

# ShopEasy

## Customer Behavior Analysis Report

Date: May 04, 2025

Reporter: Praveen C

*"Understanding your customers is key to elevating your business strategy."*

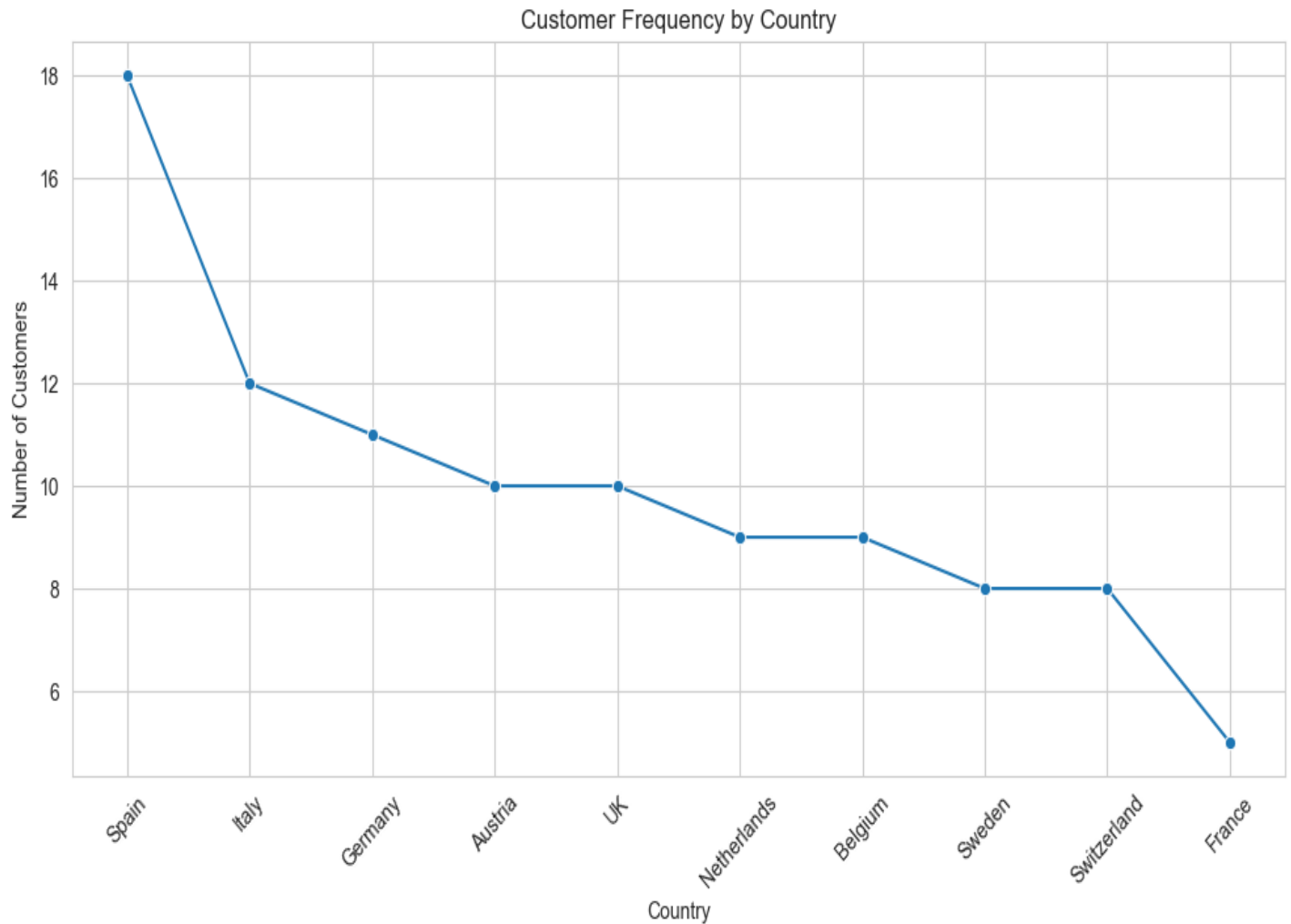
# Customer Based on Region

Country	Frequency
Spain	18
Italy	12
Germany	11
Austria	10
UK	10
Netherlands	9
Belgium	9
Sweden	8
Switzerland	8
France	5

## Insights from table

- **Dominant Markets:** Spain has the highest customer frequency (18), making it the top market, followed by Italy (12) and Germany (11). These three countries represent the core customer base.
- **Secondary Markets:** Austria and the UK tie with 10 customers each, forming a second tier of important markets.
- **Smaller but Significant Markets:** Netherlands, Belgium, Sweden, and Switzerland cluster closely with 8-9 customers each, indicating stable but smaller market presence.
- **Opportunity for Growth:** France has the lowest representation (5 customers), suggesting either untapped potential or challenges in this market that may need investigation.

