

Data Storytelling

ShopEasy Group

The problem in Shop Easy

ShopEasy, an online retail business, is facing reduced customer engagement and conversion rates despite launching several new online marketing campaigns. They are reaching out to you to help conduct a detailed analysis and identify areas for improvement in their marketing strategies.



Conversion Rate in 2024

The average conversion rate for **2024 is only 8.5%**, which shows the difficulty in transforming the opinion of people who only enter the page and do not make a purchase.



Lowest Engagement

Engagement presents low levels of interaction, indicating only **2.47 % of Likes** over the total views of those who visit the page



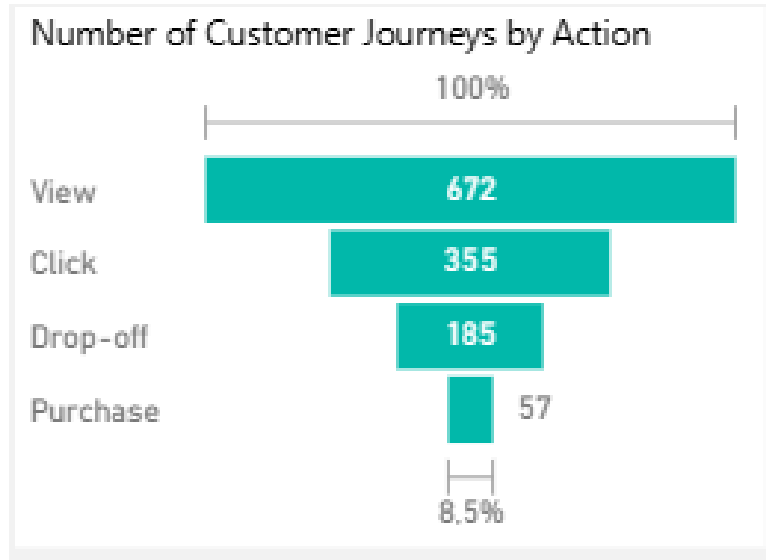
Average Customer Rating

Average customer rating remains at **3.7 / 5.0**, below a **corporate goal of 4.0**. It's necessary to review customer opinions regarding each of the products to improve the engagement of the page.

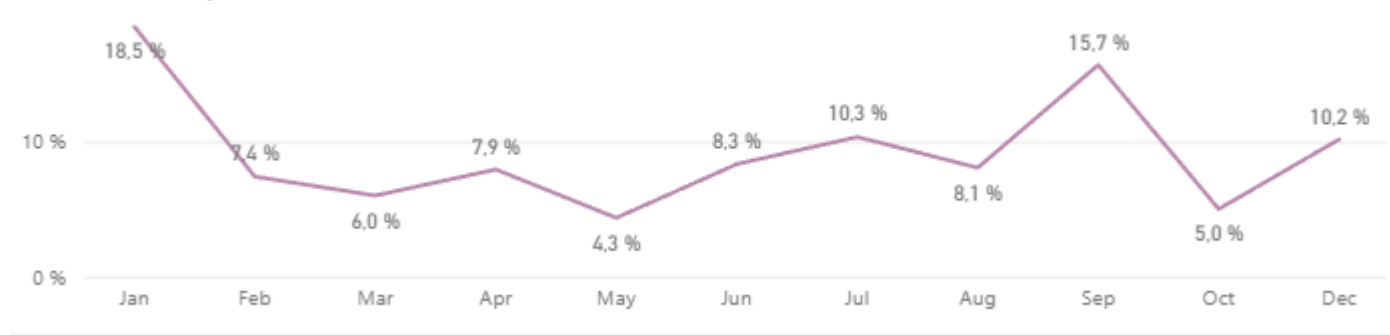
Conversion Details

The conversion funnel is losing customers before purchase

Conversion Details (Views, Click , Purchase)



Conversion Rate by Month Name



- Of the **672 customers** who viewed products, **only 57 completed a purchase**, resulting in an overall conversion rate of **8.5%**. Despite the low overall performance, products such as **Kayak, Ski Boots and Surfboard** achieved the **highest conversion rates**, highlighting their strong sales potential.

- Both **May and October** recorded the **weakest conversion** performance, with rates of **4.3 and 5.0** respectively, revealing missed revenue opportunities as the majority of **visitors** didn't complete a **purchase**.
- January** achieved the **highest conversion rate (18.5%)**, indicating that seasonal factors or successful initiatives may have positively influenced customers **purchase decisions** during this period.

Interpretation

Marketing efforts are generating awareness, but not enough customer action



Leaks in the sales funnel

Customer churn occurs in the final stages of the sales funnel. There is friction between customer views and purchases, possibly due to uncompetitive pricing or poorly aligned campaigns.



Rate in products

Products like **Kayaks (21.4%)** and **Ski Boots (20.0%)** significantly exceed the overall **conversion rate (8.5%)**, suggesting the marketing efforts may not be sufficiently focused on **high performing products**.



Customer Opinions

Although customer sentiment is predominantly positive, with **275 positive reviews**, the presence of **82 negative and 60 mixed-negative reviews** has kept the **average rating at 3.7/5**, below the company's target, limiting overall customer satisfaction



Sentimental Analysis

Although the overall **sentiment is positive**, the persistence of **negative comments** related to **quality, expectations, and after-sales experience** is limiting the growth of overall satisfaction.

Implication & Solutions

4 Levers to transform the operation



01. Reallocate marketing investments toward high converting products

Only **57** of the **672 customer** journeys who visited the page converted into **purchases**, representing the **conversion rate at 8.5%**. Therefore, to avoid these leaks that occur month after month, offers or promotional sales efforts are promoted for products such as **Kayak, Ski boots and surf boards** that convert between **13.9%** and **21.4%**, well above the portfolio average of **8.5%**.



02. Strengthen content strategies to recover audience reach

Products such as **Kayaks (21.4%)**, **Ski boots (20.0%)**, and **Surfboards (13.9%)** significantly outperform the overall **conversion rate (8.5%)**, although other low-converting products affect marketing performance. Therefore, ShopEasy must focus on generating personalized content focused on **categories** during **Q2**, to achieve a **4.0%** increase in customer purchases.



03. Improve conversión efficiency across the customer journey

Although **views decreased** by approximately **50.7%**, from **326,805** in **May** to **161,251** in **October**, clicks and likes remained relatively stable. This suggests that ShopEasy retained an engaged audience, creating an opportunity to analyze customer behavior during low-performing months such as **May (4.3%)** and **October (5.0%)** and improve referral **conversion rates** for specific customers by **1.5% respectively**.



04. Address customer pain points to improve satisfaction

Although customer sentiment is predominantly positive, with 275 positive reviews, the presence of 82 negative reviews and 60 mixed negative reviews keeps the average customer rating at 3.7/5, below the desired level. Therefore, a detailed analysis of the 142 negative and mixed reviews, which represent approximately 31.8% of the total comments, is recommended to identify recurring problems and implement corrective campaigns aimed at reducing this proportion to 28% during the next quarter.