

Customer Behavior Analysis - ShopEasy

- Data-Driven Insights for Business Growth
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Introduction

- Overview of the project
- Importance of customer behavior analysis
- Technologies used: SQL & Python

Problem Statement

- Declining customer engagement
- Low conversion rates
- High marketing expenses with poor ROI
- Lack of structured feedback analysis

Business Use Cases

- Track customer journey and identify drop-offs
- Analyze customer reviews and sentiment
- Identify high-value customers
- Measure marketing effectiveness
- Optimize product offerings

Data Collection & Preprocessing

- Download and clean customer data
- Load data into SQL
- Perform initial exploratory data analysis

Customer Journey & Engagement Analysis

- Identify drop-off points in the purchase process
- Find common actions leading to successful conversions
- Measure average time per engagement stage

Sentiment Analysis on Customer Reviews

- Identify high-rated vs. low-rated products
- Understand customer satisfaction trends
- Use Python for basic NLP analysis

Marketing Effectiveness Analysis

- Customer retention vs. first-time buyers
- Best-performing products by region
- Marketing campaign impact on conversions

Key Findings & Insights

- Summary of SQL query results
- Trends in customer behavior
- Correlations between sentiment and purchases

Business Recommendations

- Improve customer journey experience
- Optimize marketing spend on effective channels
- Enhance customer feedback mechanisms
- Personalize product recommendations

Conclusion

- Summary of insights and strategies
- Future steps and implementation plan

Thank You!