ShopEasy

Marketing Analysis Project

Plan and Strategy

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Welcome
to Our Presentation

This presentation showcases our marketing analysis job simulation, where we will share key results and insights with the Marketing Manager and Customer Experience Manager to inform strategic decision-making.

Marketing Goals

Improve Customer Feedback Scores

Understand common themes in customer reviews and provide actionable insights.

Increase Conversion Rates

Identify factors impacting
The conversion rate and provide recommendations to improve it.

Market Share

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Enhance Customer Engagement

Determine which types of content drive the highest engagement.
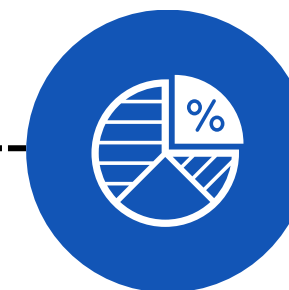
OverView

Decreased Conversion Rates

The conversion rate demonstrated a strong rebound in December, reaching 10.2%, despite a notable dip to 5.0% in October.

Reduced Customer Engagement

There is a decline in overall social media engagement, with views dropping throughout the year.
While clicks and likes are low compared to views, the click-through rate stands at 15.37%, meaning that engaged users are still interacting effectively.

Customer Feedback Analysis

Customer ratings have remained consistent, averaging around 3.7 throughout the year.
Although stable, the average rating is below the target of 4.0, suggesting a need for focused improvements in customer satisfaction, for products below 3,5.
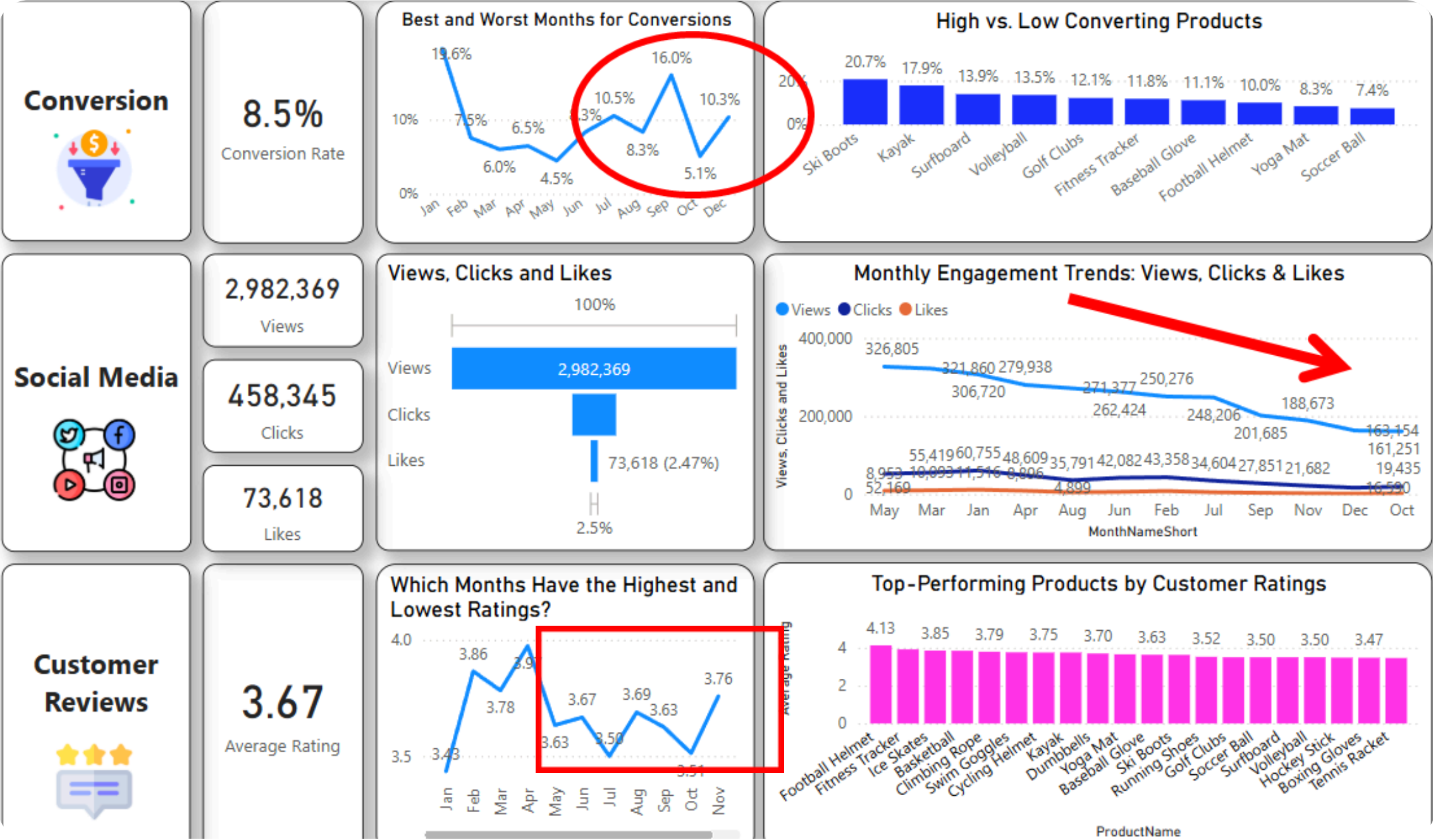
Decreased Conversion Rates

