

FUNNEL

ANADIRPHIS



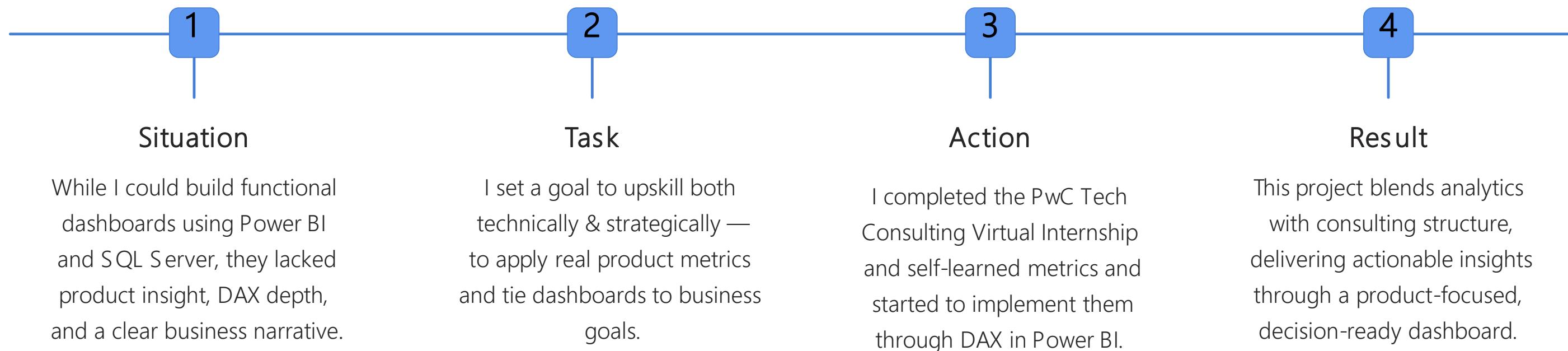
From Data to Decisions: A Product Analytics Journey

- **Date:** June 2025
- **Tools:** Power BI, DAX, PwC Consulting(via Forage), Product Metrics
- **Done By:** Haritha S



The Challenge: Beyond Basic Dashboards

My previous dashboards lacked depth in product insights and a clear business narrative. I struggled to apply advanced product metrics and connect visuals to real business outcomes.



The Solution: Upskilling & Consulting Mindset



Consulting Lens

Learned user stories, acceptance criteria, and business-aligned roadmaps through PwC.

Product Metrics

Self-learned funnel analysis, retention, churn, activation, and ROI with DAX.

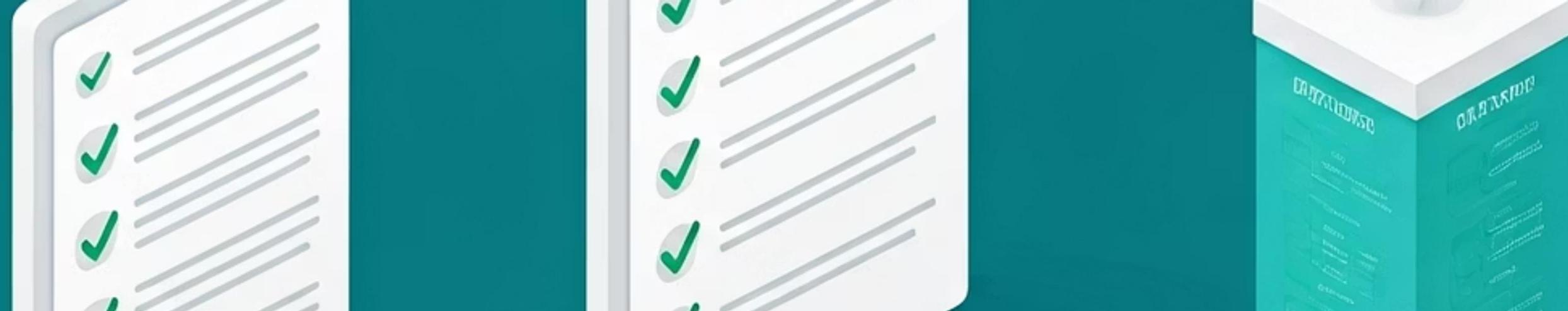
Technical Proficiency

Combined new knowledge to build an actionable Power BI dashboard.



User Story: Bridging the Gap

As a data analyst transitioning from basic dashboards to business-impact-driven insights, I want to apply real product metrics like funnel analysis, retention, and ROI using Power BI, so that I can understand user behavior deeply, enhance decision-making, and showcase a project aligned with consulting principles.



