Hello Jane Doe,

Based on analysis we have provided you the answer for your questions go through that and provide the market Strategies.

1. We have done our analysis and find out that video, blog or social media advisement are performing well while compare newsletter which is having less customer interaction
2. Most of the customer are dropping off in checkout page, users may be experiencing difficulties during the checkout process, leading to frustration and incomplete transactions.
3. The product Football Helmet is having highest review rating but with no purchase, but product ID 15 and 17 are performing well with low customer review so display the good rating to the customer in this product.
4. The products like Climbing Rope having high purchase count which indicates as high demand and also surfboard, Fitness trackers having good customer interest so focus on these products.
5. Madrid, Spain having highest customer and performing well were as in Vienna, Austria having less customer but it’s performing very well so increase the customer rate in Austria. Paris, France is performing lower to our market.
6. Male senior, Female adults are performing well but Male youths, Male Adults are having less customer engagement.

Thank & Regards,

Hari Prashad K

Data Analyst

Hello John Smith,

Based upon the analysis of our customers data we have answered all you question below please go through that and improve our customer experience.

1. Countries like Spain, Germany, Netherland having good engagement but slightly lesser in customer satisfaction. Youth and Adults need to tend to provide higher ratings
2. Countries like France, Spain, Sweden are having less report in customer satisfaction to the segments of Male seniors.
3. Optimize promotions for highly rated but unsold products (e.g., Hockey Stick, Running Shoes) to boost sales.
4. Investigate reasons for high drop-offs in Boxing Gloves, Ski Boots, and Volleyball, as they indicate strong initial interest but no conversions.
5. Analyse negative reviews for Basketball and Tennis Racket to understand customer dissatisfaction.
6. There are some recommended strategies like improve in product quality, reduce the drop off counts, improve personalized product, provide offers for referral or coupon discount for regular user.

Thanks & Regards,

Hari Prashad K

Data Analyst