

Rev up your e-commerce campaigns with data-driven insights

RASHMI CHAKRAVARTHY

Problem Statement

The marketing department plans to run two major campaigns targeting new customer acquisition and customer retention/reordering between November 1, 2023, and October 31, 2024

Require actionable insights for :

- When should each campaign be launched?
- Which demographic groups, geographical regions, or other factors should be targeted for each campaign?
- Which products or product types should be featured in each campaign?

Data exploration methodology

Looker with Data Explorer access to visualize and analyze the available data

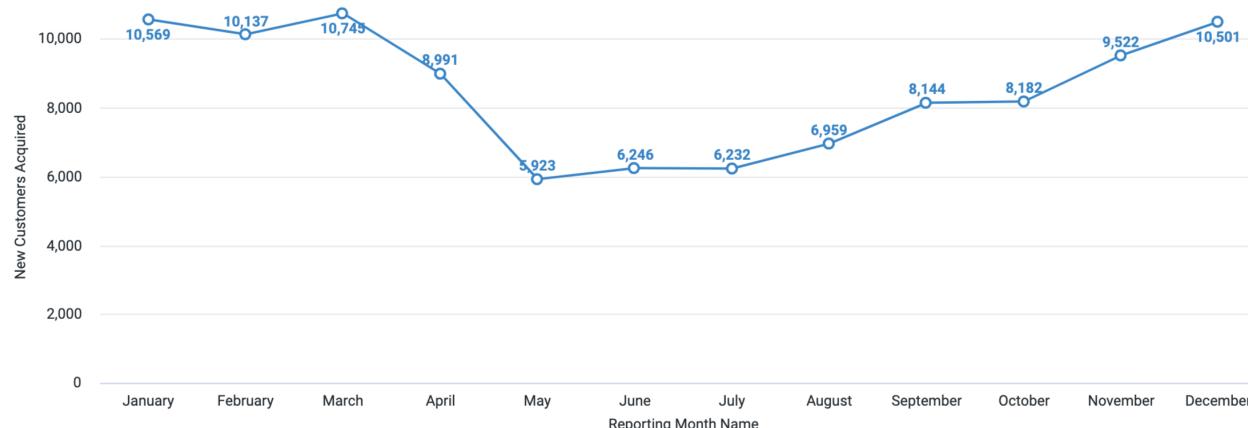
Data sources:

- Product Attributes
- Reporting Date
- User Attributes
- Customer KPIs
- Returned KPIs
- Sales KPIs



Taking Action to Make an Impact: The Recommended Strategy

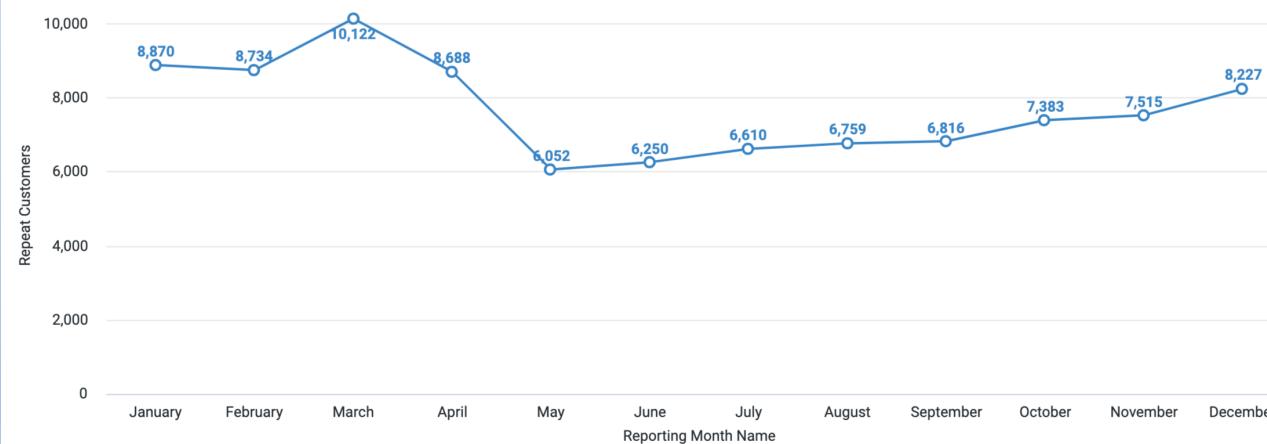
Timing is Everything: Strategizing the Best Launch Date for Your Campaign