## Visualization for Customer Based on Region



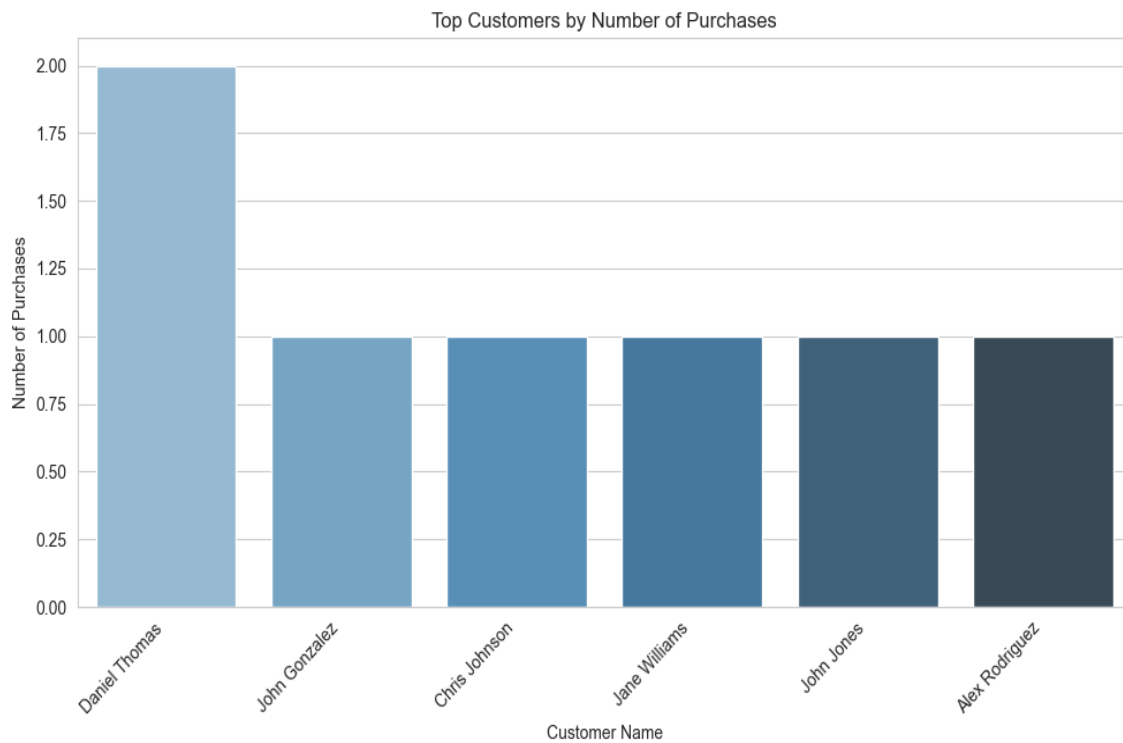
### Key Observations:

- Customer engagement is significantly lower in regions such as **Sweden**, **Switzerland**, and **France**.
- These regions show high potential for growth with the right marketing strategies.
- **Recommendation:** Launch targeted campaigns and localized advertisements to boost brand visibility and drive customer acquisition in these markets.

# Top purchased Customers

CustomerName	PurchaseCount
Daniel Thomas	2
John Gonzalez	1
Chris Johnson	1
Jane Williams	1
John Jones	1
Alex Rodriguez	1

