.02%
Running Shoes	225	3.57	6.25%
Swim Goggles	280	3.84	5.62%
Total	5025	3.69	9.57%

Average Rating By Product

- ❑ The average rating monthly trend reveals fluctuations in customer satisfaction. The highest average ratings are observed in April and June 3.93 and 3.89, while the lowest points are in January and August.
- ❑ There is a mid-year (July and August) dip followed by a recovery in the later months showing an upward trend compared to the mid-year dip. However, the average ratings in these later months is at a mid-range level, and do **not** reach the same peaks observed in April and June.

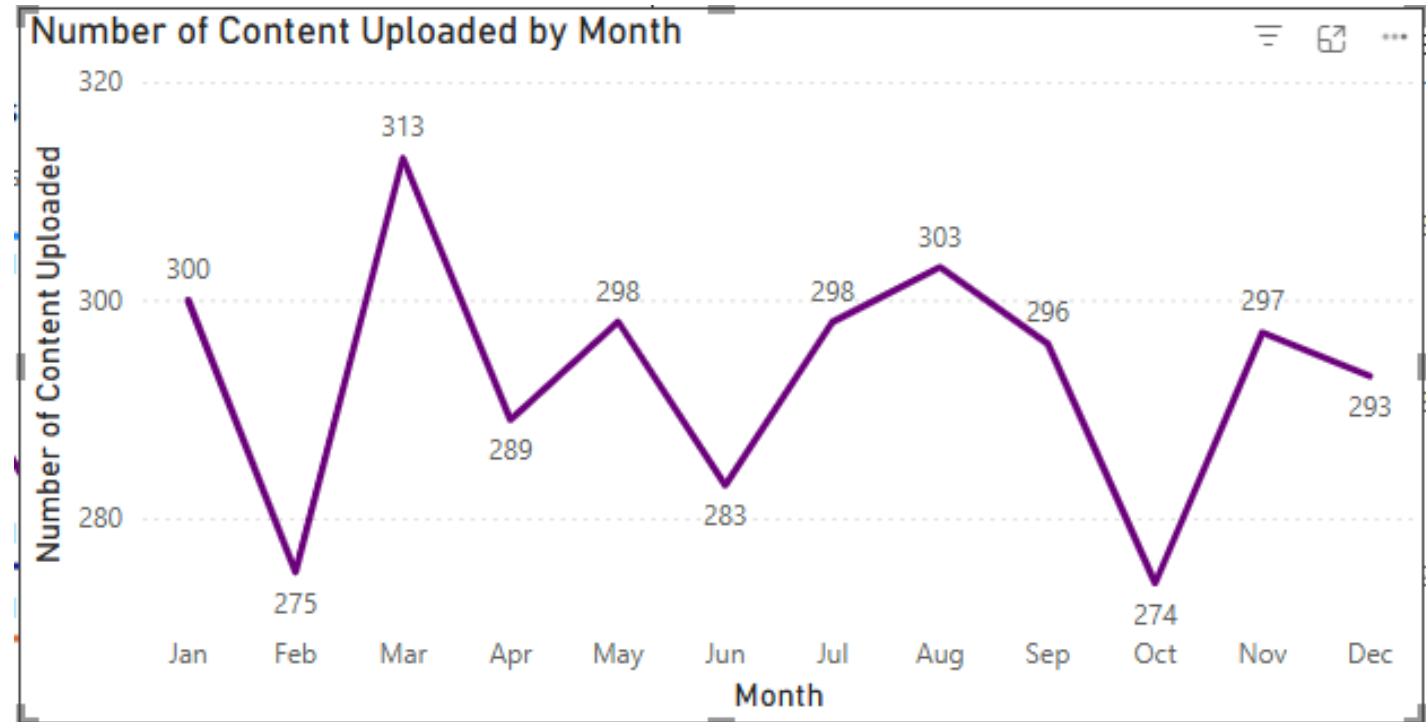


Overall Customer Rating by Month

LOW CONVERSION RATE

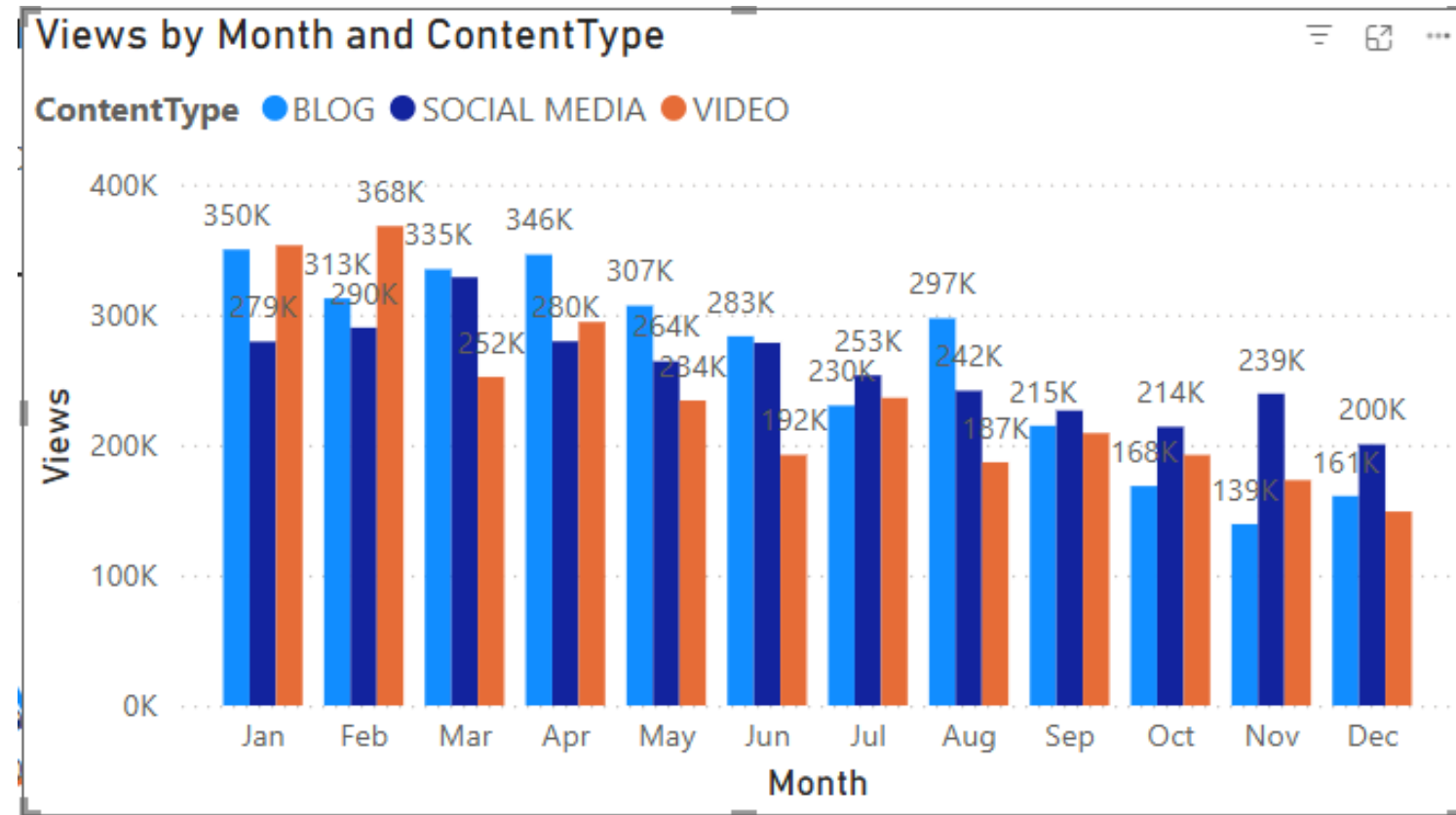
Social Media Content Upload Analysis

- ❑ The is consistency in content upload. Starting strong in January (300), peaked in March (313) with some volatility mid year and then generally decreased throughout the year, reaching its lowest point in October (287).
- ❑ Aside from content creation/uploads peaking in March 313, upload is relatively consistent. Even though there is fluctuations and the *mix* of content types varies, it remains relatively high throughout the year. On average approximately 294 contents is uploaded across all the months, suggesting a consistent effort in content creation.



