OM ARVADIA
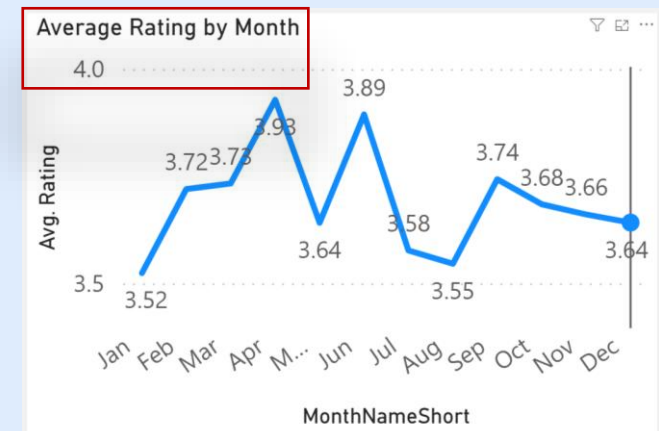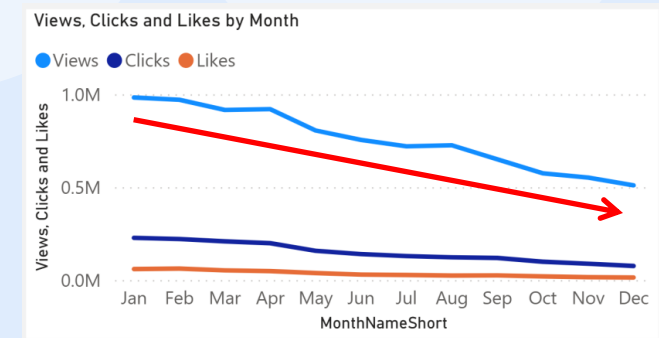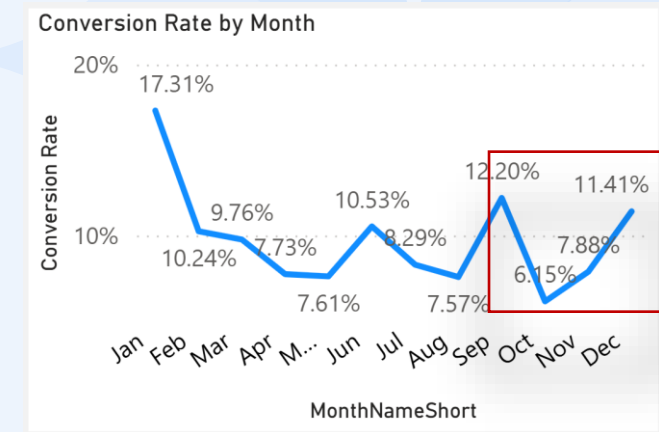
Marketing Analytics Business Case
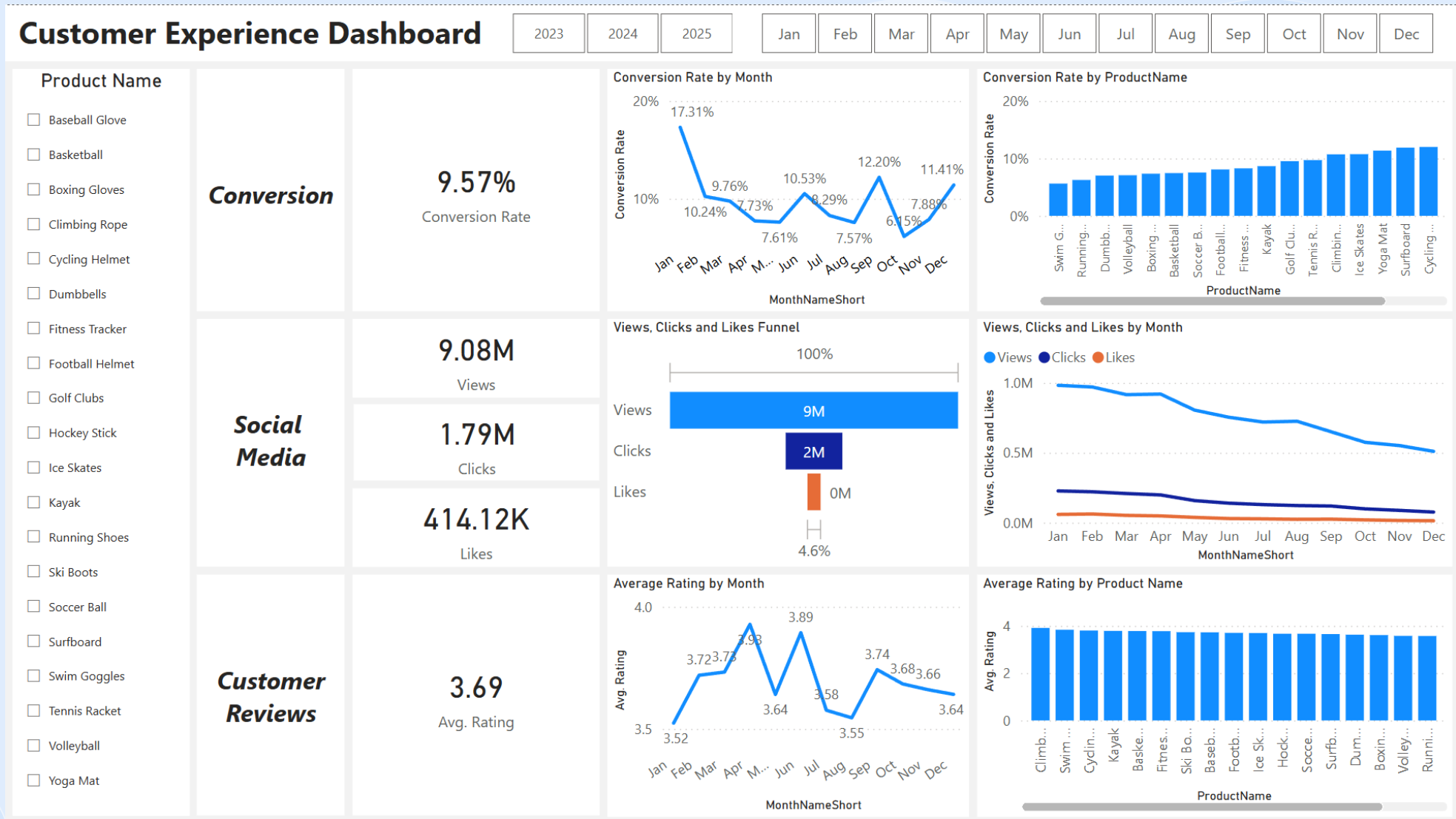
- **Decreased Conversion Rates:** The conversion rate demonstrated a strong rebound in December reaching 11.41%, despite a notable dip to 6.15% in October

