**Customer Behaviour Analysis**

Problem Statement:

An online retail business is experiencing a decline in customer engagement and conversion rates, despite investing heavily in marketing campaigns. To address this challenge, the company conducted an in-depth customer behaviour analysis to identify patterns, pain points, and opportunities for improvement.

Objectives:

* To find the factors influencing customer engagement
* Identifying stages customers dropping off in their journey
* How customer reviews impact purchasing behaviour
* Products, locations and customer segment performing well
* Key complaints and improvement areas
* Finding the pattern between negative reviews and product performance
* Strategies to enhance customer satisfaction

Methodology:

* Data **Collection & Extraction** – Retrieved raw data from SQL and CSV files.
* **Data Cleaning** – Handled missing values, duplicates, and inconsistent data.
* **Exploratory Data Analysis (EDA)** – Identified trends, correlations, and customer patterns.
* **Segmentation –** Grouped customers by engagement level, purchase frequency, demographics etc.
* Insights – Checked impact of marketing channels, offers, product performance and customer satisfaction

Key Findings

* Factors affecting customer engagement: the type of content—video, social media, and blog, plays a significant role in driving engagement.
* A significant drop-off was observed at the checkout stage.
* Top-rated products (with ratings between 4.5 and 5) include dumbbells, football helmets, yoga mats, climbing ropes, and tennis rackets.
* Top performing **locations include Italy and Spain.**
* Highest-rated **products are the football helmet (rating 5) and hockey stick (rating -4.4).**
* **Products receiving the most complaints include yoga mats, tennis rackets, and dumbbells, each with a rating of 1.**