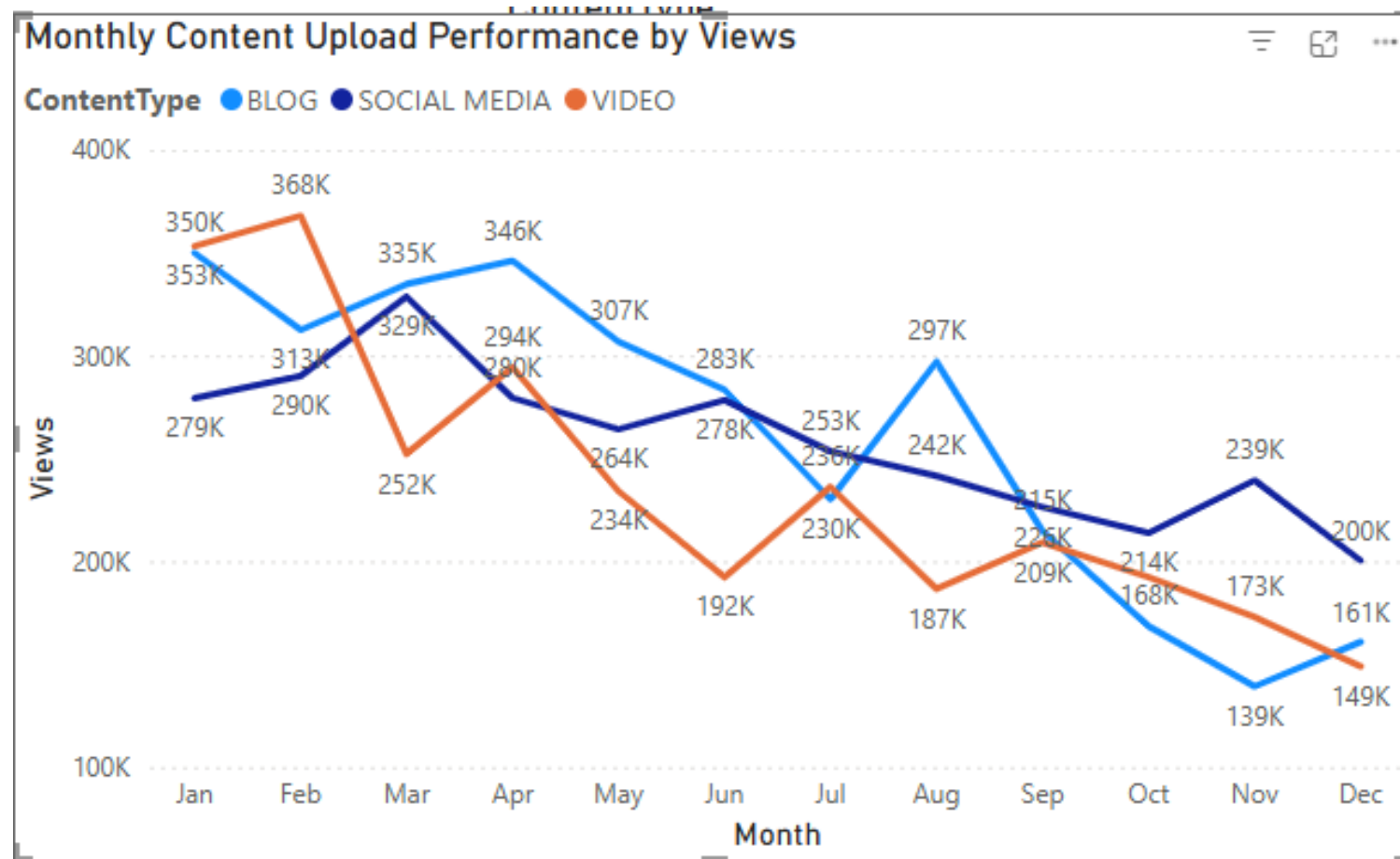
Overall Content Upload By Month

- ❑ **Blog:** Content performed best, often generating the highest number of views, peaking in March and April (around 344,797 and 346,031), remaining relatively high throughout the year, although it also saw a dip in the later months.
- ❑ **Video:** content saw high engagement in February (367,949) and outperforming Blog in January, July, October and November. However, it also experienced a notable decline in later months.



Views by Month and Content Type

- ❑ **Social Media:** Content maintained steady but lower engagement compared to Blog and Video, with a significant decline in viewership in quarter 4.



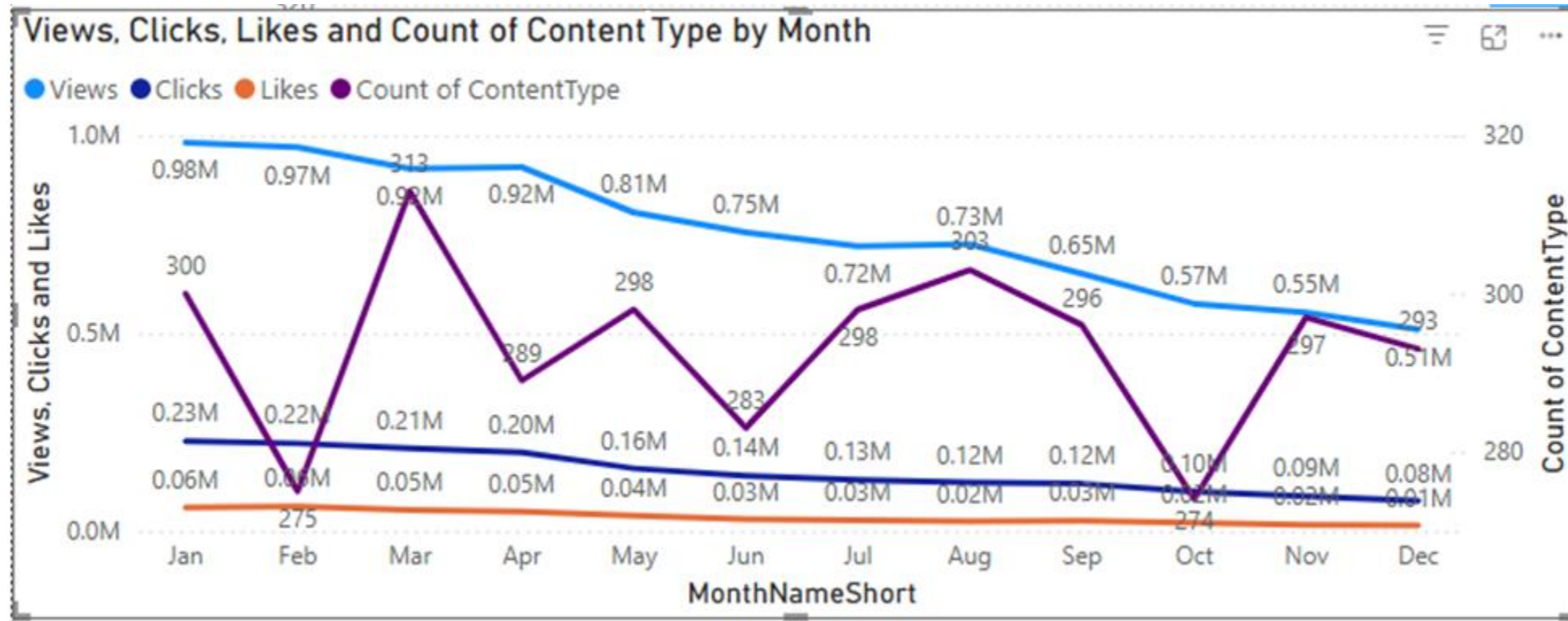
Content Performance Monthly Trend By Views

Insight:

While upload volumes remained high, Blog and Video outperformed Social Media in driving engagement. Quarter 4 dip signals the need to revamp content strategy, especially for social platforms.

