

Marketing Analytics Portfolio Project

Data Presentation

Overview:

- **Decreased Conversion Rates:** The conversion rate demonstrated a strong rebound in December, reaching **11.4%**, despite a notable dip to **6.1%** in October.

- **Reduced Customer Engagement:**

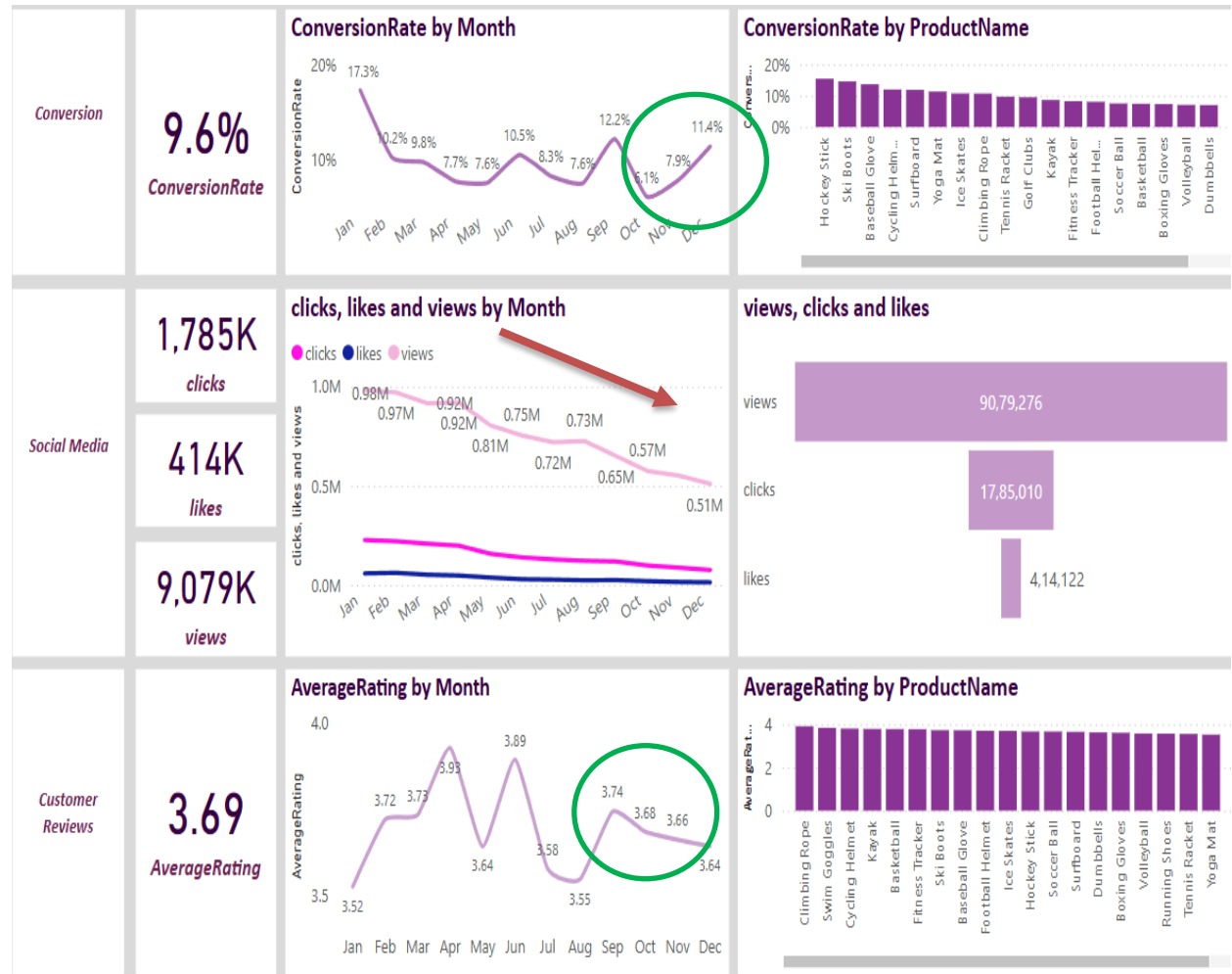
- There is a **decline** in overall social media engagement, with views dropping throughout the year.
- While clicks and likes are low compared to views, the click-through rate stands at **19.66%** meaning that engaged users are still interacting effectively.

- **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.

- **Increased Unnecessary Expenses:**

More campaign investment on those products which have low conversion rate



Decreased Conversion Rates :

- General Conversion Trend:** Throughout the year, conversion rates varied, with higher numbers of products converting successfully in months like **June and September**. This suggests that while some products had strong seasonal peaks, there is potential to improve conversions in lower-performing months through targeted interventions.

- Lowest Conversion Month: October** experienced the lowest overall conversion rate at **6.1%**, with no products standing out significantly in terms of conversion. This indicates a potential need to revisit marketing strategies or promotions during this period to boost performance.