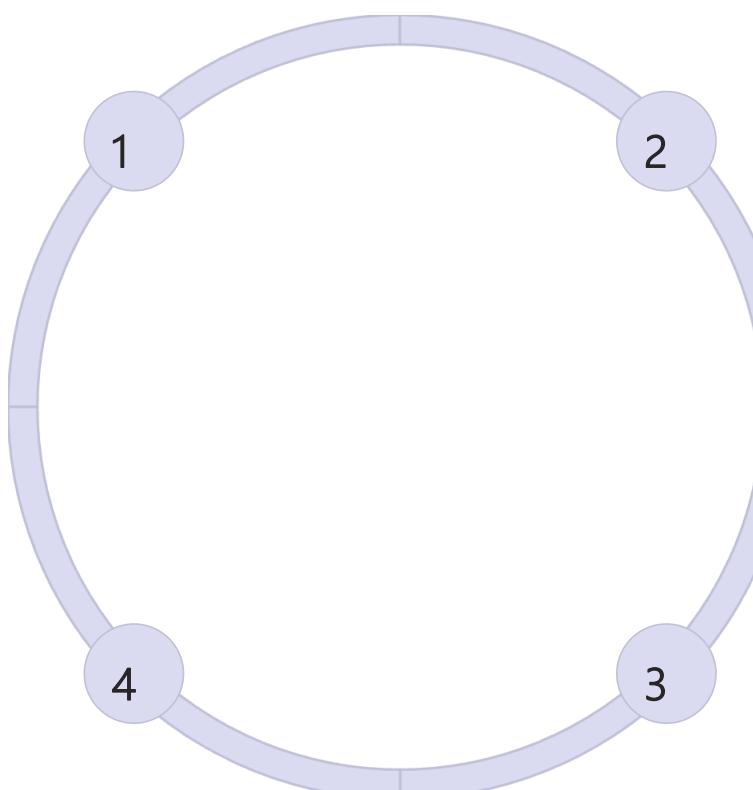
Acceptance Criteria: Ensuring Meaningful Insights

Key Business Questions

Dashboard answers 10 core product metrics (engagement, activation, retention, churn and so on).

Accurate DAX

Calculations like average revenue per user and churn rate are accurate and logically structured.



Visuals & Filters

Each page includes visuals, DAX measures, and user-friendly filters like (age, country, Product category, year).

Insight Boxes

Every metric section presents clear data-Driven insights to summarize the data



Structured Roadmap: From Problem to Portfolio

Problem & Skill Gap

Identified missing business metrics and data storytelling in previous work.

Learning & Upskilling

PwC internship for consulting frameworks; deep dive into product metrics.

Data & Metrics Mapping

Cleaned dataset, mapped product metrics to data questions, planned layouts.

DAX & Visualization

Developed DAX measures, designed interactive visuals for storytelling.