General Conversion Trend

Conversion rates peaked in February and July, showing seasonal trends. Targeted efforts could boost slower months.

Reduced Customer Engagement

May had the lowest conversion rate (4.3%), signaling a need for strategy adjustments to boost performance.

Highest Conversion Rates

January conversion peaked at 18.5%, led by Ski Boots (150%), showing strong seasonal demand and marketing success.

ProductName	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Kayak	0,0 %			40,0 %		100,0 %	100,0 %		33,3 %			100,0 %	21,4 %
Ski Boots	150,0 %	33,3 %	100,0 %					0,0 %					20,0 %
Surfboard		50,0 %	25,0 %	33,3 %	0,0 %				50,0 %				13,9 %
Volleyball	40,0 %					100,0 %		50,0 %		0,0 %			12,8 %
Fitness Tracker	50,0 %			50,0 %					33,3 %			33,3 %	11,8 %
Golf Clubs	33,3 %							33,3 %	25,0 %	0,0 %		25,0 %	11,4 %
Baseball Glove	33,3 %		20,0 %						200,0 %				11,1 %
Football Helmet	100,0 %	100,0 %		0,0 %				25,0 %					9,7 %
Yoga Mat	0,0 %					100,0 %	33,3 %						7,7 %
Soccer Ball	0,0 %								100,0 %	0,0 %			7,4 %
Swim Goggles									25,0 %			33,3 %	6,7 %
Basketball			0,0 %	50,0 %							100,0 %		6,5 %
Hockey Stick		33,3 %						33,3 %					5,4 %
Tennis Racket									50,0 %	20,0 %			5,4 %
Dumbbells			0,0 %			33,3 %					16,7 %		5,3 %
Running Shoes					16,7 %				100,0 %				5,1 %
Ice Skates							66,7 %						4,8 %
Cycling Helmet				20,0 %			0,0 %				0,0 %		2,9 %
Climbing Rope							50,0 %				0,0 %		2,7 %
Boxing Gloves		0,0 %					33,3 %						2,6 %
Total	**18,5 %**	**7,4 %**	**6,0 %**	**7,9 %**	**4,3 %**	**8,3 %**	**10,3 %**	**8,1 %**	**15,7 %**	**5,0 %**		**10,2 %**	**8,5 %**

