

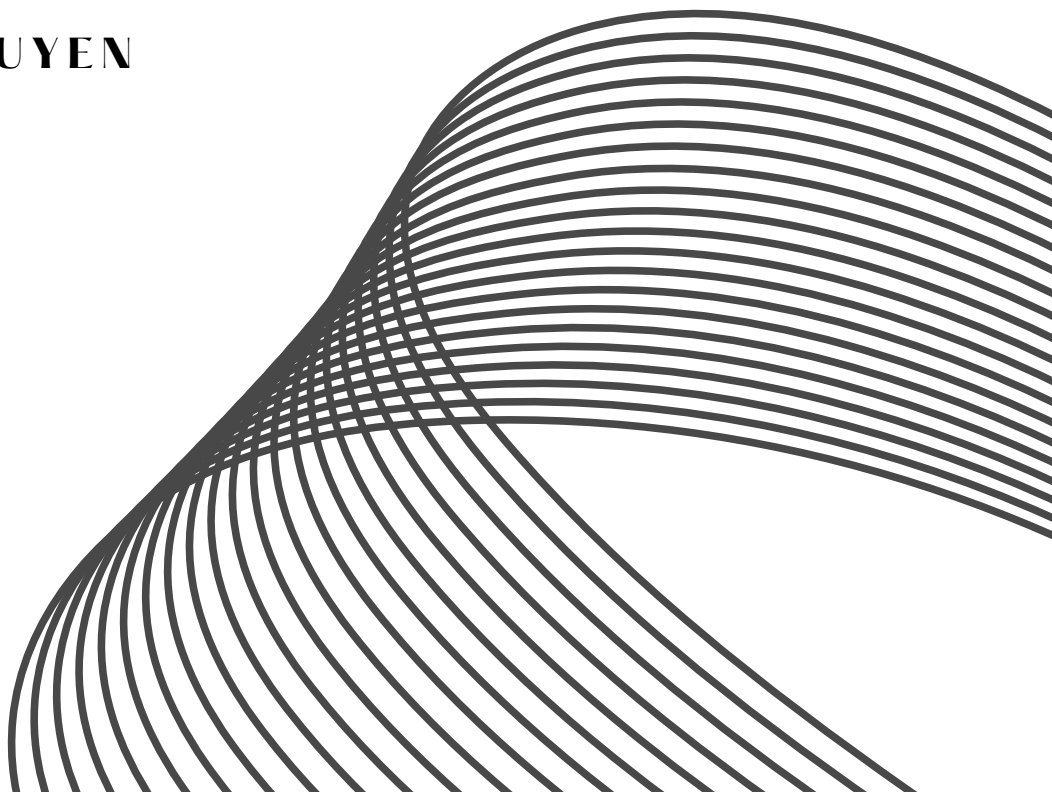


10/2024

Customer Insights and Product Feedback

Operational Report

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1.Executive Summary:

This report provides an in-depth analysis of three critical aspects of our business performance: **conversion rate**, **customer engagement on platforms**, and **customer reviews** related to product quality and delivery. The findings aim to identify opportunities for improvement and guide strategic decision-making to enhance customer satisfaction and business growth.

- Key Findings:

- **Conversion Rate:**

+ High conversion rate is recorded at **particular periods of the year** such as **New Year's Eve, Christmas** and the **start of new school year** while figures in the rest are relatively modest.

- **Customer Engagement on Social Media:**

+ Our engagement metrics tend to decrease when it comes to the end of the year.

+ Most of customers' engagements are **views** while our engagement metric (like) and **click-through rate** are comparatively low.

- **Customer Reviews:**

+ Our business receive a generally positive feedback from customers in reviewing our products whereas we still have consumers staying neutral about our services, which requires proper measures to encourage higher re-rating.

- Recommendations:

- **Increase Conversion Rates:** Focus on high-performing products like Kayaks, Ski Boots, and Baseball Gloves. Launch seasonal promotions or personalized campaigns in peak months (January and September) to boost sales.