Correlation between Content Upload Volume and Views

18



Trend Pattern of Content Upload by Views Clicks and Like

There isn't a perfectly direct and immediate correlation between the *total number* of content uploaded and the total *views* on a month-by-month basis. For example, January and March had a high count of content uploads (300 and 313), but February had higher number of views even though content upload for the month is lower than January and March. Conversely, the count of content was still relatively high in the later months (July -September), but views declined significantly. This suggests that:

Correlation between Content Upload Volume and Views

19

- ❑ **Quantity doesn't always equal higher views:** Simply uploading more content doesn't guarantee a proportional increase in viewership.
- ❑ Content quality, topic relevance, promotion likely play a significant role in driving views.
- ❑ The type of content uploaded likely has a more direct impact on views than just the overall volume. For instance, even with a consistent upload volume, if the proportion of less engaging content types (like Blog, based on views) increased in certain months, overall views might decline.
- ❑ While Shop.Com maintained a consistent level of content output, the engagement (specifically views) fluctuated, indicating that the type and potentially the quality or topic of the content had a more significant impact on performance than just the sheer volume of uploads. Blog Social Media content appear to be the primary drivers of views.

LOW CONVERSION RATE

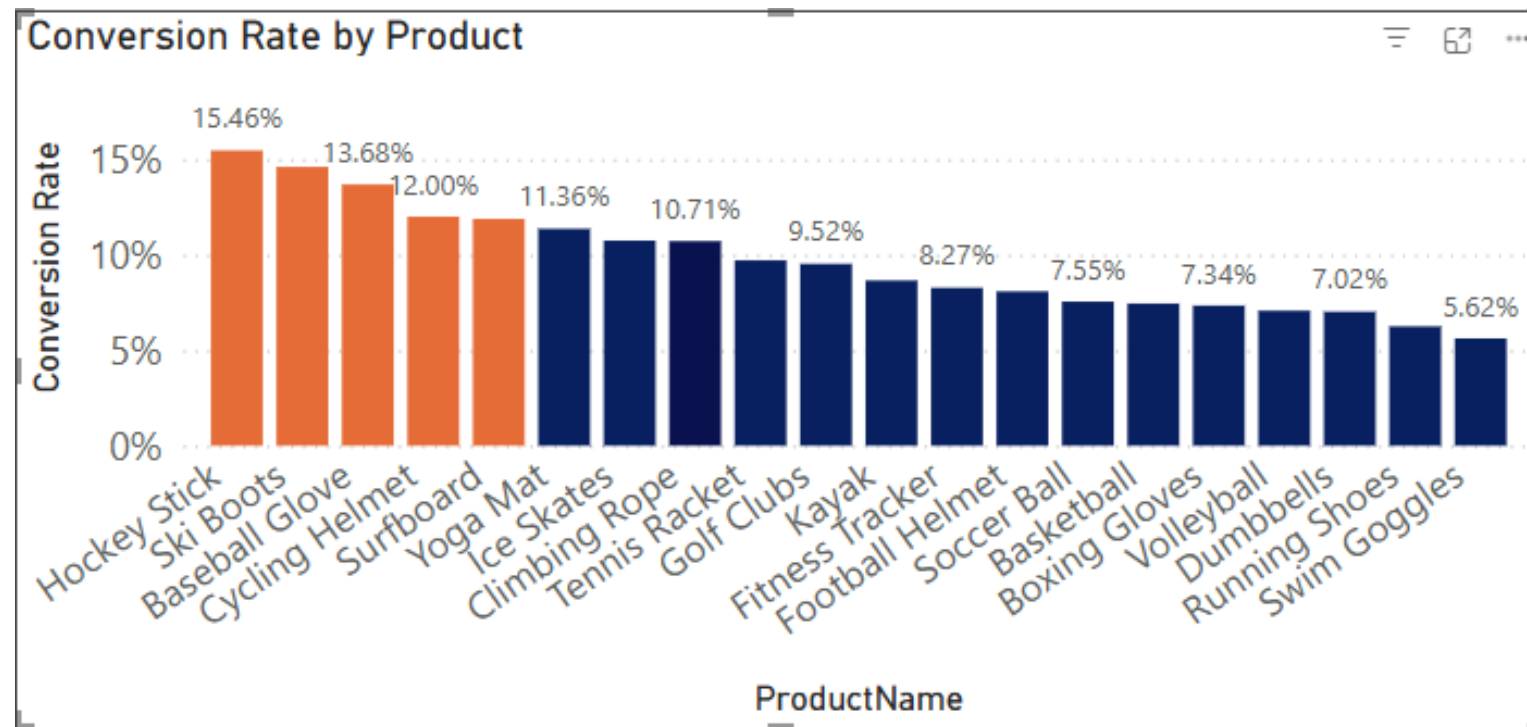
Social Media Content Upload Against Product Performance Analysis

Content Upload Against Product Performance

21

Comparing the top products in the chart below and next, it is obvious that there is not a direct correlation between the products with the highest views and the products with the highest conversion rates. For example, Basketball, Running Shoes, and Soccer Ball have some of the highest view counts but lower conversion rates compared to Hockey Stick, Ski Boots, and Baseball Glove.