New Customer Acquisition Campaign:

Launch campaign in **November or December** and continue until **March** to maximize new customer acquisition based on the observed trends

These **months fall within holiday shopping season**, which can boost campaign success



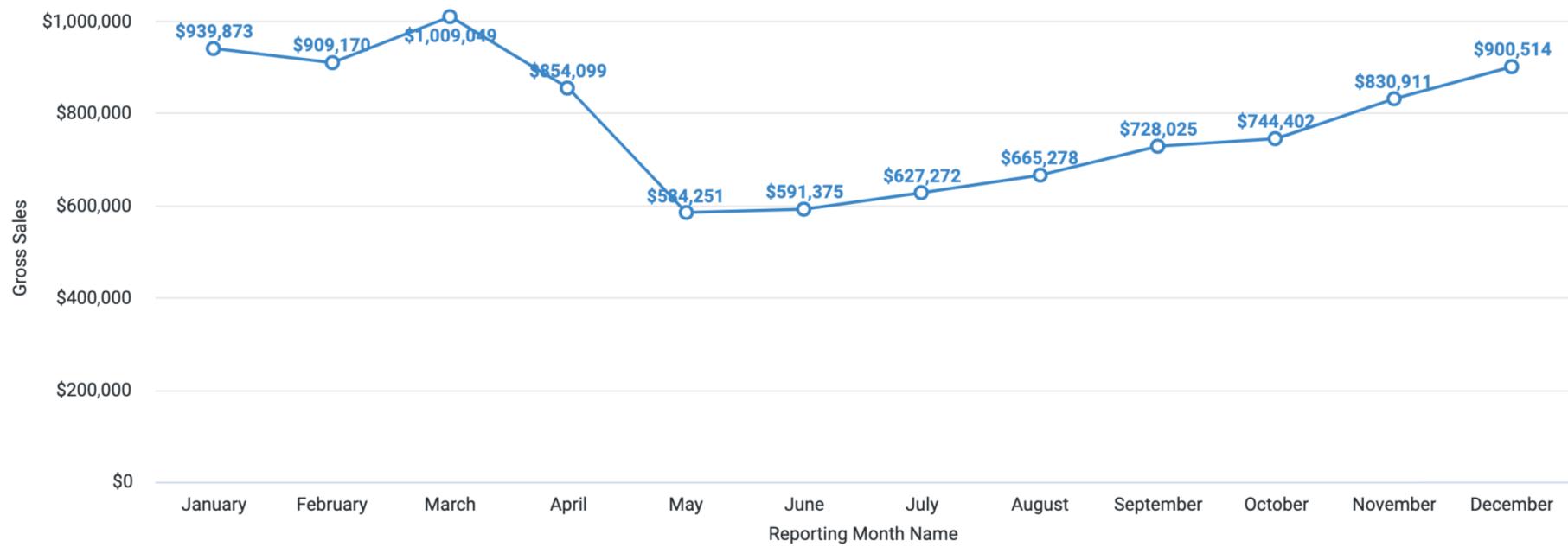
Retention or Re-ordering Campaign:

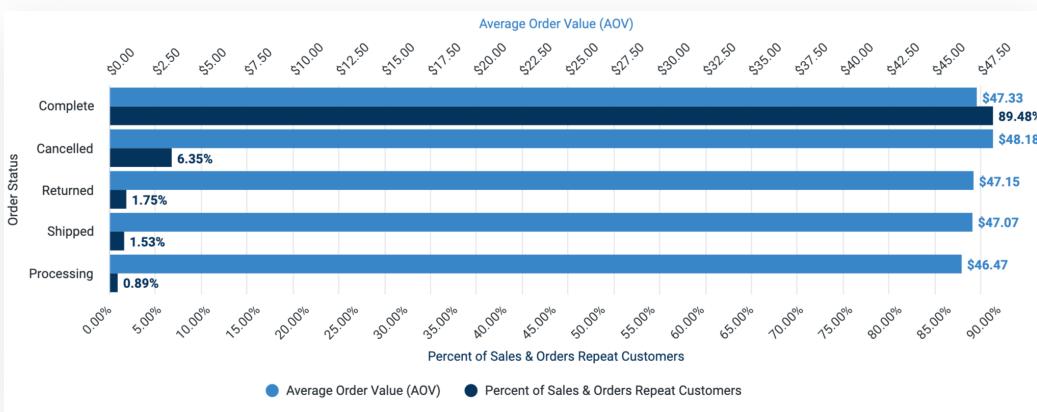
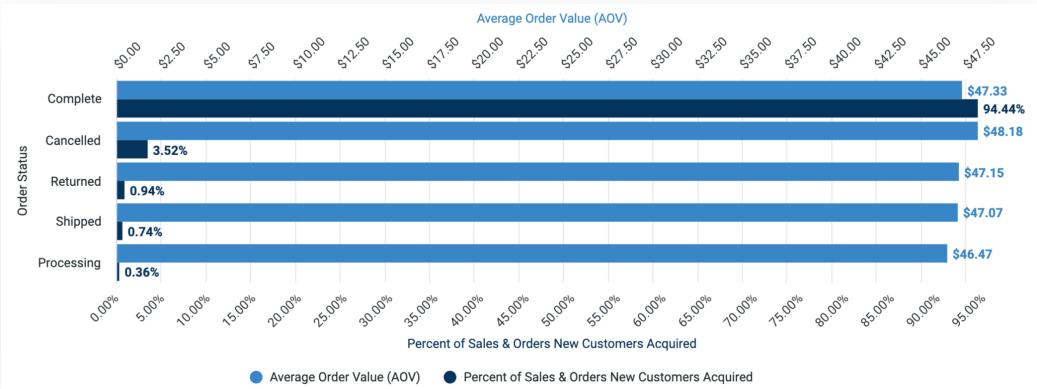
Launch campaign in **February** and continue until **March** based on **growth trends** in repeat customers

This allows **enough time to pass after the holiday season** to **encourage additional purchases** from customers who made purchases during the holidays

Understanding The Seasonal Trends

- Gross sales on completed orders peaked in March and then gradually decreased in the following months before picking up significantly in December and January, which suggests a seasonal pattern
- To capitalize on this seasonal pattern, the focus must be on new customer acquisition campaign during the months when gross sales tend to be higher, such as December, January, and March





New customer acquisition campaign should be focused on high sales months such as December, January, and March



Promotional campaigns should be run during summer months to stimulate demand and increase sales



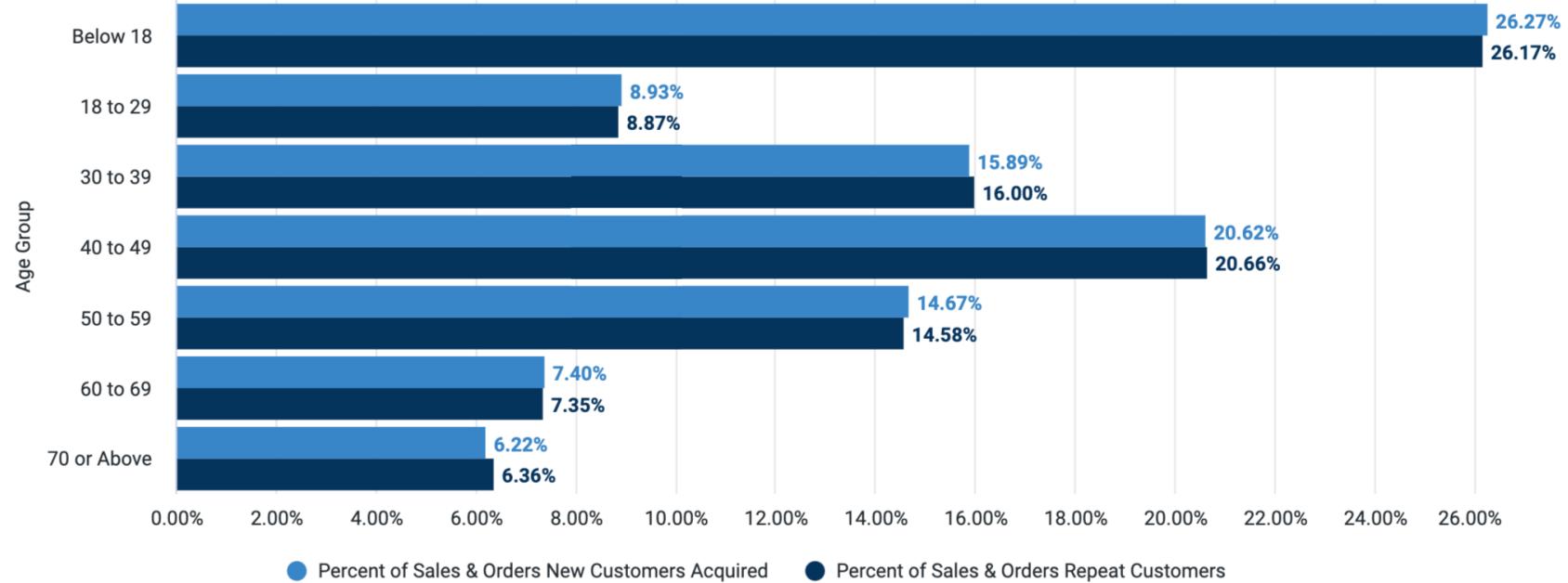
Improving the overall customer experience can reduce cancelled orders, especially for customers with lower AOVs