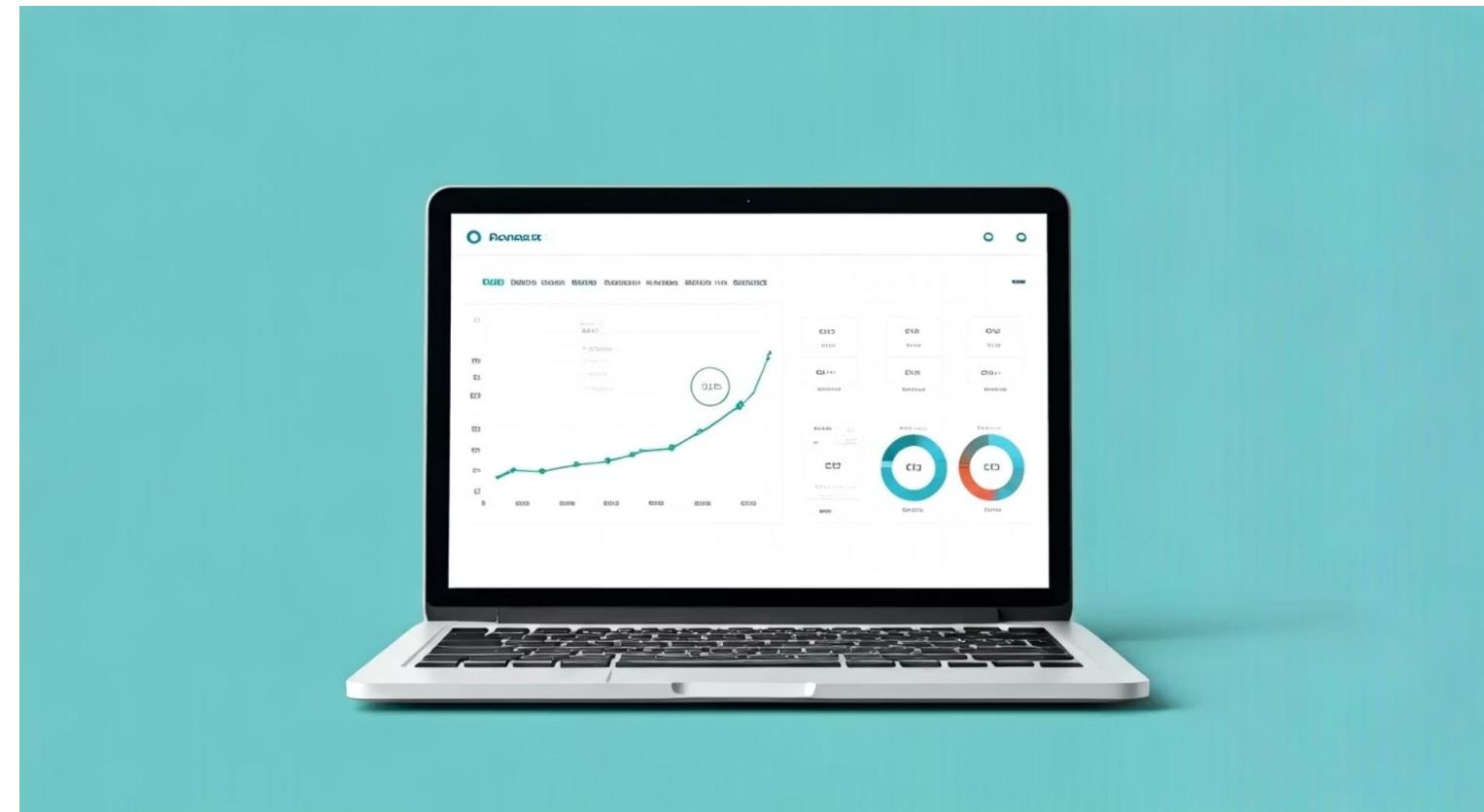
Insights & Summary

Derived actionable insights, created Executive Summary.

Packaging & Documentation

Structured project into a professional PDF report for portfolio.

PRODUCT METRICS IN FOCUS



- | | | |
|-------------------------------|-----------------------------|-------------------------------|
| 1 Funnel analysis | 2 Retention analysis | 3 Churn rate |
| 4 Engagement metrics | 5 Activation rate | 6 Time to Convert |
| 7 Referral and Loyalty | 8 Revenue Metrics | 9 Return On Investment |

"Before the metrics speak!!, let's meet the language they speak!!"

Calendar

Text

ALL

Aggregate

Under the Hood: Where the Magic Happens (DAX Style)!!