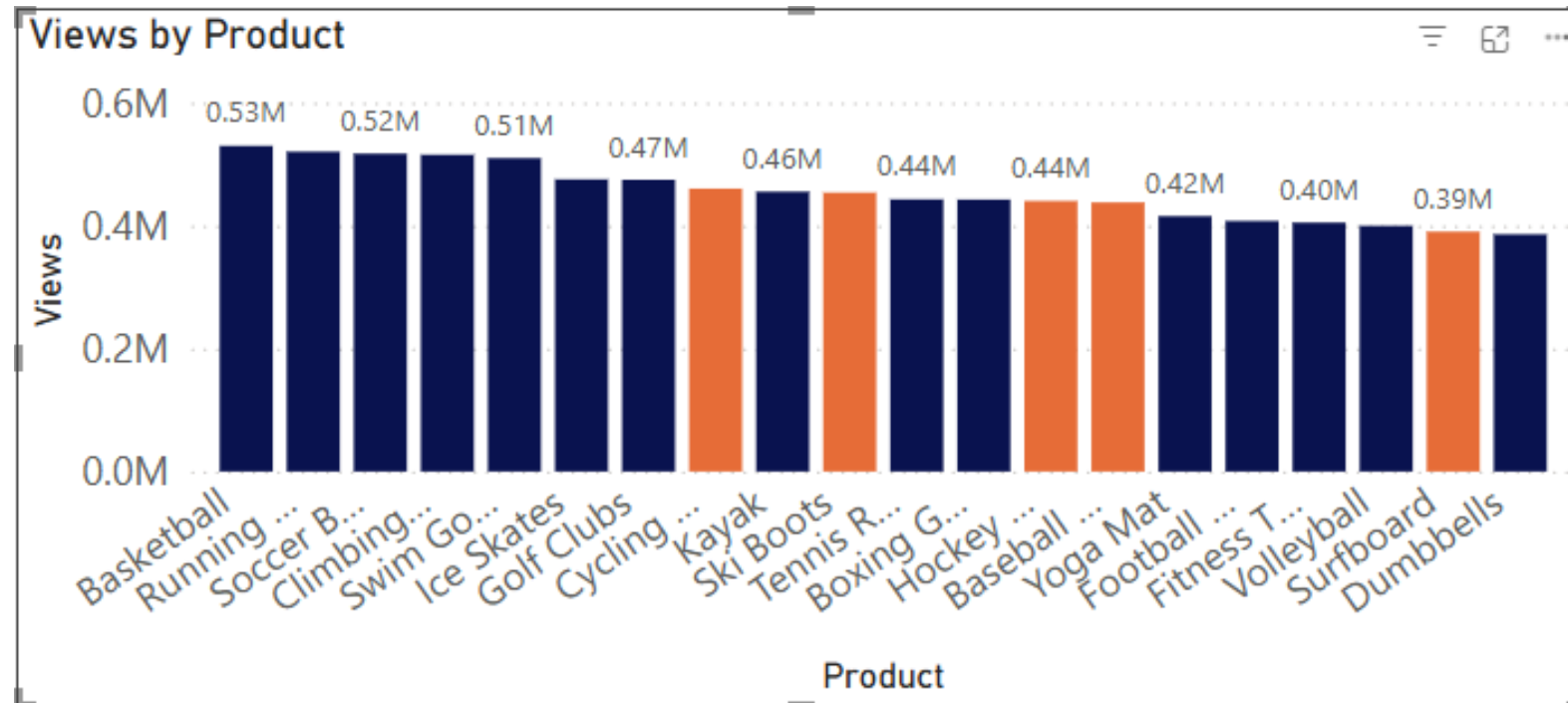
Conversely, Hockey Stick, Ski Boots, and Baseball Glove have the highest conversion rates but do not appear to be among the products with the highest view counts.



Conversion Rate by Product

Content Upload Against Product Performance

22



Views By Products

