Business Problem & Project Goals

Introduction

ShopEasy, a leading online retail business, is experiencing a decline in customer engagement and conversion rates despite launching several new online marketing campaigns. The company has observed that significant investments in marketing are not translating into expected returns, and a growing disconnect exists between marketing activities and actual customer behavior. To address these challenges, a detailed analysis is required to identify the underlying factors and provide strategic recommendations for improvement.

Business Problem

ShopEasy is facing the following key challenges:

- **Reduced Customer Engagement:** There has been a noticeable decrease in the number of customer interactions and engagement with the website and marketing content.
- **Decreased Conversion Rates:** A smaller percentage of site visitors are converting into paying customers, impacting overall revenue.
- **High Marketing Expenses:** Despite substantial investments in marketing campaigns, the returns are below expectations.
- **Need for Customer Feedback Analysis:** There is limited understanding of customer opinions about products and services, making it difficult to address pain points and improve engagement.

Project Goals

The primary objectives of this analysis are as follows:

1. Increase Conversion Rates
- **Goal:** Identify factors impacting the conversion rate and provide targeted recommendations to improve it.
- **Insight:** Highlight key stages where visitors drop off and suggest optimizations for the conversion funnel.

2. Enhance Customer Engagement
- **Goal:** Determine which types of content and campaigns drive the highest engagement.
- **Insight:** Analyze interaction levels across marketing content to inform more effective content strategies.

3. Improve Customer Feedback Scores
- **Goal:** Understand common themes and recurring issues in customer reviews to provide actionable insights.
- **Insight:** Identify patterns in feedback to guide product and service improvements, ultimately driving better engagement and conversions.