## Visualization for Top Customers by Number of Purchases



**Insights :** Awarding system and Cashback can bring back purchased customers

# SENTIMENTAL ANALYSIS BASED ON COMMENTS

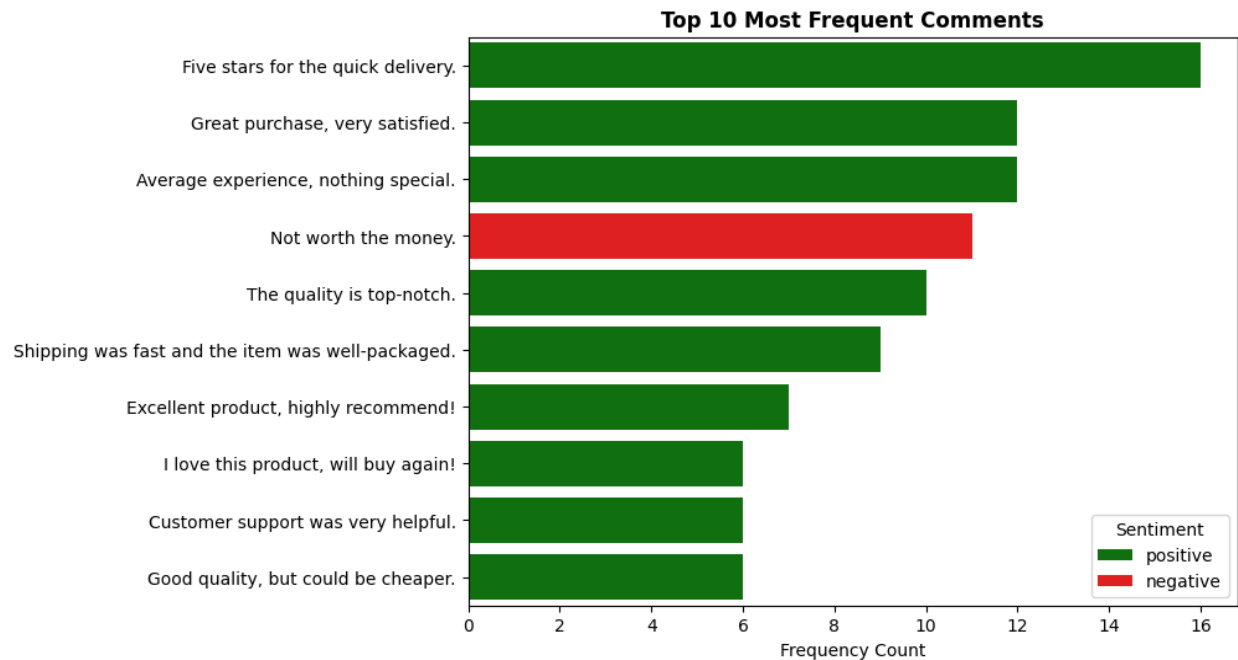
Sentiment	Percentage
positive	76.32
negative	13.16
neutral	10.53

## Sentiment Analysis Insights

- **1. Overwhelmingly Positive Sentiment (76.32%)** The vast majority of customer feedback is positive, indicating high satisfaction with products, delivery, and service.
- **Top positive themes:** Fast delivery (e.g., 'Five stars for the quick delivery')
- Product quality (e.g., 'The quality is top-notch')
- Customer service (e.g., 'Customer support was very helpful')
- Repeat purchase intent (e.g., 'I love this product, will buy again!')
- **2. Limited Negative Feedback (13.16%)** The primary complaint is price-related ('Not worth the money'). No major recurring issues (e.g., defects, poor service), suggesting isolated dissatisfaction rather than systemic problems.
- **3. Neutral Feedback (10.53%)** A few comments suggest price sensitivity ('Good quality, but could be cheaper').

Comments	Counts	Sentiment
Five stars for the quick delivery.	16	positive
Great purchase, very satisfied.	12	positive
Average experience, nothing special.	12	positive
Not worth the money.	11	negative
The quality is top-notch.	10	positive
Shipping was fast and the item was well-packaged.	9	positive
Excellent product, highly recommend!	7	positive
I love this product, will buy again!	6	positive
Customer support was very helpful.	6	positive
Good quality, but could be cheaper.	6	positive

## Top 10 Most Frequent Comments



## Actionable Recommendations

- **Capitalize on Strengths:** Highlight fast shipping & product quality in marketing (since these are frequently praised).
- Encourage reviews & testimonials from satisfied customers to reinforce trust.
- **Address Weaknesses:** Investigate pricing strategy—some customers feel the product is overpriced.
- Consider promotions or discounts to convert neutral/negative sentiment into positive experiences.

# Customer Retention Rate

ProductName	Avg_Price	Unique_Customers	Total_Purchases	Conversion_Rate
Surfboard	275.43	5	2	40.00
Climbing Rope	410.17	6	2	33.33
Kayak	259.4	5	1	20.00
Fitness Tracker	196.68	6	1	16.67

## Key Insights:

- Surfboard leads with 40% conversion, showing strong customer loyalty.
- Higher-priced items (Climbing Rope) convert better than cheaper ones (Fitness Tracker).
- Kayak & Fitness Tracker underperform (<20%), needing retention strategies.
- Climbing Rope's lower rate vs. Surfboard suggests product-specific retention issues.
- Opportunity: Bundle accessories/services for low converters, reward repeat buyers of top performers.