Counting

MIN

MAX

Date

FUNCTIONS

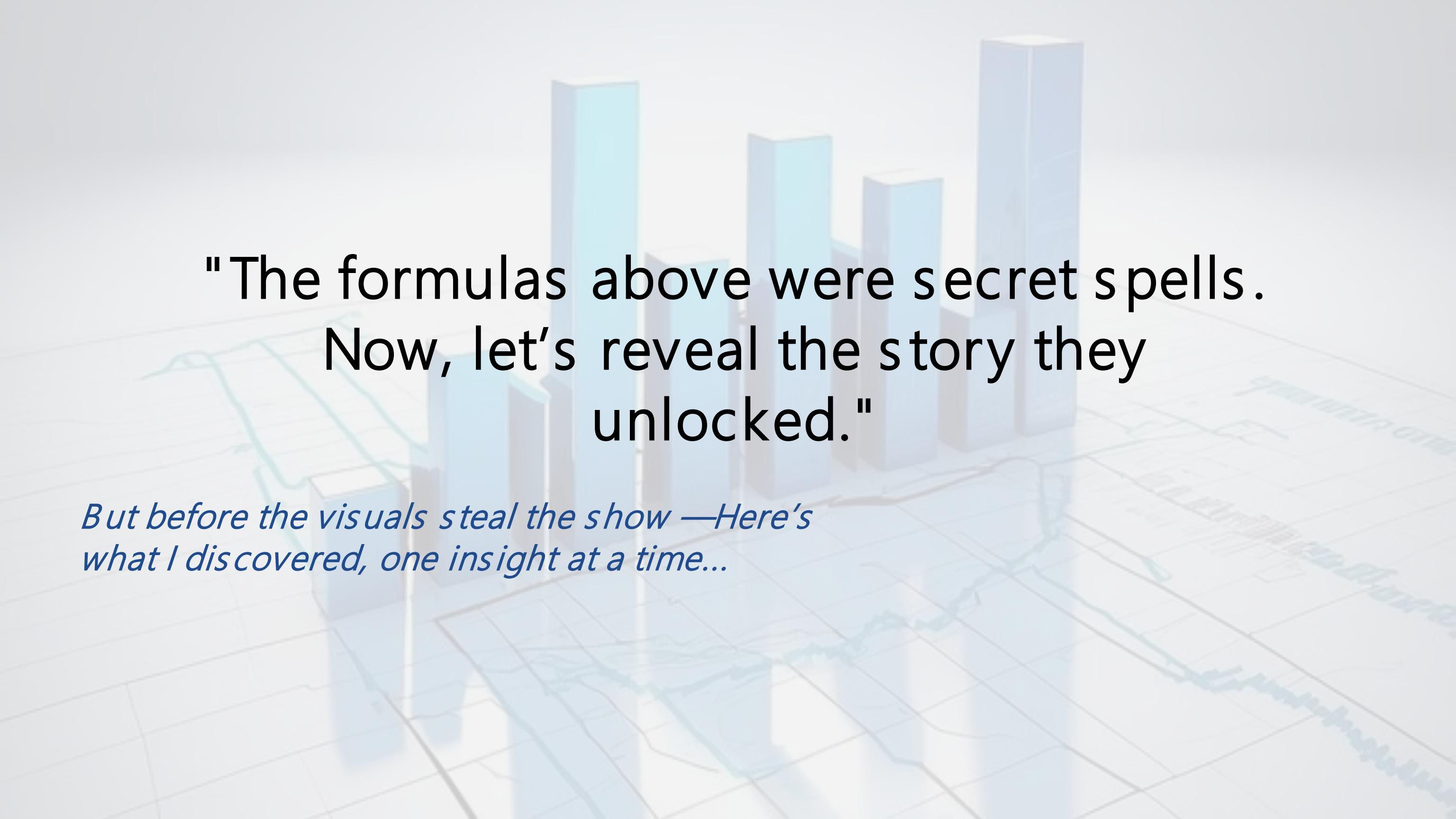
DAX

Section 1: Key Measures

DAX Measure Name	Purpose
Avg Revenue per Customer	Revenue performance per user
Avg_Age_Repeat	Average age of repeat customers
Customer_Purchase_Count	Total purchases made by each user
Date First Purchase	First transaction date per user
DateRange	Reported time period
First Purchase Count	Count of users making their first purchase
Is_Repeat_Customer	Classify customers as repeat or one-time
Repeat Customer Count	Distinct count of returning customers
Retention Rate	% of users that returned
Total_Countries	Distinct countries
Total_Customers	Unique customers
Total_Sales	Total purchase revenue
Total_Transactions	Total number of transactions
UniqueUser	Distinct count of customers

Section 2: Calculated Columns

Column Name	Purpose
First_Purchase	First transaction date for each user
Is_First_Purchase	Flag to identify a user's first purchase
DayOfWeek	Extract weekday from transaction date
Age (Bins)	Grouped customer ages for segmentation



"The formulas above were secret spells.
Now, let's reveal the story they
unlocked."

*But before the visuals steal the show —Here's
what I discovered, one insight at a time...*

🔍 What I Found – Metric by Metric:

Engagement — Who clicks the most and when?

Activation — What wins the customer's first move?

Loyalty — Who keeps coming back for more?

Retention — Who's still with us after the first date?

Revenue — Where's the money coming from, and how much?

Referral — What do people from different regions buy?

Funnel — Who's making it through, who's dropping off?