- Highest Conversion Rates: January** recorded the highest overall conversion rate at **17.3%**, driven significantly by the **Ski Boots** with a remarkable **100%** conversion. This indicates a strong start to the year, likely fueled by seasonal demand and effective marketing strategies.

ProductName	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Ski Boots	100.0%	10.0%	20.0%	12.5%	11.1%	10.0%	12.5%	40.0%					14.6%
Baseball Glove	22.2%	12.5%	7.7%		11.1%	11.1%	12.5%		40.0%	22.2%	50.0%		13.7%
Cycling Helmet		33.3%	20.0%	30.0%	16.7%	8.3%		14.3%	10.0%	8.3%			12.0%
Surfboard	33.3%	8.3%	10.0%	11.1%	150.0%	15.4%			11.1%	10.0%			11.9%
Yoga Mat	40.0%	12.5%	11.1%			16.7%	30.8%					16.7%	11.4%
Ice Skates			12.5%			9.1%	30.0%	16.7%	22.2%	11.1%	20.0%	25.0%	10.7%
Climbing Rope	11.1%	20.0%	28.6%	12.5%	6.7%	12.5%	14.3%	14.3%	7.7%	9.1%			10.7%
Tennis Racket	33.3%	7.7%	25.0%	12.5%	25.0%	11.1%			28.6%	7.1%	20.0%		9.7%
Golf Clubs	12.5%	11.1%		10.0%	14.3%		16.7%	25.0%	12.5%			10.0%	9.5%
Kayak		16.7%	20.0%	8.3%		16.7%	11.1%		10.0%	14.3%		16.7%	8.7%
Fitness Tracker	16.7%		10.0%		8.3%	33.3%			16.7%		7.7%	14.3%	8.3%
Football Helmet	25.0%	28.6%	7.7%	16.7%			8.3%	11.1%	10.0%				8.1%
Soccer Ball	75.0%		8.3%	9.1%				10.0%	14.3%		9.1%		7.5%
Basketball		50.0%	16.7%	20.0%					12.5%		12.5%	33.3%	7.4%
Boxing Gloves	9.1%					10.0%	8.3%	12.5%		11.1%	10.0%	28.6%	7.3%
Volleyball	22.2%			11.1%		33.3%		10.0%				12.5%	7.1%
Dumbbells			16.7%	12.5%		40.0%			10.0%	11.1%	20.0%	8.3%	7.0%
Running Shoes	12.5%	8.3%		10.0%	10.0%				20.0%		14.3%		6.3%
Swim Goggles	20.0%							14.3%	14.3%			33.3%	5.6%
Total	17.3%	10.2%	9.8%	7.7%	7.6%	10.5%	8.3%	7.6%	12.2%	6.1%	7.9%	11.4%	9.6%

Reduced Customer Engagement:

- **Declining Views:**

Views peaked in **January and July** but declined from August and on, indicating reduced audience engagement in the later half of the year.

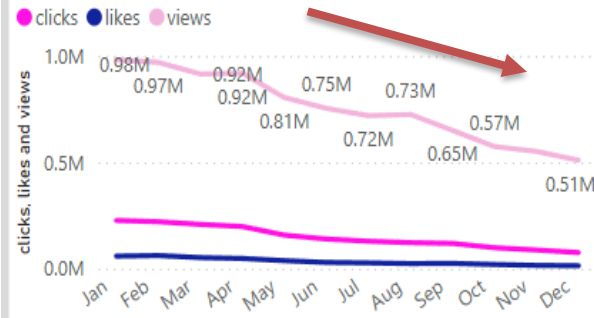
- **Low Interaction Rates:**

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

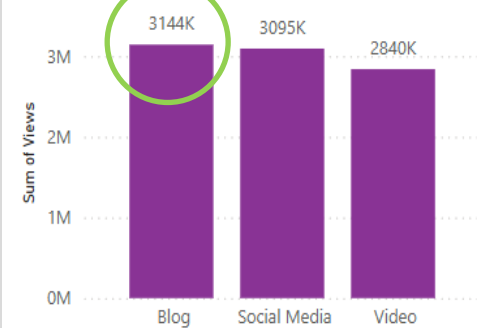
- **Content Type Performance:**

Blog content drove the most views, especially from **January to August**, while social media and video content maintained steady but slightly lower engagement.