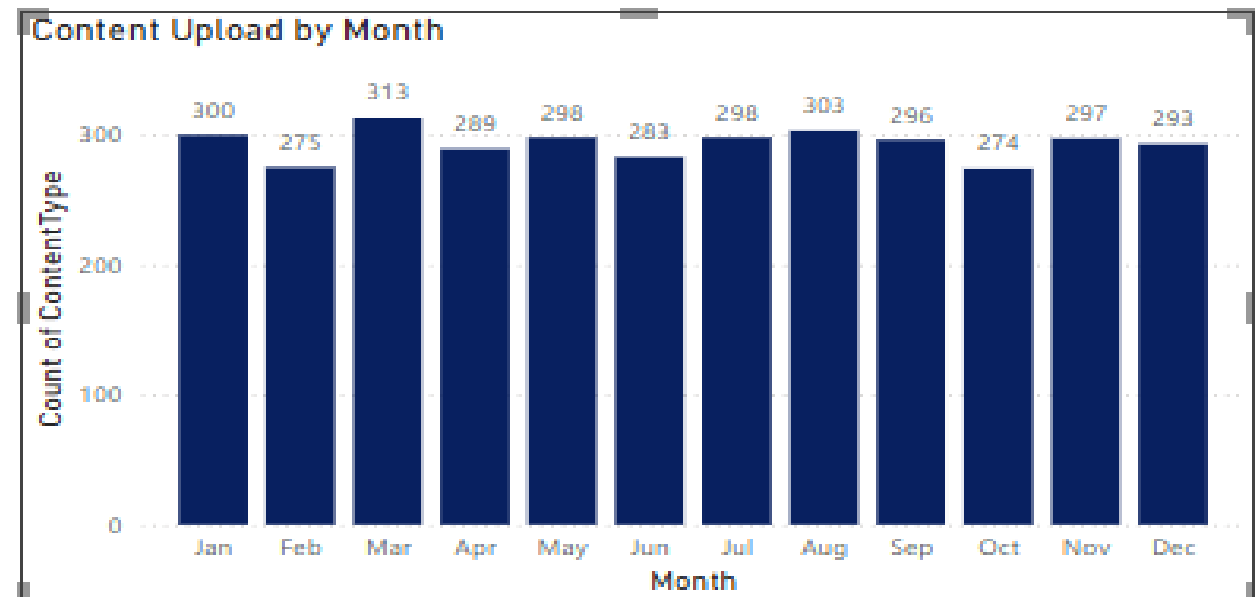
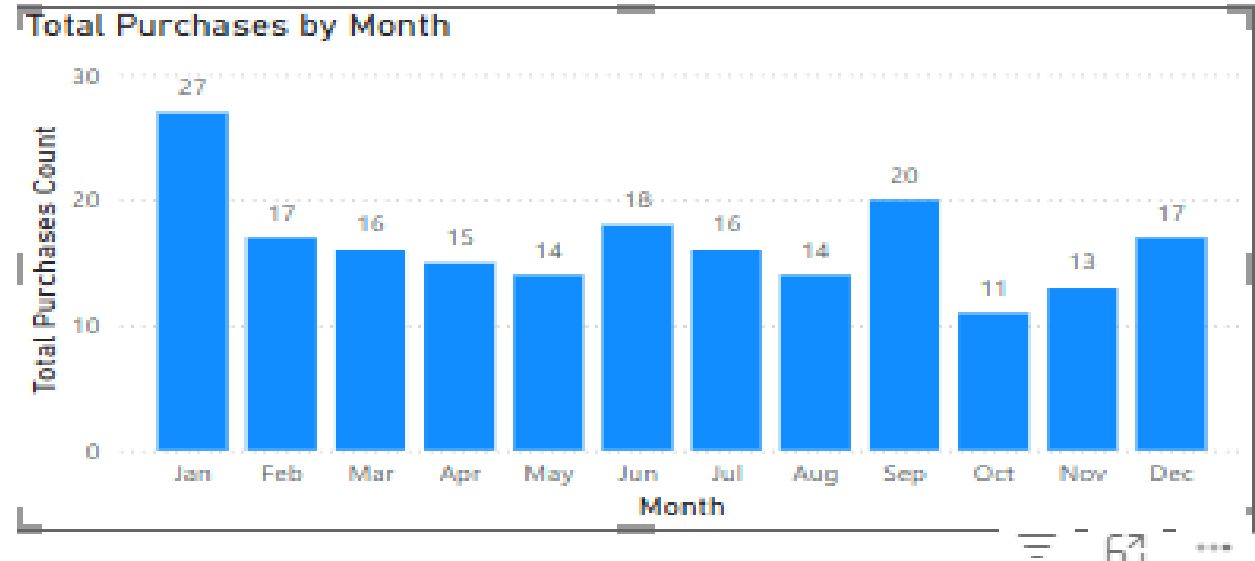
The products that receive the most views are not the same products that have the highest conversion rates. This suggests that while some products might attract a lot of engagement/attention, others are more effective at driving actual conversions or sales.