Reduced Customer Engagement
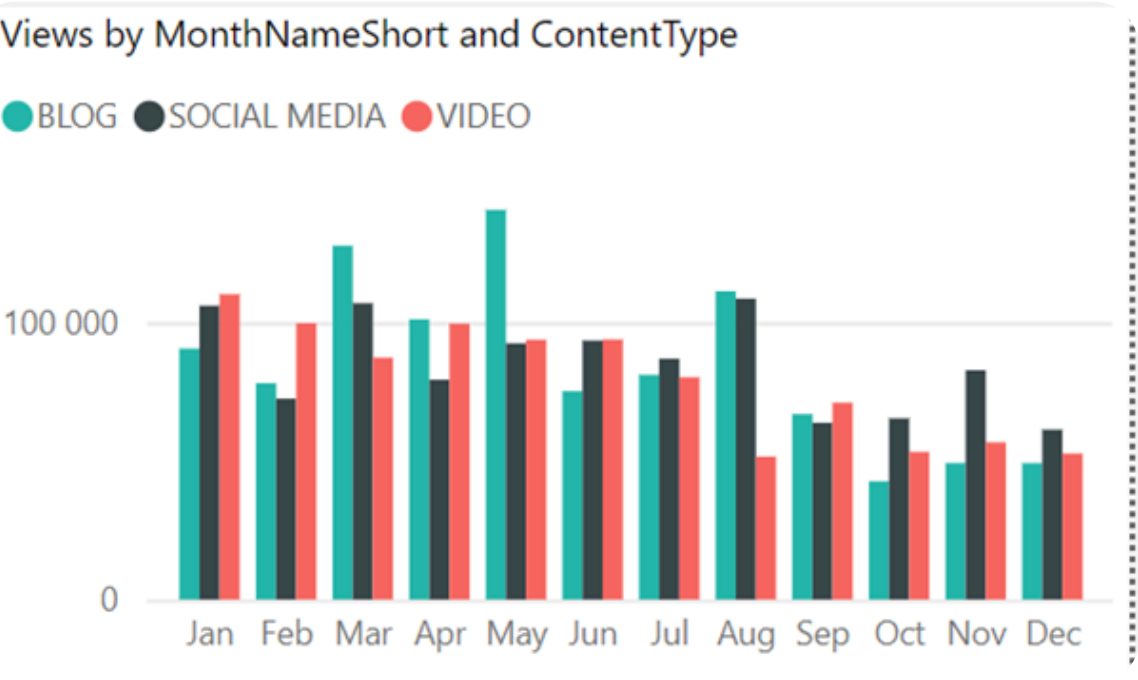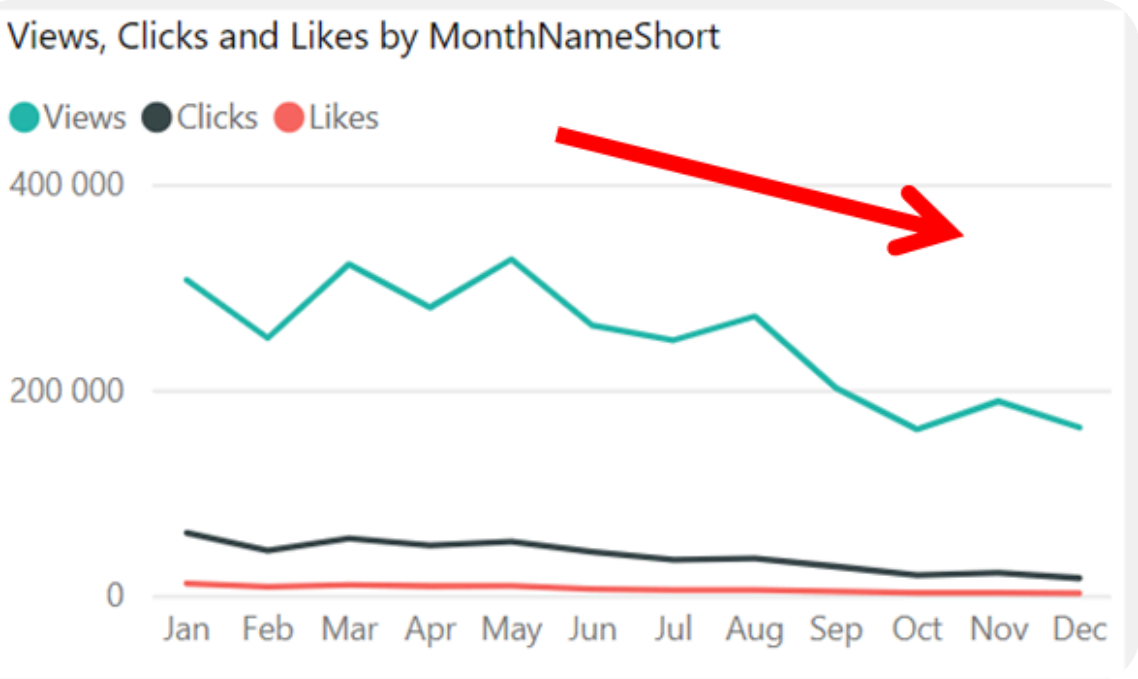
Declining Views:

Views peaked in February and July but declined from August and on, indicating reduced audience engagement in the later half of the year.
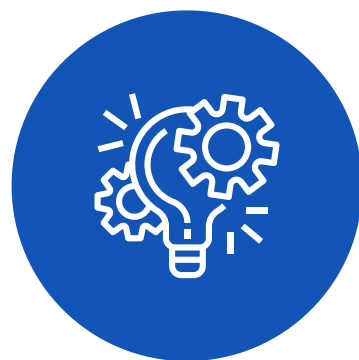
Low Interaction Rates:

Clicks and likes remained consistently low compared to views, suggesting the need for more engaging content or stronger calls to action.

Content Type Performance

Blog content drove the most views, especially in April and July, while social media and video content maintained steady but slightly lower engagement.


Views, Clicks and Likes by MonthNameShort
● Views ● Clicks ● Likes

Views by MonthNameShort and ContentType
● BLOG ● SOCIAL MEDIA ● VIDEO

Customer Feedback Analysis

Number of Customer Reviews by Rating

Rating	Count
1	26
2	57
3	88
4	140
5	135

Number of Customer Reviews by SentimentC...