Targeted retention efforts should be considered for repeat customers with higher AOVs



Analyzing seasonal patterns in sales data can help to inform marketing strategies and product offerings

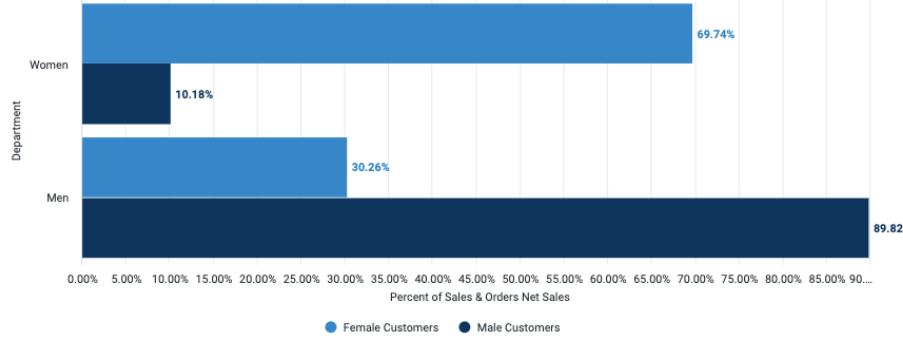


Breaking Down Demographics: The Who, What, and Where of Your Audience

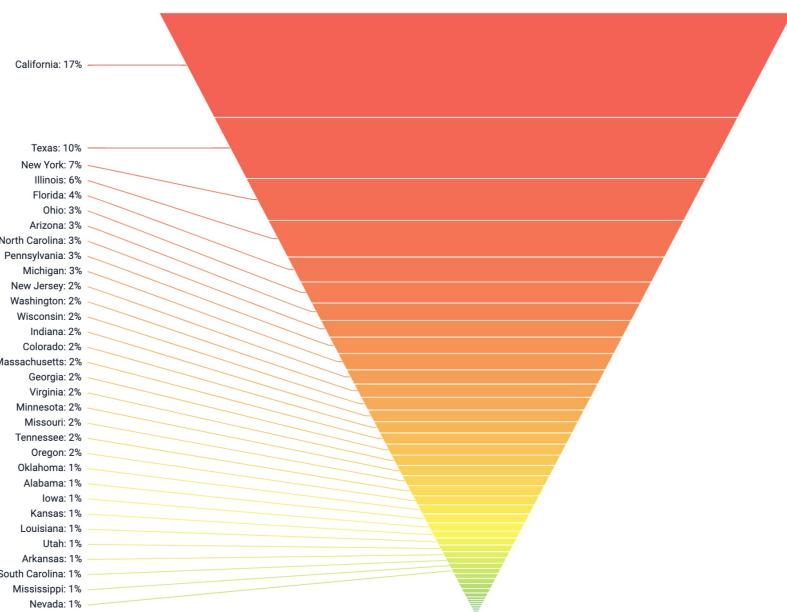
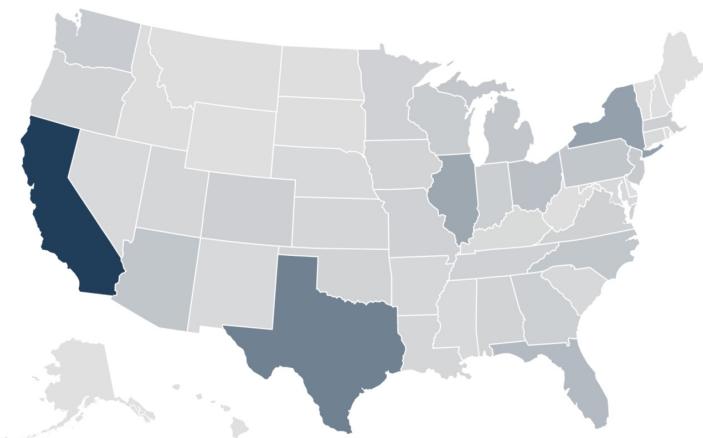
Younger age groups, especially those under 18, are the primary new and repeat customers, while the 40-49 age group also represents a significant share of the customer base, approximating to nearly half of all customers