There could be various reasons for this, such as the target audience for each product, the effectiveness of the product page, the pricing, or the purchase intent of the viewers.

Content Upload Against Product Performance

23

- ❑ There isn't a consistently strong direct relationship where months with a high number of content uploads always correspond to months with higher total purchases.
- ❑ While some months like January and potentially September and October show a trend where higher content upload aligns with higher purchases (or vice versa for lows), other months like March and August deviate from this pattern. Meaning that the relationship between content upload and purchases is more complex and influenced by other factors such as:
 - ✓ **Type and quality of content:** Not all content is equally effective in driving sales.
 - ✓ **Promotional activities:** Sales might be boosted by specific promotions rather than just the volume of content.



Content Upload and Product Performance by Month

✓ **Seasonality and external events:**

Consumer behavior can be influenced by holidays, seasons, or other external factors.

✓ **Time lag:**

Content uploaded in one month might influence purchases in subsequent months. Further analysis considering other variables would be needed to establish a clearer relationship.

Why This Matters to the Business:

Marketing misalignment: Resources may be over-invested in popular products that don't convert.

Missed revenue opportunities: High-converting products are *not getting enough visibility*.

Inefficient funnel: Views aren't translating to purchases—this weakens ROI on content and ad spend.

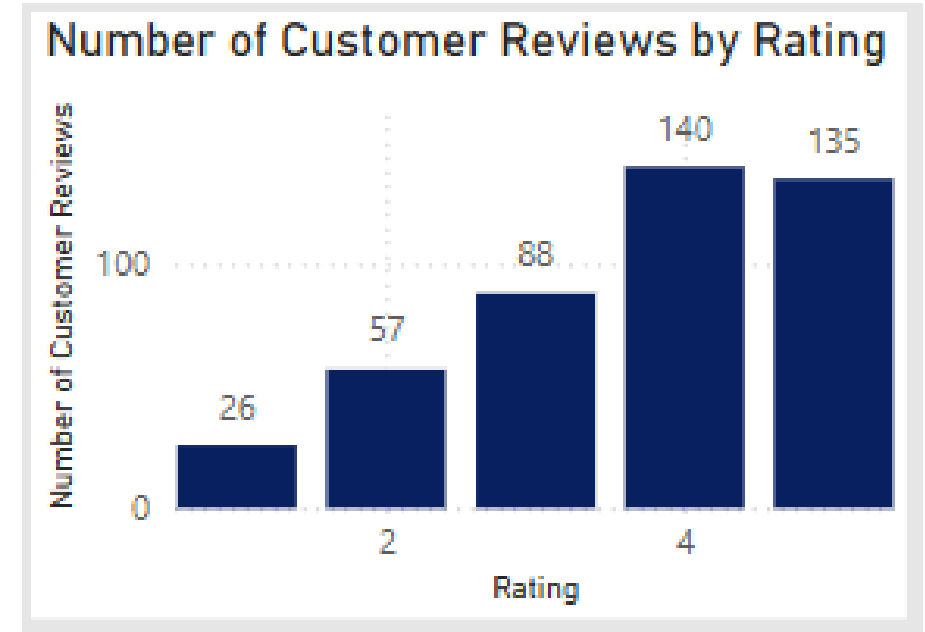
Strategic implication:

Reallocate promotion toward products that drive sales,
Optimize pages and campaigns for underexposed high-converters,
Enhance targeting to align engagement with buyer intent.