- **Reduced Customer Engagement:** There is a decline in overall social media engagement, with views dropping throughout the year.

- **Customer Feedback Analysis:**
  - Customer ratings show fluctuations but remain in a relatively consistent range.
  - Average Rating is below 4 out of 5 suggesting need of improvements.

Conversion Rate by Month

Views, Clicks and Likes by Month


Average Rating by Month

- **General Conversion Trend:**
  - Conversion rates were notably higher in February, July, and September, indicating potential seasonal peaks. To boost performance during lower-conversion months, targeted strategies and interventions can be implemented.

- **Lowest Conversion Month:**
  - May recorded the lowest conversion rate at 4%, with no standout product performance. This suggests an opportunity to refine marketing strategies or introduce targeted promotions during this period to improve results.

- **Highest Conversion Month:**
  - January achieved the highest conversion rate at 20%, largely driven by Ski Boots with an exceptional 150% conversion. This strong performance highlights the impact of seasonal demand combined with effective marketing strategies

ProductName	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Baseball Glove	33%		20%							200%			**11%**
Basketball			0%	50%							100%		**6%**
Boxing Gloves		0%					33%						**3%**
Climbing Rope							50%				0%		**3%**
Cycling Helmet				20%			0%				0%		**3%**
Dumbbells			0%			33%						17%	**5%**
Fitness Tracker	50%				50%			33%				33%	**12%**
Football Helmet	100%	100%		0%				25%					**10%**
Golf Clubs	50%							33%	25%	0%		25%	**12%**
Hockey Stick		33%						33%					**6%**
Ice Skates							67%						**5%**
Kayak	0%			20%		100%	100%		33%			100%	**18%**
Running Shoes					17%				100%				**5%**
Ski Boots	150%	33%	100%						0%				**21%**
Soccer Ball	0%								100%		0%		**7%**
Surfboard		50%	25%	33%	0%				50%				**14%**
Swim Goggles									25%			33%	**7%**
Tennis Racket									50%	20%			**5%**
Volleyball	50%					100%		50%		0%			**14%**
Yoga Mat	0%					100%	33%						**8%**
Total	**20%**	**8%**	**6%**	**6%**	**4%**	**8%**	**11%**	**8%**	**16%**	**5%**		**10%**	**8%**

- Declining Views
  - Views peaked in February and July but dropped steadily from August onward, signaling reduced audience engagement in the latter half of the year.