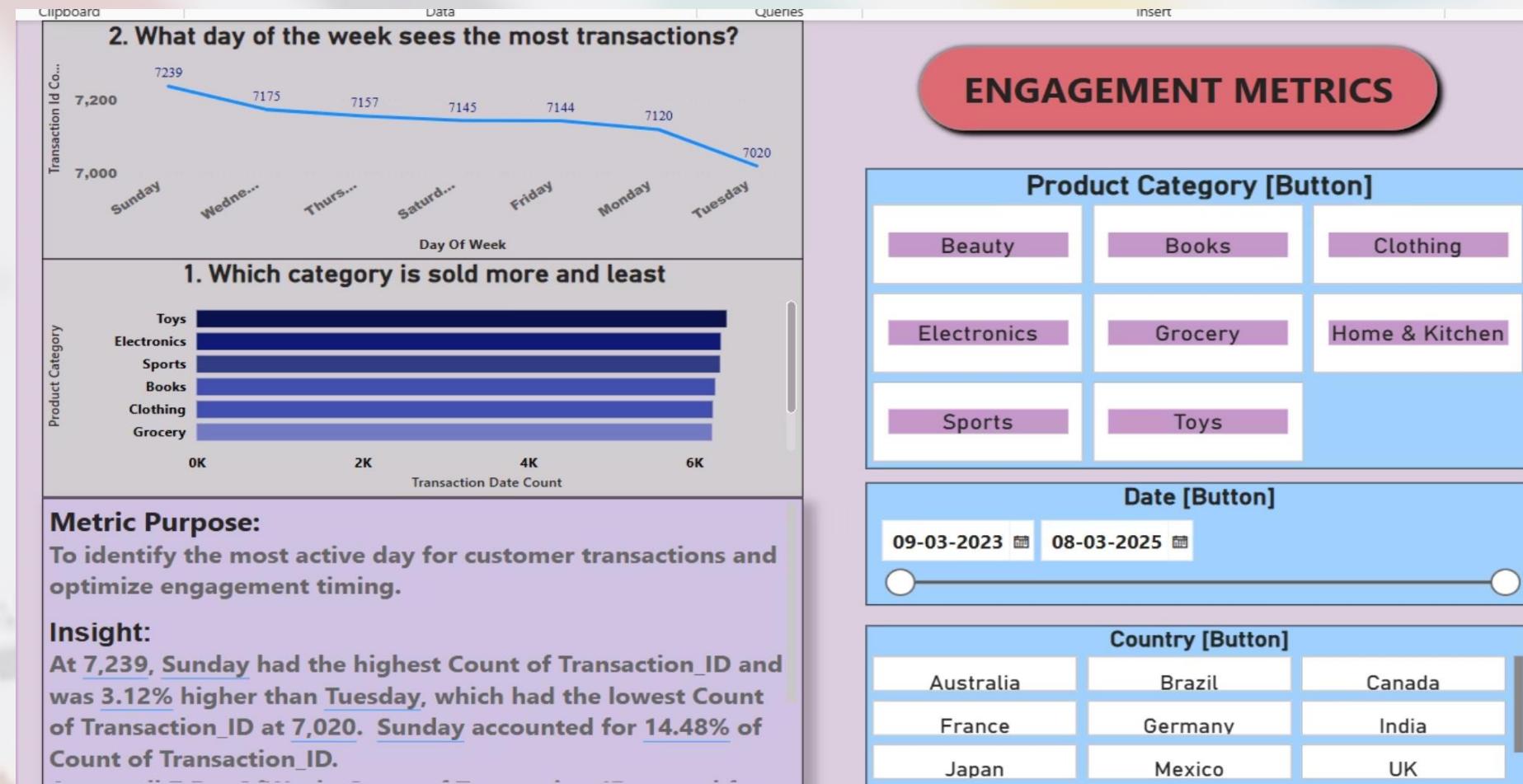
Time to Convert — Who commits fast, and who plays hard to get?

ROI — What's each customer really worth?

