

Moda Avenue Style Surge Report

Fashion Boutique Spring Line Performance Analysis

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Overview:

This report analyzes the performance of Moda Avenue's spring line marketing strategy, focusing on Instagram flash sales and influencer-driven campaigns. The goal is to identify the most effective channels, influencers, and timing for maximizing sales and engagement.

Key Insights:

- Instagram flash sales contributed to over 60% of total conversions.
- Influencer collaborations showed higher ROI during weekends.
- The highest-performing products were accessories and dresses.
- Engagement rates spiked between 6 PM and 9 PM daily.

Recommendations:

- Schedule flash sales around evening peak hours.
- Increase influencer collaborations focusing on micro-influencers with high engagement.
- Use interactive content (polls, reels, and story giveaways) to enhance visibility.
- Optimize posting frequency to 4–5 times per week for maximum reach.

Conclusion:

Moda Avenue's marketing strategy has demonstrated significant growth potential through data-driven insights. Implementing these recommendations will likely increase conversion rates and strengthen brand presence on social platforms.