- Low Interaction Rates
  - Clicks and likes remained low relative to views, highlighting the need for more engaging content and stronger calls to action.

- Content Type Performance
  - Blog posts drove the highest views, particularly in April and July, while social media and video content performed steadily but with slightly lower engagement

Views, Clicks and Likes by Month

Views, Clicks and Likes by Month
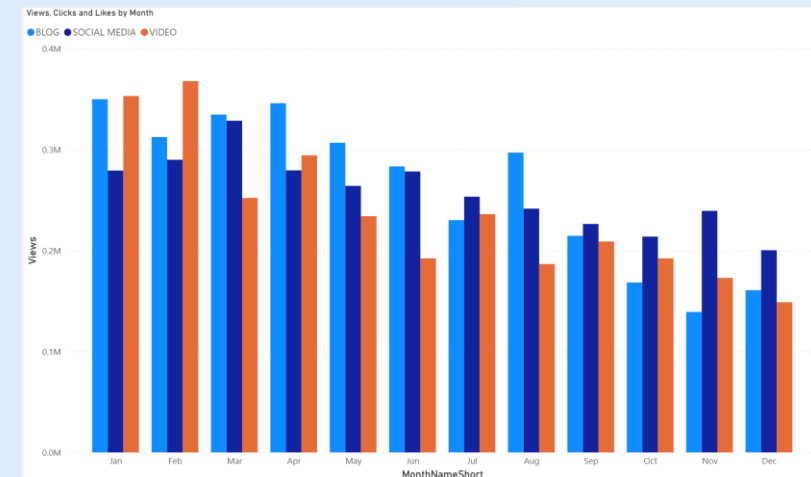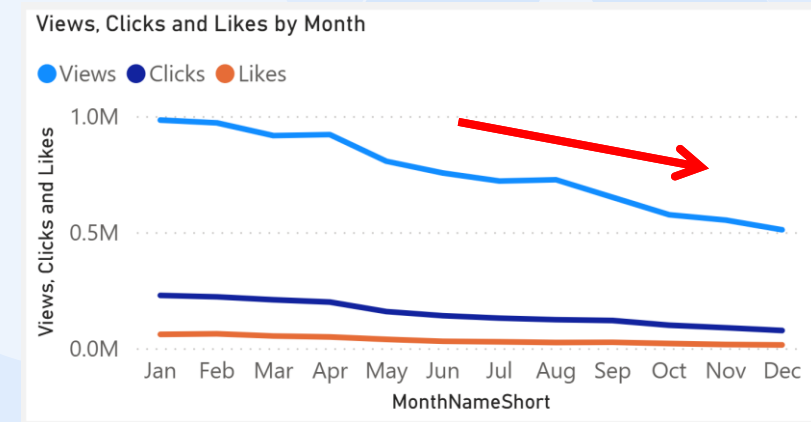
- Customer Ratings Distribution
  - Most reviews fall in higher ratings, with 4- and 5-star reviews making up the majority. Lower ratings (1–2 stars) represent only a small share, indicating overall positive customer feedback.
- Sentiment Analysis
  - Positive sentiment dominates with 275 reviews, showing strong customer satisfaction. Negative and mixed sentiments are fewer but highlight areas for improvement.
- Opportunity for Improvement
  - Mixed reviews reveal opportunities to address specific concerns, turning neutral or negative experiences into positive ones, which could further enhance overall satisfaction and ratings.

# of Customer Reviews by Rating

Rating	# of Customer Reviews
1	80
2	153
3	290
4	431
5	409

# of Customer Reviews by SentimentCategory

SentimentCategory	# of Customer Reviews
Neutral	15
Mixed Positive	86
Mixed Negative	196
Negative	226
Positive	840