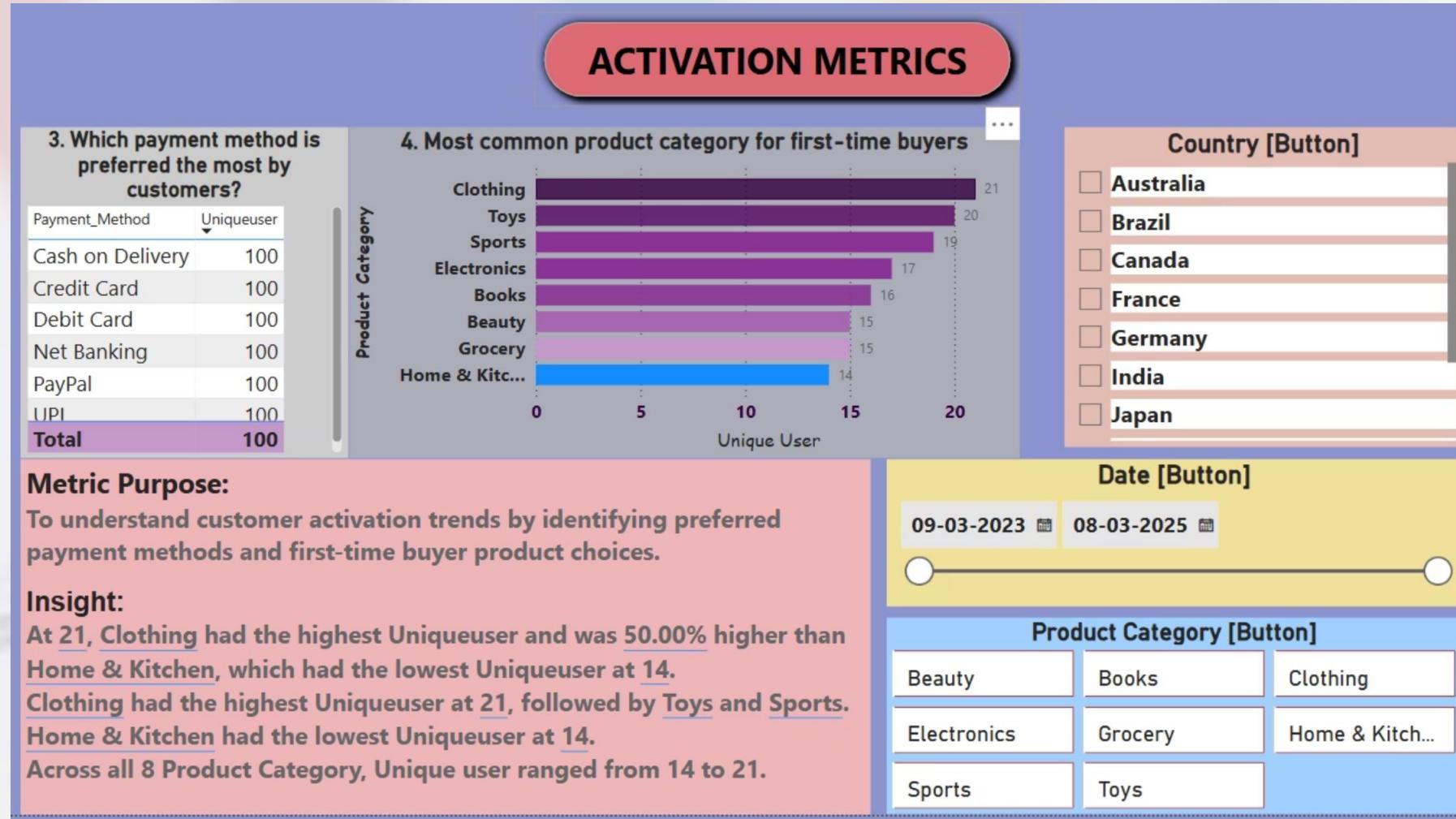


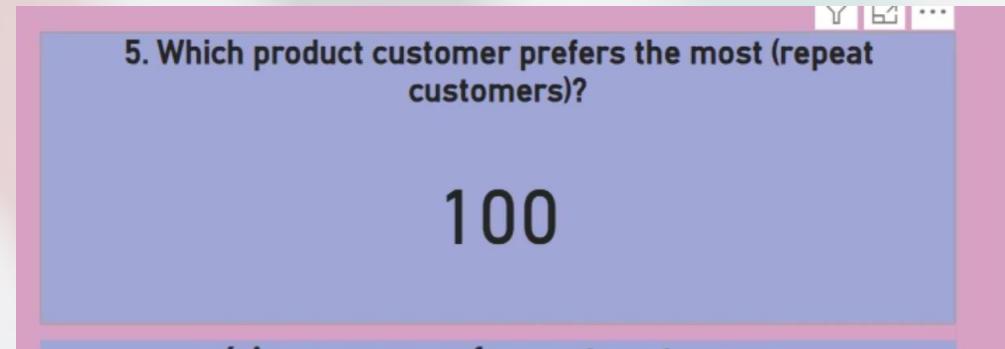
"Let's dive into the dashboards — captured live from Power BI and brought to life, one metric at a time."

Engagement Deep Dive: Discovering what captivates our users and tracking daily activity trends.



"First impressions matter — see how they pay and what they grab first!"



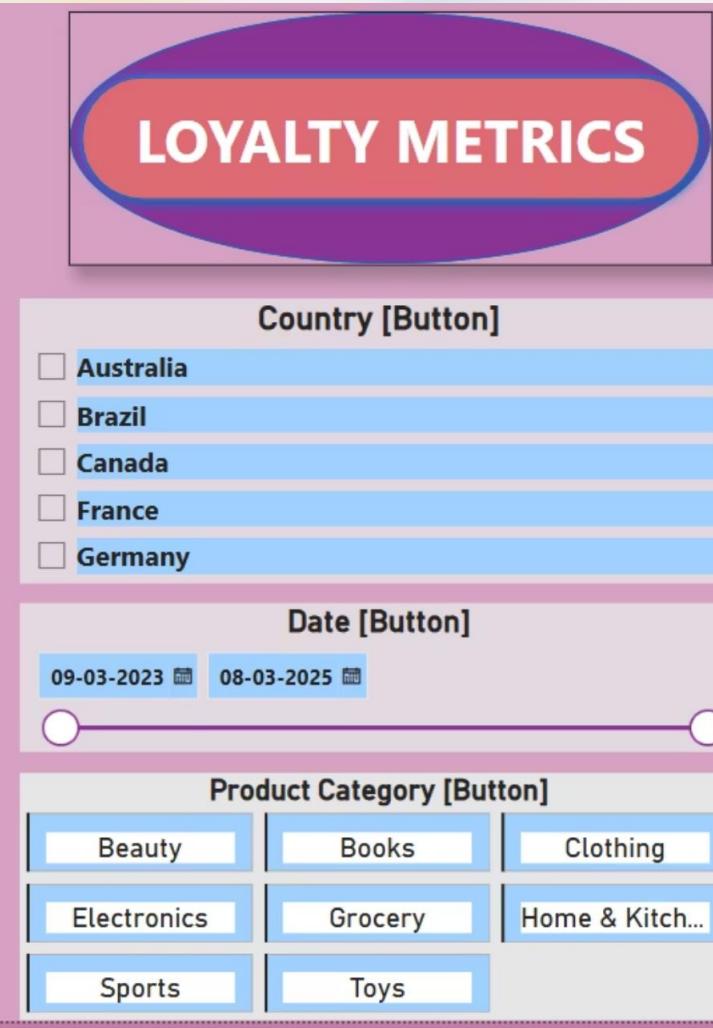


Metric Purpose:

Measures customer loyalty based on repeat purchases and their demographic profile.