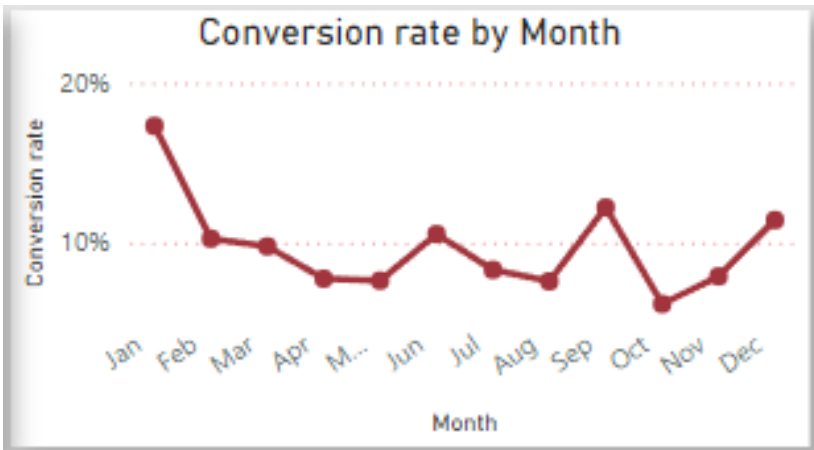
- **Enhance Customer Engagement:** Revamp content strategy with interactive videos and user-generated content. Optimize call-to-action placements in social media and blogs, especially during low-engagement months (Sept-Dec).

- **Improve Customer Feedback Scores:** Address negative feedback by analyzing common issues and creating action plans. Follow up with dissatisfied customers to resolve concerns and encourage re-ratings, aiming for a 4.0 average score.

1.Conversion Rate Analysis:

ProductName	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Hockey Stick	22.2%	40.0%	11.1%		25.0%		12.5%	10.0%	20.0%		14.3%	57.1%	15.5%
Ski Boots	100.0%	10.0%	20.0%	12.5%	11.1%	10.0%	12.5%	40.0%					14.6%
Baseball Glove	22.2%	12.5%	7.7%		11.1%	11.1%	12.5%		40.0%	22.2%	50.0%		13.7%
Cycling Helmet		33.3%	20.0%	30.0%	16.7%	8.3%		14.3%	10.0%	8.3%			12.0%
Surfboard	33.3%	8.3%	10.0%	11.1%	150.0%	15.4%			11.1%	10.0%			11.9%
Yoga Mat	40.0%	12.5%	11.1%			16.7%	30.8%					16.7%	11.4%
Ice Skates			12.5%			9.1%	30.0%	16.7%	22.2%	11.1%	20.0%	25.0%	10.7%
Climbing Rope	11.1%	20.0%	28.6%	12.5%	6.7%	12.5%	14.3%	14.3%	7.7%	9.1%			10.7%
Tennis Racket	33.3%	7.7%	25.0%	12.5%	25.0%	11.1%			28.6%	7.1%	20.0%		9.7%
Golf Clubs	12.5%	11.1%		10.0%	14.3%		16.7%	25.0%	12.5%			10.0%	9.5%
Kayak		16.7%	20.0%	8.3%		16.7%	11.1%		10.0%	14.3%		16.7%	8.7%
Fitness Tracker	16.7%		10.0%		8.3%	33.3%			16.7%		7.7%	14.3%	8.3%
Total	17.3%	10.2%	9.8%	7.7%	7.6%	10.5%	8.3%	7.6%	12.2%	6.1%	7.9%	11.4%	9.6%

Monthly Conversion Rate by products



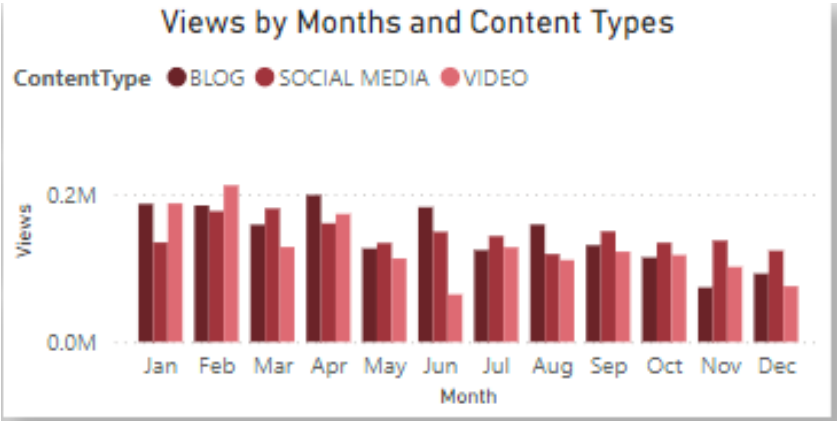
Overall Conversion Rate by Month

Throughout the year, conversion rates varied, with higher numbers of products converting successfully in **the first** and the **last quarters of the year** which have special occasions such as **Christmas, New Years Eve and beginning of school year**. This suggests that while some products had strong **seasonal peaks**, there is potential to improve conversions in lower-performing months through targeted interventions.