LOW CONVERSION RATE

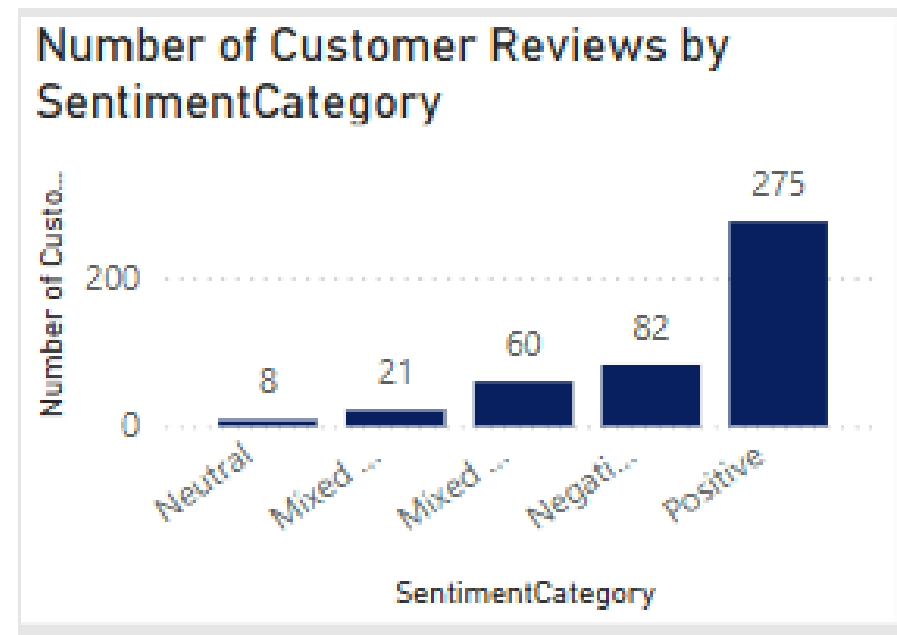
Analyzing Customers Sentiment

- ❑ **Highest Number of Reviews:** The highest number of reviews are for the 4-star rating (140) and 5-star rating (135). This indicates a generally positive perception of the products or services.
- ❑ **Significant Number of Lower Ratings:** There's a notable number of reviews with lower ratings: 1-star (26), 2-star (57), and 3-star (88). This signifies areas where customers experienced dissatisfaction.



Customer Reviews By Rating

- ❑ **Dominant Positive Sentiment:** The vast majority of reviews fall into the "Positive" sentiment category (275), This aligns with the high number of 4 and 5-star ratings and , **reflecting a generally satisfied customer base.**
- ❑ **Significant Negative Sentiment:** There's a considerable number of reviews categorized as "Negative" (82). This corresponds to the lower star ratings and highlights areas needing attention.
- ❑ **Smaller but Present Neutral and Mixed Sentiment:** There are also reviews with "Neutral" (8) and "Mixed Positive" (21), and "Mixed Negative" (60) sentiments. 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.