Insight:

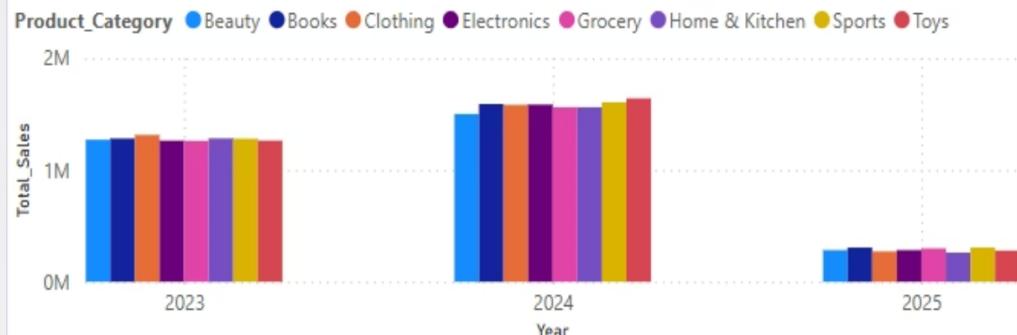
Repeat customers prefer [Top Product Category] and are around [X] years old, indicating strong product loyalty within a specific age group.



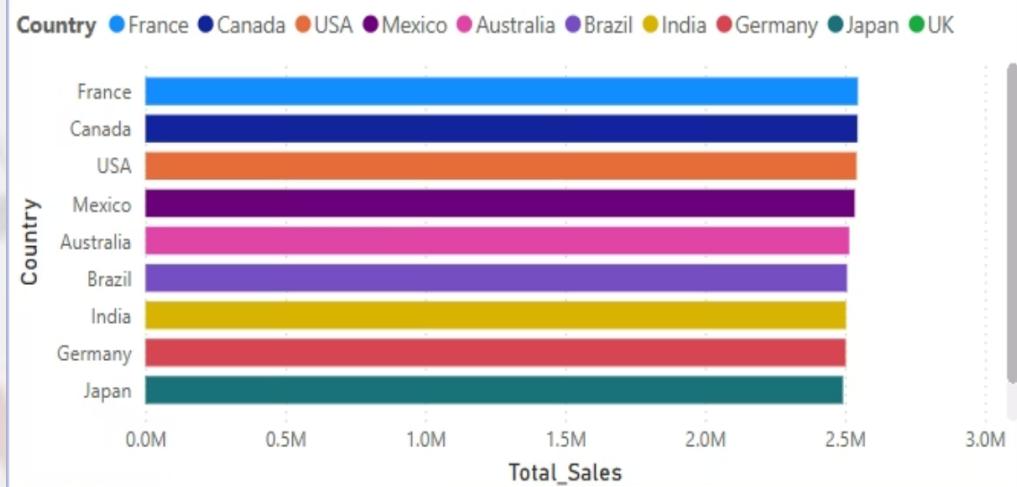
"Loyal love —
who keeps
coming back,
and how old
is our fan
club?"

REVENUE METRICS

8. Yearly revenue by category



9. Total revenue by country



Date [Button]

09-03-2023 08-03-2025

Product Category [Button]

Beauty	Books	Clothing
Electronics	Grocery	Home & Kit...
Sports	Toys	

Metric Purpose:

Track revenue by category and country over time to spot top markets and declining trends.

Insight:

Across Product_Category, Beauty had the most interesting recent trend and started trending down on 2023, falling by 77.72% (9,88,764.81) in 2 years.

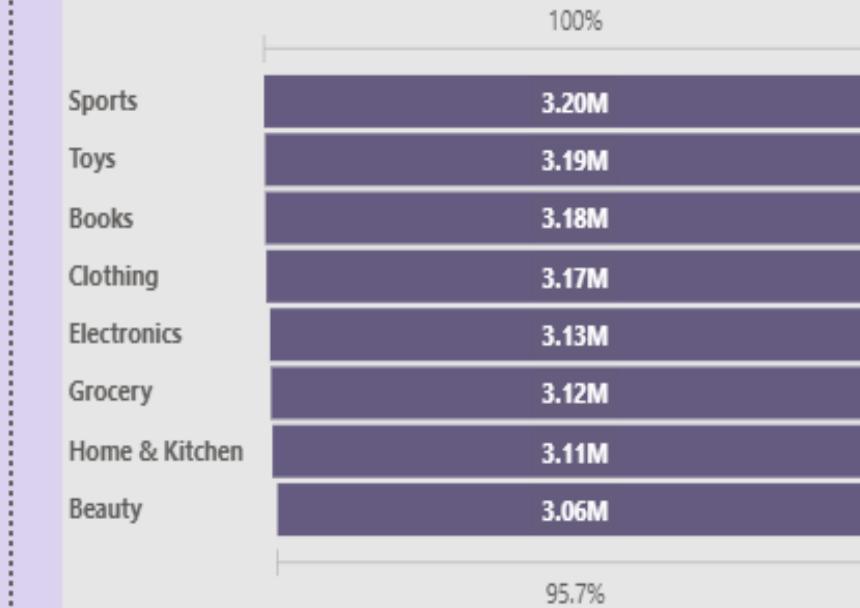
At 25,45,739.19, France had the highest Total_Sales and was