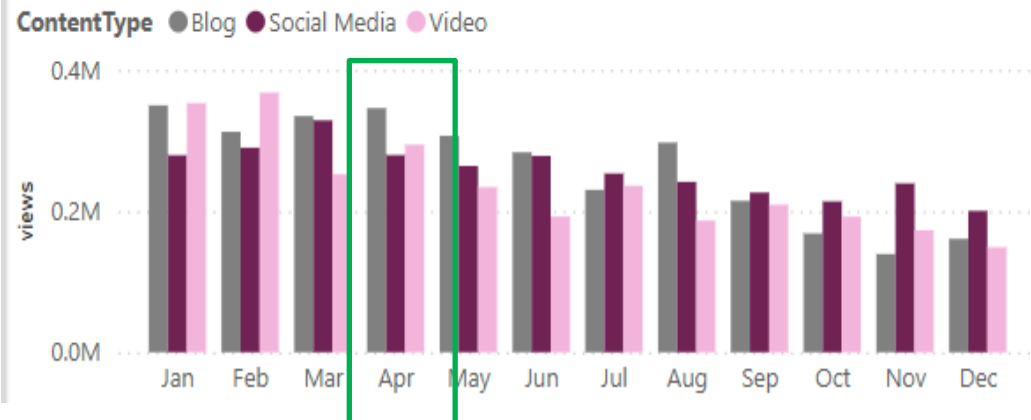
clicks, likes and views by Month



Views by ContentType



views by Month and ContentType



Customer Feedback Analysis:

- **Customer Ratings Distribution:**

The majority of customer reviews are in the higher ratings, with **431 reviews at 4 stars** and 409 reviews at 5 stars, indicating overall positive feedback. Lower ratings (1-2 stars) account for a smaller proportion, with 80 reviews at 1 star and 153 reviews at 2 stars.

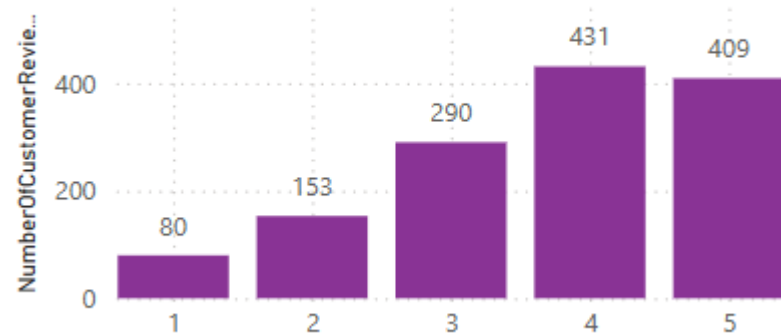
- **Sentiment Analysis:**

Positive sentiment dominates with **840** reviews, reflecting a generally satisfied customer base. Negative sentiment is present in 226 reviews, with a smaller number of mixed and neutral sentiments, suggesting some areas for improvement but overall strong customer approval.

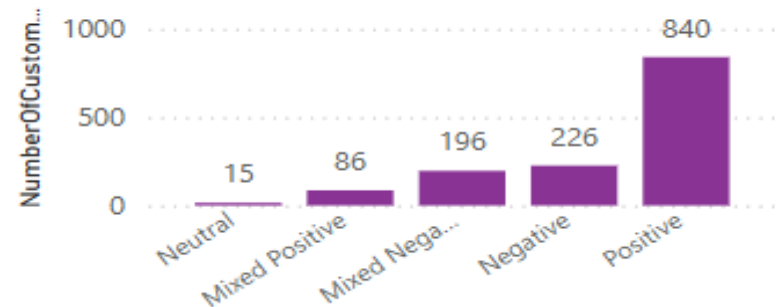
- **Opportunity for Improvement:**

The presence of mixed positive and mixed negative sentiments suggests that there are opportunities to convert those mixed experiences into more clearly positive ones, potentially boosting overall ratings. Addressing the specific concerns in mixed reviews could elevate customer satisfaction.

NumberOfCustomerReviews by Rating



NumberOfCustomerReviews by SentimentCategory



Goals & Actions:

Goals

❑ 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 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 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.

❑ Reduce High Expenses:

Goal: Optimize marketing strategies to improve ROI (Return on Investment).

Insight: Identify low return marketing campaigns and take steps to cut unnecessary high expenses.

Actions

❑ Increase Conversion Rates:

Target High-Performing Product Categories: Focus marketing efforts on products with demonstrated high conversion rates, such as **Hockey Sticks, Ski Boots, and Baseball Gloves**. Implement seasonal promotions or offer incentives and **conduct loyalty programs** during peak months (e.g., January and September) to capitalize on these trends.

❑ Enhance Customer Engagement:

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).

❑ Improve Customer Feedback Scores:

Address Mixed and Negative Feedback: Use surveys (like **NPS or CSAT**) at key customer journey touchpoints. Analyze feedback trends to identify recurring issues. Consider following up with dissatisfied customers to resolve issues and **implement live chat support or AI-driven chatbots** for instant assistance. aiming to move average ratings closer to the 4.0 target.

❑ Aim High Return On Investment:

Address unnecessary investment: Optimize marketing efforts **by scaling back campaigns** for products with consistently low conversion rates like Basketball, allowing resources to be reallocated towards higher-performing offerings for improved ROI.