# Most Liked Products

ProductName	Likes
Kayak	1231
Running Shoes	1160
Football Helmet	929
Baseball Glove	903
Hockey Stick	835
Climbing Rope	786
Cycling Helmet	618
Yoga Mat	617
Surfboard	594
Fitness Tracker	456
Golf Clubs	407
Ski Boots	383
Dumbbells	365
Basketball	287
Boxing Gloves	278
Ice Skates	268
Volleyball	159
Swim Goggles	76
Tennis Racket	55
Soccer Ball	24

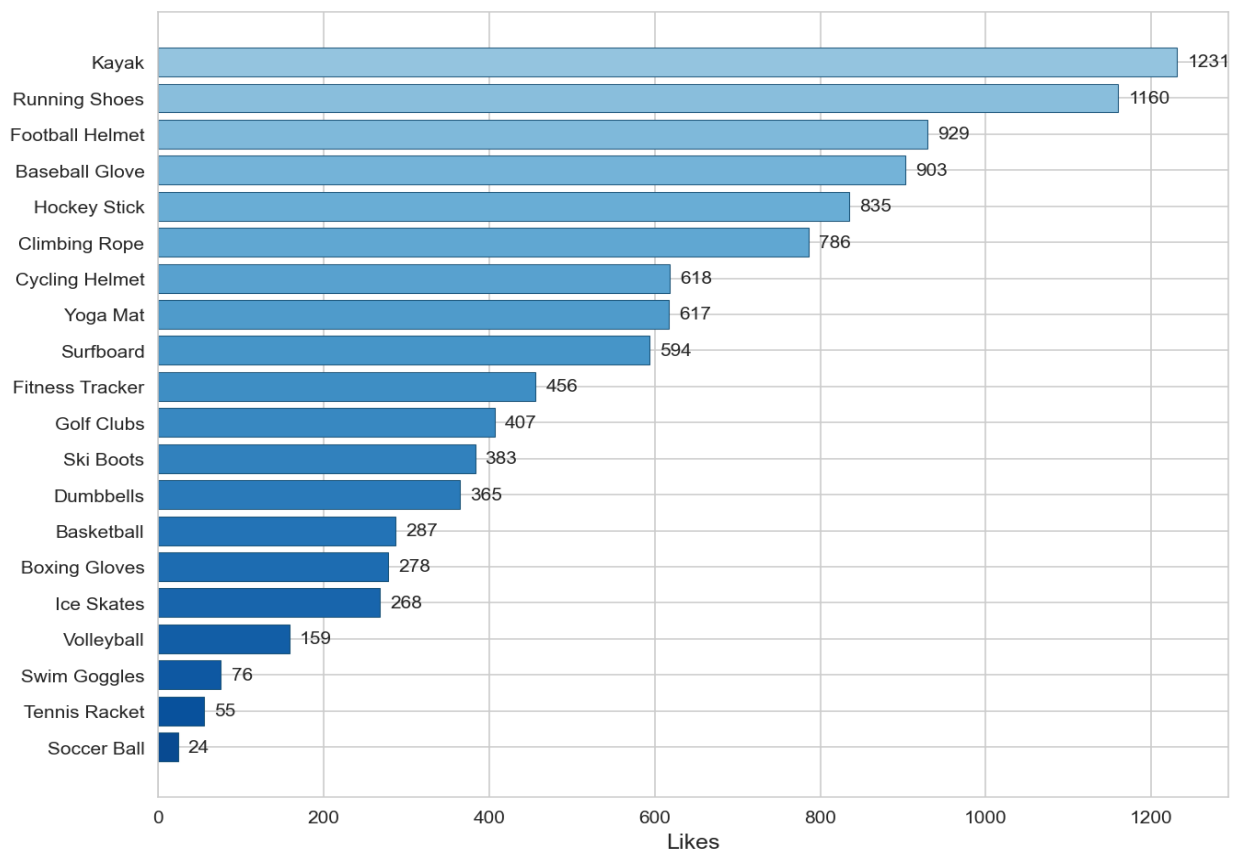
## Key Insights:

- **1. Top Performers:** Kayak (1,231 likes) dominates water sports - highlight in seasonal campaigns.
- **2. Combo Potential:** Bundle mid-range performers:
  - Running Shoes + Football Helmet + Baseball Glove (3,992 combined likes)



- Hockey Stick + Climbing Rope (1,621 likes) for adventure sports fans
- **3. Underperformers:** Boost Fitness Tracker with tech bundles (e.g., tracker + yoga mat)