Customer Reviews By Sentiment Category

Categorizing Customers Review/Perception of Product

28

What excites Customers

Good Quality

Good Impression

Quick Delivery

Excellent CSO

What concerns

Overpriced

Quality but Pricy

What deters purchase

Poor Quality

Damaged Shortly

Late Delivery

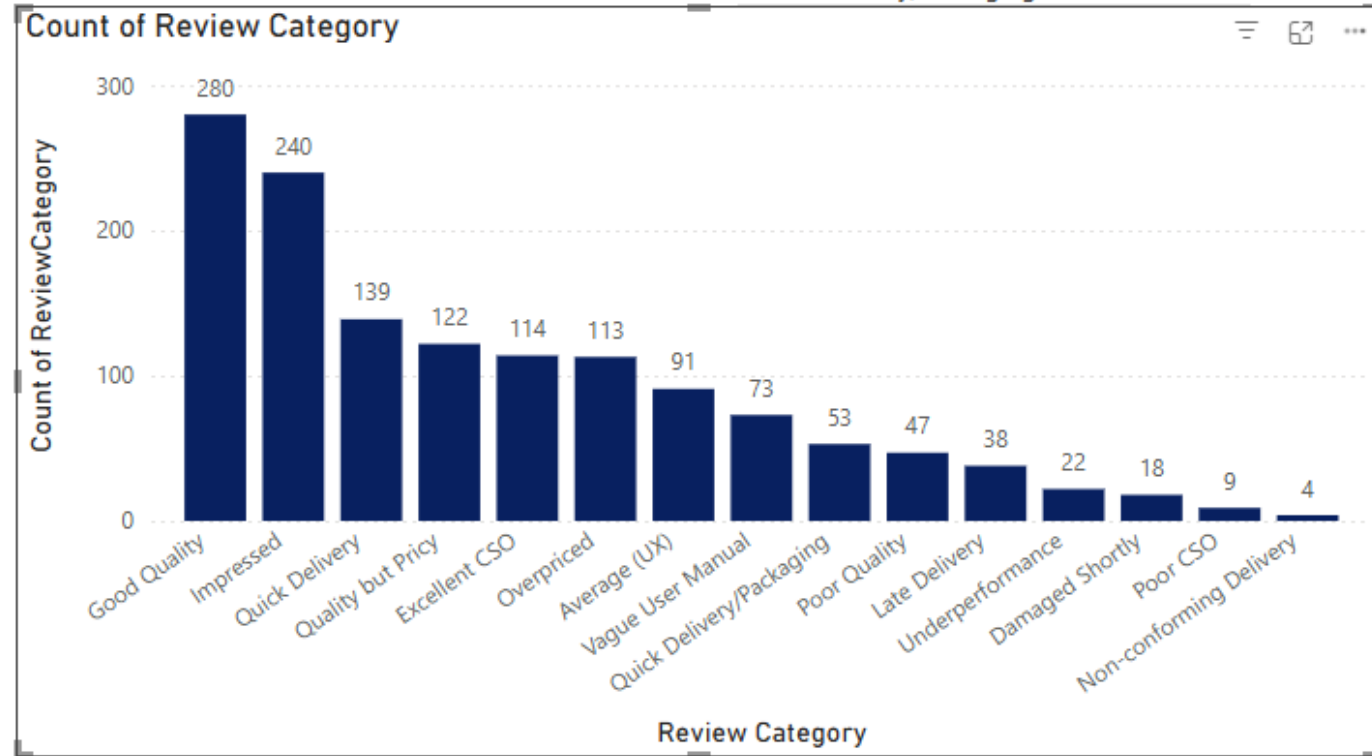
Non-Conforming Delivery

Poor CSO

Underperformance

Vague User Manual

Average (UX)



Customer Reviews By Perception of Product

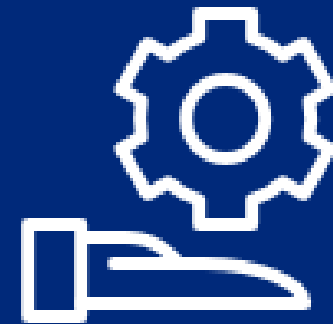


Goals

- ☐ **Increase Conversion Rates:**
- ☐ **Improve Customer Feedback Scores:**
- ☐ **Enhance Customer Engagement:**



Key Recommendations & Action Plan



Increase Conversion Rate

- ❑ **Target High-Performing Product Categories:** Focus marketing efforts on products with demonstrated high conversion rates, such as Hockey Sticks, Ski Boots, and Baseball Gloves.
- ❑ **Personalized Campaigns for Low-Rated Products:** Adopt personalized campaigns based on customer preferences for the top 7 products with high viewership but low conversion rate such as Basketball, Running Shoes, Soccer Ball, Climbing Rope, Swim Goggles, Ice Skates, Golf Clubs. Explore opportunities for website and marketing personalization or a recommendation system, based on customer data to enhance engagement and drive repeat purchases.
- ❑ **Seasonal Campaigns:** Implement seasonal promotions or personalized campaigns during peak months (e.g., January and September) to capitalize on these trends.
- ❑ **Product Page Optimization:** Review and optimize product pages for low-converting products. Ensure high-quality images, detailed descriptions, clear shipping information, and prominent calls-to-action.
- ❑ **Website usability:** Check for easy checkout process using Google Analytics
- ❑ **Pricing issues:** Check for unexpected costs at checkout.
- ❑ **Content mismatch:** Ensure click lead to a page customers expects

Enhance Content Management

- ❑ **Enhance Customer Engagement:** Revitalize Content Strategy: To turn around declining views, post-click problems (drop-off) and low interaction rates, experiment with more engaging content formats, such as interactive videos or user-generated content as well as interactive content formats (polls, questions, behind-the-scenes), run A/B tests on ad creative, to drive clicks and conversions. Additionally, boost engagement by optimizing call-to-action placement in social media and blog content, particularly during historically lower-engagement months (September-December).
- ❑ **Review Recent Marketing Campaign Performance:** Analyze the ROI of recent campaigns. Identify which channels and messages are underperforming in terms of conversion especially for months with high content upload but low viewership and conversion rate (March).
- ❑ **Targeted Marketing Campaigns:** Develop more segmented marketing campaigns based on product preferences and customer behavior identified in the data. Focus on promoting high-converting and well-rated products.
- ❑ **Optimizing product pages to improve conversion:** Use high-quality visuals, Multiple High-Resolution Images, Show the product from various angles, Include close-ups to highlight details, Allow users to zoom in for a better look, Use professional lighting and staging.

Improve Customer Feedback Scores

- ❑ **Deep Dive Into Negative, Mixed Customer Feedbacks / Review Category:** Reviews with mixed and negative feedback should be appropriately investigated to pinpoint specific issues (quality, description accuracy, unmet expectations). Form a cross-functional team (Product, Marketing, Customer Service) to address these issues, develop improvement plans to resolve these concerns and encourage re-rating, aiming to move average ratings closer to the 4.0 target. This will increase sales and conversion rate by 34%
- ❑ **Customer Feedback Mechanism Enhancement:** Implement more robust ways to collect customer feedback (surveys post-purchase, feedback forms on product pages). Analyze this feedback regularly to identify trends and areas for improvement.
- ❑ **Loyalty Program Development:** Consider implementing a customer loyalty program to reward repeat customers and foster stronger relationships.
- ❑ **Invest in Customer Service Training:** Empower customer service teams to effectively handle complaints and feedback, turning negative experiences into opportunities for building loyalty.

Moving Forward Together



Team Work

Addressing the declining engagement and conversion rates requires a concerted effort across all departments.



The Plan

The recommendations outlined provide a roadmap for immediate action and long-term growth.



Engagement

We propose a follow-up meeting to discuss these recommendations in detail and assign responsibilities.

Next Steps

Call to Action:

Commitment to data-driven decision-making and continuous improvement is crucial for Shop.Com's success.

Contact

team@shop.com,
honcho.analytics@gmail.com

+234 7065093865