Consider targeting regions or areas with higher concentrations of these segments to yield better results

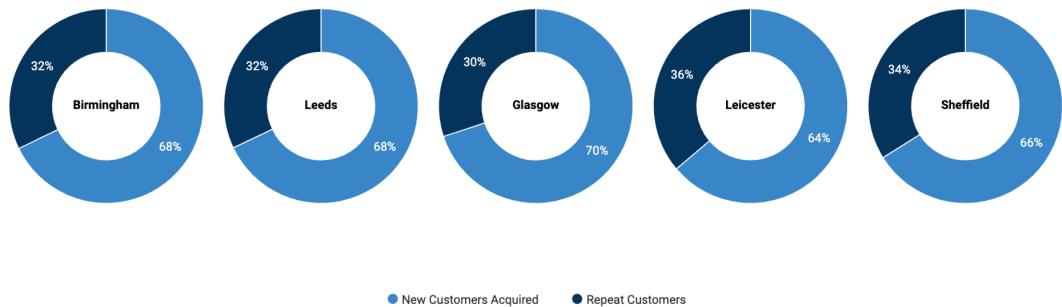
Use customer interests, past purchase behavior, and other demographic information such as income level or education level to refine targeting efforts



- **Female customers contribute more to net sales** than male customers, shopping in both men's and women's departments
- However, **the acquisition and retention rates are approximately equal** for both male and female customers
- Thus, **targeting both male and female customers** in marketing campaigns can be **effective for maximizing net sales**