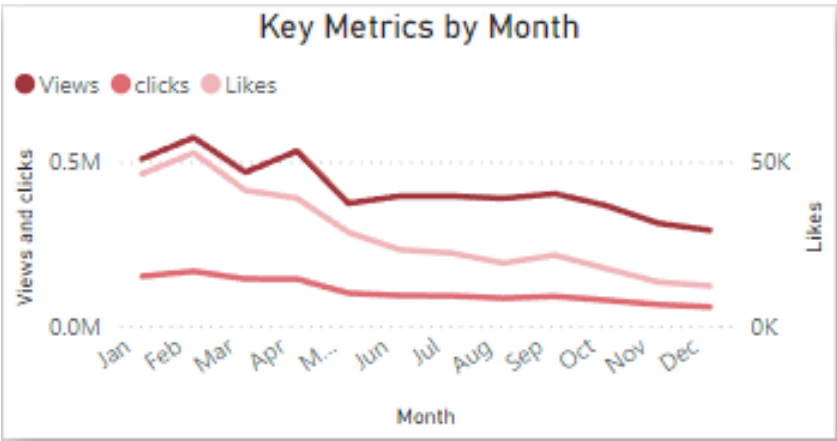
October experienced the lowest overall conversion rate, with no products standing out significantly in terms of conversion. This indicates a potential need to revisit marketing strategies or promotions during this period to boost performance since this month marks the **start of winter** when wintry products are about to be in needs.

January recorded the highest overall conversion rate at **19.6%**, driven significantly by the Ski Boots with a remarkable **100%** conversion. Besides, winter months always witnessed a high conversion rate in terms of these wintry goods.

2. Customer Engagement Analysis



Views by Months and Content Types



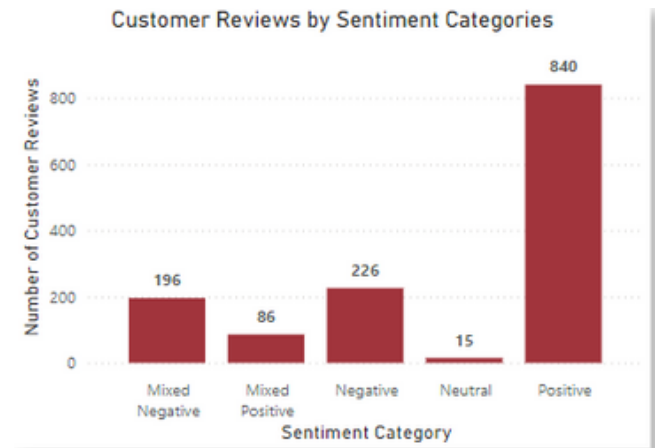
Key metrics by Month

In general, both three metrics have the tendency to decrease over the year, which indicates a reduced audience engagement. This reflects a problems of marketing strategy in engaging our customers through social media.

In details, clicks and likes remained consistently low compared to views. Especially, the number of likes experience a dramatic decrease from February till the end of the year. While the phenomenon is the natural norm, it suggest that there is a significant decrease in the quality of our marketing strategy to keep our customer engaging. Furthermore, our click-through rate is comparatively low compared to the number of views. This can be because the advertisements does not trigger enough curiosity from users to click through.

When it comes to the content, blog still drove the most views, especially in April and June, while social media and video content maintained steady but slightly lower engagement. It reveals that we still do not make use of the power of social media and video, especially when this is the age when short content is prioritized. A more investment into these sources could bring about a positive change in metrics.

3. Customer Feedback Analysis:



Based on our 1-5 Star Rating system, the majority of customer reviews are in the higher ratings, with 431 reviews at 4 stars and 409 reviews at 5 stars, indicating overall positive feedback. Lower ratings (1-2 stars) account for a smaller proportion, with 80 reviews at 1 star and 153 reviews at 2 stars.

Besides, based on text analysis, we also have 5 categories in relation with customers' attitude. **Positive sentiment** dominates with **840 reviews**, reflecting a generally satisfied customer base. **Negative sentiment** is present in **226 reviews** which is comparatively the same as the number of customers with **1-2 stars**.

Mixed positive and negative sentiments indicate opportunities to turn these ambivalent experiences into clearly positive ones, potentially raising overall ratings. By addressing the specific issues mentioned in mixed reviews, customer satisfaction could be significantly improved.

4. Goals and Actions:

4.1. Goals:

- 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.

- 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.

- 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.

4.2. Actions:

- Increase Conversion Rates:

- Target High-Performing Product Categories: Focus marketing efforts on products with demonstrated high conversion rates, such as Kayaks, Ski Boots, and Baseball Gloves. Implement seasonal promotions or personalized campaigns during peak months (e.g., January and September) to capitalize on these trends.

- Enhance Customer Engagement:

- Revitalize Content Strategy: To turn around declining views and low interaction rates, experiment with more engaging content formats, such as interactive videos or user-generated content. Additionally, boost engagement by optimizing call-to-action placement in social media and blog content, particularly during historically lower-engagement months (September-December).

- 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.