

The background is a dark blue gradient. On the left side, there are white circuit-like lines and nodes. In the center-left, there is a blurred image of a data chart with a line graph and some numbers, including '289.33'.

MARKETING ANALYTICS BUSINESS CASE:

# IMPROVING A MARKETING STRATEGY USING DATA

MADE BY: ALI AHMAD

PERSONALIZED AND COMPLETED BY: **ISABELLA LITTLE**

A decorative graphic on the left side of the slide, consisting of a network of light blue lines and small circles, resembling a circuit board or a neural network, extending from the top and bottom edges towards the center.

STEP 1:

**IDENTIFY THE BUSINESS  
PROBLEM**

Email 1:

SUBJECT: REQUEST FOR DATA ANALYSIS TO IMPROVE MARKETING STRATEGY

Hi Isabella,

I hope this email finds you well. I'm the **Marketing Manager** at ShopEasy. We've been facing some challenges with our marketing campaigns lately, and I'm reaching out to request your expertise in data analysis **to help us identify areas for improvement**.

Despite our **increased investment in marketing**, we've observed a **decline in customer engagement and conversion rates**. Our marketing expenses have gone up, but the **return on investment isn't meeting our expectations**. We need a comprehensive analysis to **understand the effectiveness** of our current strategies and to **find opportunities to optimize our efforts**.

We have data from various sources, including customer reviews, social media comments, and campaign performance metrics. Your insights will be invaluable in helping us turn this situation around.

Looking forward to your response.

Best regards,

Jane Doe

Marketing Manager

Email 2:

SUBJECT: REQUEST FOR DATA ANALYSIS TO IMPROVE MARKETING STRATEGY

Hi Data Analyst,

I'm the **Customer Experience Manager** at ShopEasy, and I'm writing to seek your help with **analyzing our customer feedback**. Over the past few months, we've noticed a **drop in customer engagement and satisfaction**, which is impacting our overall conversion rates.

We've gathered a significant amount of customer reviews and social media comments that highlight various issues and sentiments. We believe that by thoroughly analyzing this feedback, we can **gain a better understanding of our customers' needs and pain points**.

Your expertise in data analysis will be crucial in helping us **decode this feedback and provide actionable insights**. We hope this will guide us in improving our customer experience and **ultimately boost our engagement and conversion rates**.

Thank you for your assistance.

Best regards,  
John Smith  
Customer Experience Manager  
ShopEasy

# SO, WHAT IS THE BUSINESS PROBLEM?

- ShopEasy, an online retail business, is facing **reduced** customer engagement and conversion rates despite launching *several new online marketing campaigns*. They are reaching out to you to help **conduct a detailed analysis and identify areas for improvement in their marketing strategies**.
- **Key Points:**
  - **Reduced Customer Engagement:** The number of customer interactions and engagement with the site and marketing content has declined.
  - **Decreased Conversion Rates:** Fewer site visitors are converting into paying customers.
  - **High Marketing Expenses:** Significant investments in marketing campaigns are not yielding expected returns.
  - **Need for Customer Feedback Analysis:** Understanding customer opinions about products and services is crucial for improving engagement and conversions.

# KEY PERFORMANCE INDICATORS (KPIs)



**Conversion Rate:** Percentage of website visitors who make a purchase.



**Customer Engagement Rate:** Level of interaction with marketing content (clicks, likes, comments).



**Average Order Value (AOV):** Average amount spent by a customer per transaction.



**Customer Feedback Score:** Average rating from customer reviews.

# GOALS:

## Increase

### 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

### 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

### 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.