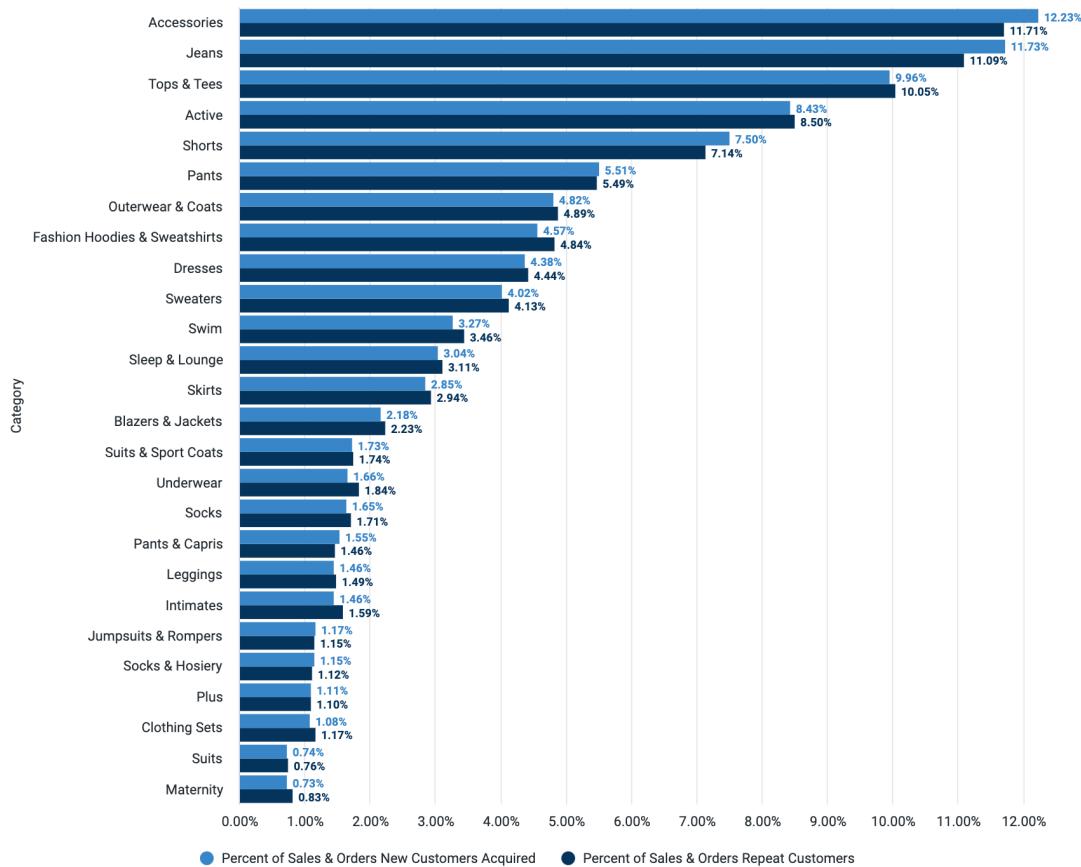


- **The USA market dominates**, with 44% of customers concentrated in **California, Texas, New York, Illinois, and Florida**
- Maximize revenue by **prioritizing both new and repeat customers**, as they contribute equally to the overall customer base
- The UK market experiences a strong customer presence in **Birmingham, Leeds, Leicester, Glasgow, and Sheffield**
- To **improve customer retention**, emphasis must be on **engaging newly acquired customers**
- Targeting specific regions can optimize campaign effectiveness and drive sales and revenue growth



Sales & Orders State	Sales & Orders New Customers Acquired ↓	Sales & Orders Repeat Customers
1 Birmingham	314	149
2 Leeds	248	117
3 Glasgow	221	95
4 Leicester	210	119
5 Sheffield	199	102

Finding Your Niche: Identifying Product Categories and Types to Target for Maximum Impact



Accessories, Jeans, and Tops & Tees are the top 3 product categories based on gross sales data

Maternity, Suits, and Socks & Hosiery are the bottom 3 product categories based on gross sales data

In the acquisition campaign, the top-performing product categories must be highlighted to attract new customers

In the retention campaign, the focus should be on promoting products from the top-performing categories to retain repeat customers

Understanding the top-performing product categories can help inform product development and marketing strategies