## Top Products by Likes



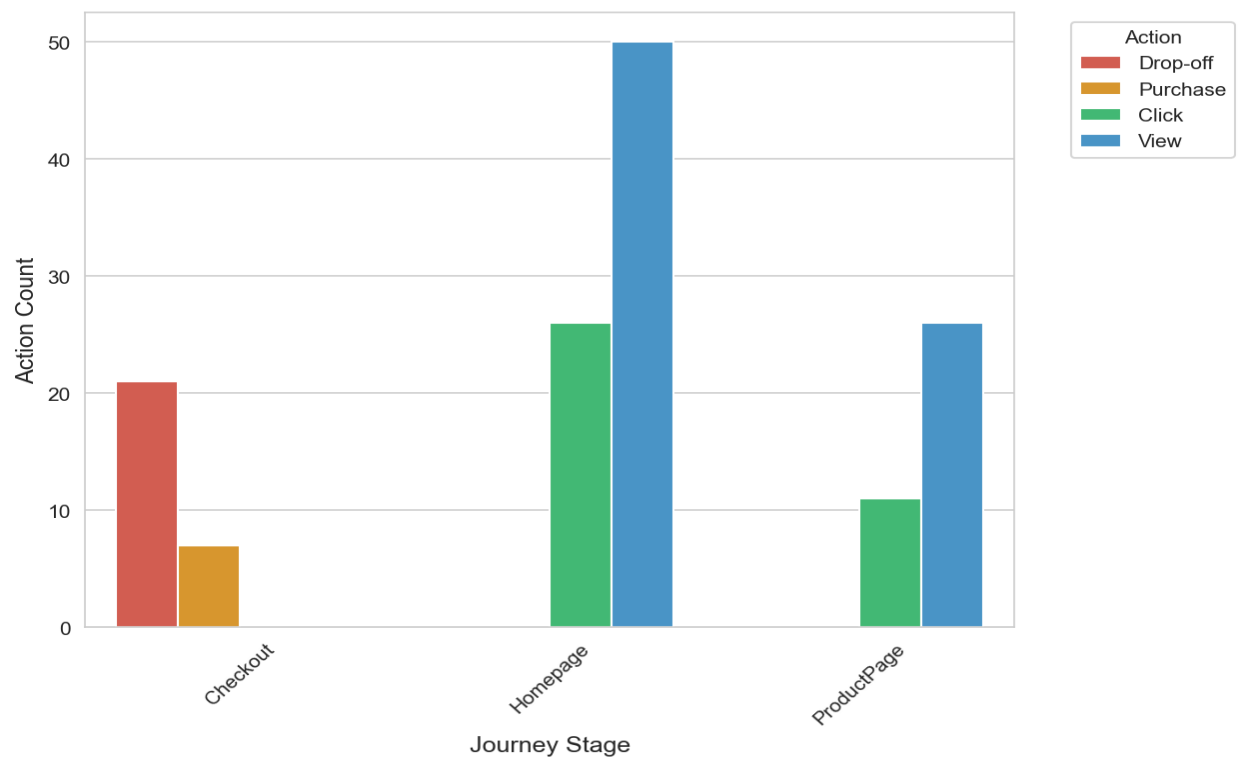
# Customer Journey Analysis

Stage	Action	Count
Homepage	View	50
Homepage	Click	26
ProductPage	View	26
Checkout	Drop-off	21
ProductPage	Click	11
Checkout	Purchase	7

## Key Insights:

- **1. Homepage Engagement:** 50 views but only 26 clicks (48% conversion) - optimize CTAs
- **2. Checkout Drop-off:** 21 abandonments vs 7 purchases (75% loss) - simplify checkout flow
- **3. Product Page Performance:** 26 views with 11 clicks (42% engagement) - strong but could improve

# Journey Stage Visualization



## Checkout Page Optimization Strategy

### Streamline Checkout Process

- Reduce form fields to essential inputs (e.g., auto-fill details where possible).
- Offer guest checkout option to avoid mandatory account creation.

## Incentivize Purchases with Offers

- **Discounts for Minimum Order Value:**

- Example: 'Get 10% off on orders above \$50.'

- **First-Time Customer Coupons:**

- Auto-apply a welcome discount (e.g., 'FIRST10' for 10% off).

- **Limited-Time Offers:**

- Display countdown timers (e.g., 'Complete within 5 minutes to save \$5').

May 04, 2025

**Analytics Team**

**Tools used:** Python, mysql-connector, pandas, ReportLab | SQL tables generated through an ETL process from customer journey data, engagement metrics, and geographic information.