

Customer Trends & Marketing Insights

Report

1) Overview

This report covers customer behavior, product performance, and marketing strategies to boost sales.

2. Customer Behavior Trends

Checkout Drop-Off

- **70% abandon checkout.**
- Reasons: Complex process, extra costs, limited payment options.

Conversion Insights

- **Homepage:** 68.52% visit, but only 31.48% interact.
- **Product Page:** 80.77% engage, but only 19.23% click further.
- **Checkout:** Only 30% complete the purchase.

Time Spent

- **Product Pages:** 183 sec
- **Checkout:** 172 sec
- **Homepage:** 161 sec

3. Customer Retention

- **Repeat Buyers:** 1 repeat vs. 18 first-time buyers.

Retention Rate: 72.31%.

4. Product Performance

Top & Low-Rated Products

- **Best Rated:** Football Helmet (5.0 stars, only 3 reviews).
- **Lowest Rated:** Basketball (2.67 stars).

Regional Sales

- **Austria:** Running Shoes & Boxing Gloves.
- **Switzerland:** Volleyball.
- **Spain:** Football Helmet.
- **Italy:** Golf Clubs.

5. Marketing Strategies

Reduce Checkout Drop-Offs

- Simplify checkout.
- Show shipping costs early.
- Use cart reminders & retargeting.

Improve Product Pages

- Better images & descriptions.
- Add reviews & trust signals.
- Offer discounts.

Increase Repeat Purchases

- Launch loyalty programs.
- Send personalized recommendations.
- Offer bundles & subscriptions.

Boost Reviews

- Give incentives for reviews.
- Show top reviews.

Targeted Marketing

- Focus on top-selling regions.
- Run country-specific ads.

6. Conclusion

Fix checkout issues, improve product pages, and use targeted marketing. This will increase sales and customer loyalty.

Thankyou