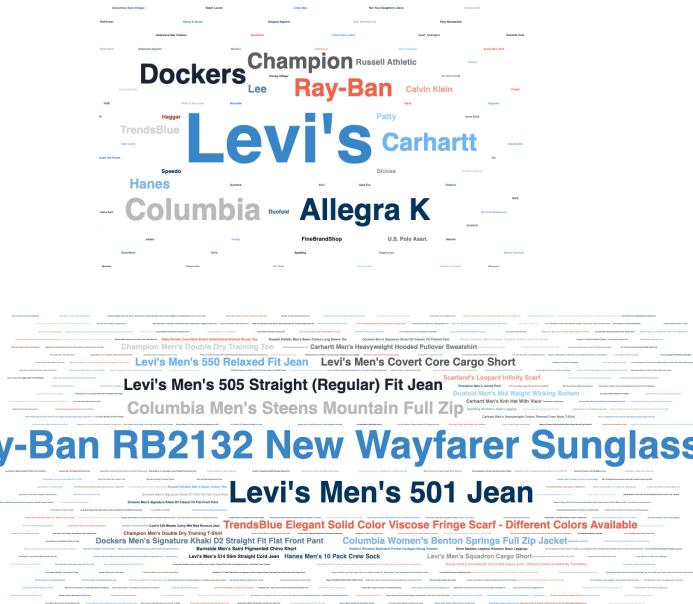


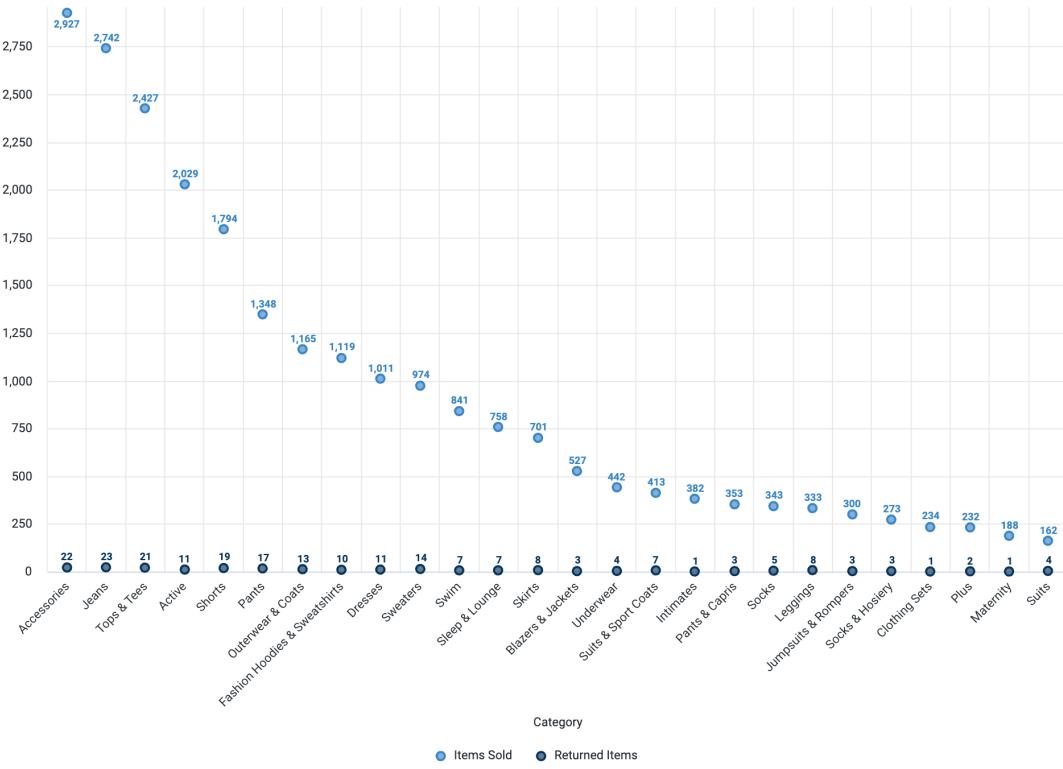
Data trend thus far has revealed two key segments with shared preferences - the under 18 age group and the 40 to 49 age group



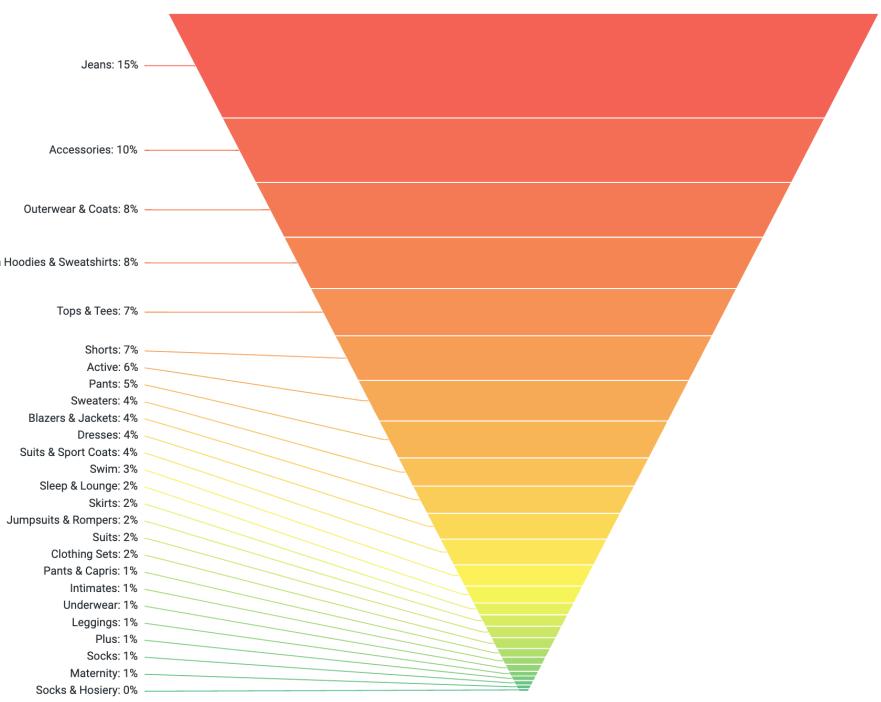
Both segments have demonstrated a strong affinity for the brands and products highlighted in the word cloud, which constitute approximately 26% and 21% of the total customer base, respectively

