

Report on customer behaviour analysis

ShopEasy



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Data-Driven Recommendations through SQL:

1. Optimize Content Strategy

- Invest in campaigns with high engagement-to-conversion rates.
- Improve content personalization based on customer demographics.

2. Enhance Conversion Funnel

- Address cart abandonment through discounts, free shipping, and trust-building measures.
- Optimize the checkout process for seamless transactions.

3. Reallocate Marketing Budget

- Shift spending towards high-ROI campaigns.
- Reduce investment in low-performing channels and test alternative strategies.

4. Enhance the stages

- As most of the users drop from the stages i.e. Product page, Home page and Checkout page.

Stages	Customers drop-off
Product page	52
Home Page	108
Checkout	40

- To reduce the drop-off the stages should be improved and should provide discount and many other offers based on the targated audiances.

5. Improve Categories and focus on the reviews of users

- As out of all the other categories sports is the best of all .
- Some of the major improvemeys are required based on the categories based on the different regions and the targated audience for the better ROI.

Sentiment Types	Sentiment No.
Neutral	69
Positive	30
Negative	1

- With the help of sentimental analysis it has been analysed that the no of neutral sentiments are more than positive and negative in comparison so there is a huge need of taking good care of this part in order to make it a better use or improving the revenue or profit per month or year and gaining the views and clicks on the website and reducing the drop-off from the website.