Sentiment	Count
Neutral	8
Mixed Positive	21
Mixed Negative	60
Negative	82
Positive	275

Customer Ratings Distribution

Most reviews are positive, with 140 (4-star) and 135 (5-star). Fewer low ratings: 26 (1-star) and 57 (2-star)."
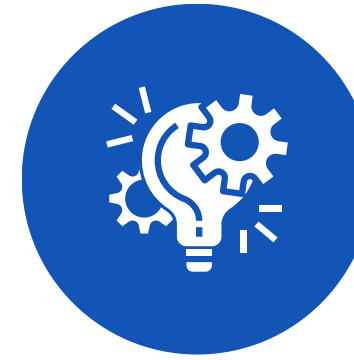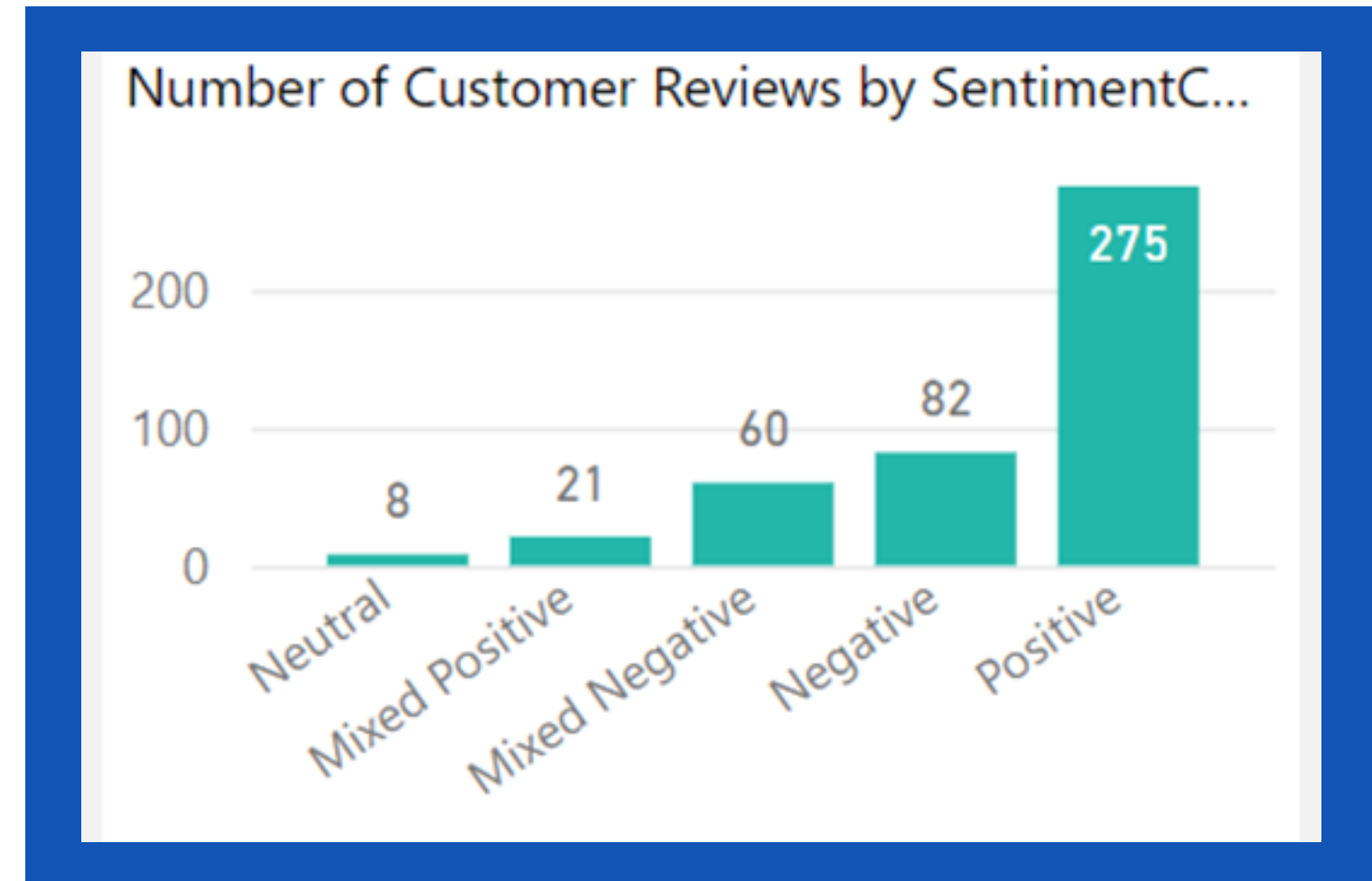
Sentiment Analysis:

Customer sentiment is overwhelmingly positive (275 reviews), with limited negatives (82), indicating strong satisfaction overall.

Recommendation

1 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.

2 Enhance CustomerEngagement

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).

3 Improve Customer Feedback Scores

Address Mixed and Negative Feedback: Implement a feedback loop that analyzes mixed and negative reviews 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.

Thank You