'Gen Z Favorites': Brands and Products Popular Among the Under 18 Age Group





- The data indicates that in the past 3-months the customers keep the items they purchase, rather than returning them
- This can be highlighted in the campaign to reinforce the quality and value of the products



- Jeans and accessories are the top-selling categories with the highest net sales across all age groups and genders of customers
- To capture the attention of potential customers, campaigns should feature eye-catching visuals and engaging ad copy that showcases these products
- Promotions and discounts on these popular items can incentivize customers to make a purchase, further driving sales growth

Category	Retail Price	Net Sales
1 Accessories	75.11000061035156	\$597,425
2 Jeans	64	\$406,528
3 Jeans	68	\$371,348
4 Fashion Hoodies & Sweatshirts	903	\$232,071
5 Outerwear & Coats	59.95000076293945	\$212,163
6 Shorts	54	\$148,554
7 Outerwear & Coats	60	\$132,000
8 Pants	39.9900016784668	\$131,647
9 Fashion Hoodies & Sweatshirts	68	\$105,332
10 Jeans	120	\$89,520
11 Jeans	58	\$77,778
12 Active	119.94999694824219	\$75,688
13 Shorts	25	\$59,900
14 Tops & Tees	44.400001525878906	\$58,697
15 Jeans	39.9900016784668	\$57,986
16 Sweaters	59.9900016784668	\$52,791
17 Shorts	34.9900016784668	\$52,275
18 Jeans	54	\$49,086
19 Jeans	36.9900016784668	\$45,054
20 Tops & Tees	25	\$45,050

Category Leaders: Top 20 Net Sales Records

Category	Retail Price	Net Sales
1 Shorts	33.970001220703125	\$0
2 Dresses	93	\$0
3 Intimates	94	\$0
4 Accessories	60.150001525878906	\$0
5 Sweaters	146.25	\$0
6 Jeans	146.05999755859375	\$0
7 Sleep & Lounge	43.7599983215332	\$0
8 Maternity	64.13999938964844	\$0
9 Accessories	21.18000030517578	\$0
10 Outerwear & Coats	99	\$0
11 Active	159.94000244140625	\$0
12 Outerwear & Coats	400	\$0
13 Jeans	24.969999313354492	\$0
14 Outerwear & Coats	119.44999694824219	\$0
15 Leggings	10.109999656677246	\$0
16 Accessories	7.449999809265137	\$0
17 Suits & Sport Coats	15.1899995803833	\$0
18 Shorts	57.08000183105469	\$0
19 Plus	11.65999984741211	\$0
20 Accessories	97.93000030517578	\$0

Sales Slump: Categories with the Bottom 20 Net Sales Records



Categories with net sales of \$0 can be considered for discontinuation or a reduction in retail price to boost sales



Categories with higher net sales can be retained at their current retail price or even considered for a slight increase in price, depending on the demand and competition in the market



Analyzing the retail price and net sales data can aid in optimizing the product offerings and pricing strategy to maximize revenue and profits

Conclusion

- Seasonal Sweet Spot: Kick off campaign during December through March to maximize customer acquisition for the top-performing product categories
- Retention Reigns: Run retention campaign from February to March with summer promotions to target high-value repeat customers
- Gender Balance: Balance product focus for both men and women to maximize net sales potential
- Smart Segmentation: Targeting young people under 18 through popular social media platforms like TikTok, Snapchat, and Instagram, while reaching the 40 to 49 age group through Twitter, Facebook, YouTube, or traditional channel like mail-based marketing, can increase marketing impact and drive sales growth
- Highlight your Best Sellers: Focus on your top-performing product categories, such as jeans and accessories, which are popular across all customers

Implementing these data-driven recommendations can increase customer engagement, retention, and sales growth. These data-driven insights cater to the specific needs and preferences of your customers and can help create effective marketing strategies that drive your business forward