"Follow the money — who's buying what, and where the money rains!"

"From click to cart — who makes it to the finish line, and who gets abandoned?"

FUNNEL ANALYSIS

11. Which category is leading till now and which is least?



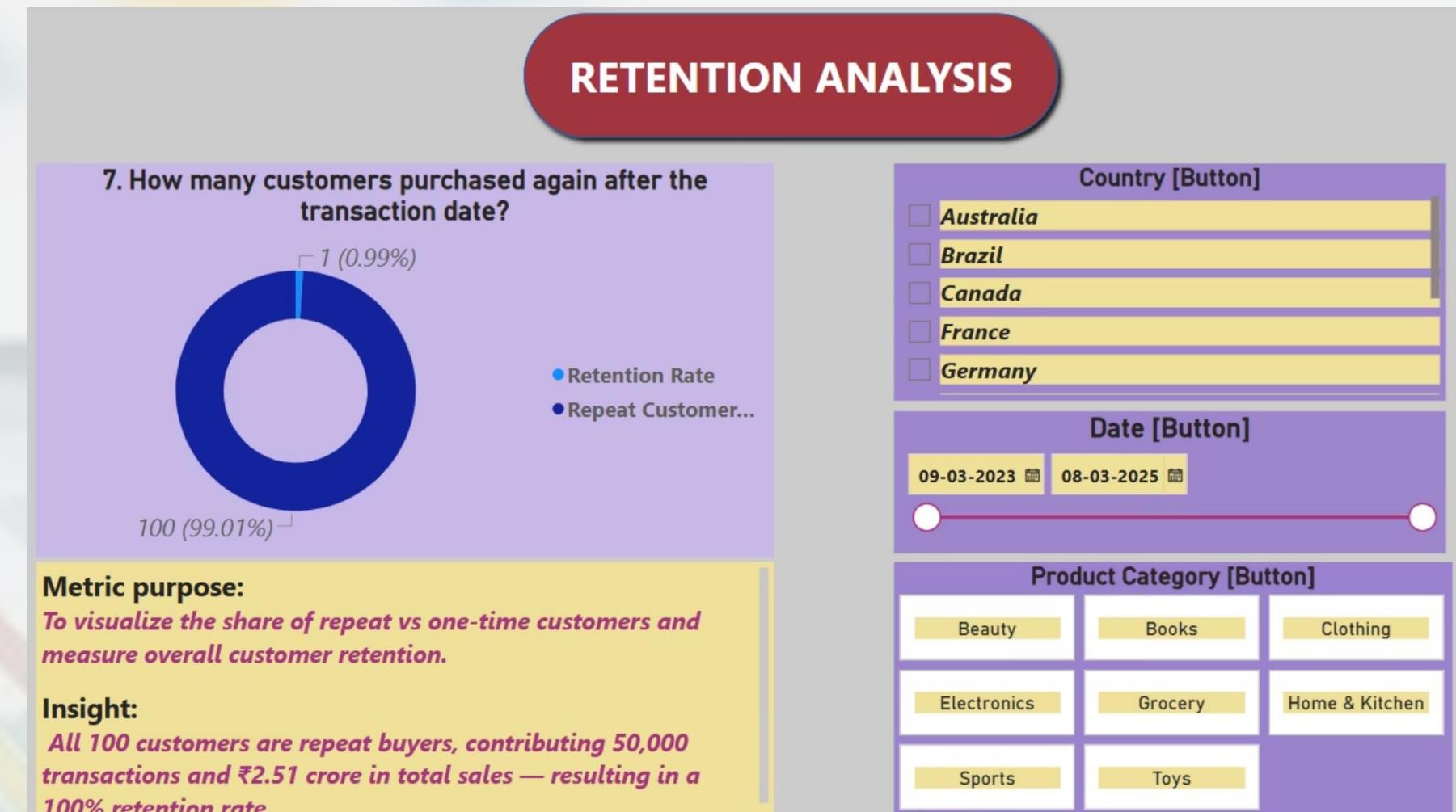
Metric Purpose:

Identify top and bottom-performing product categories to guide business focus and marketing strategy.

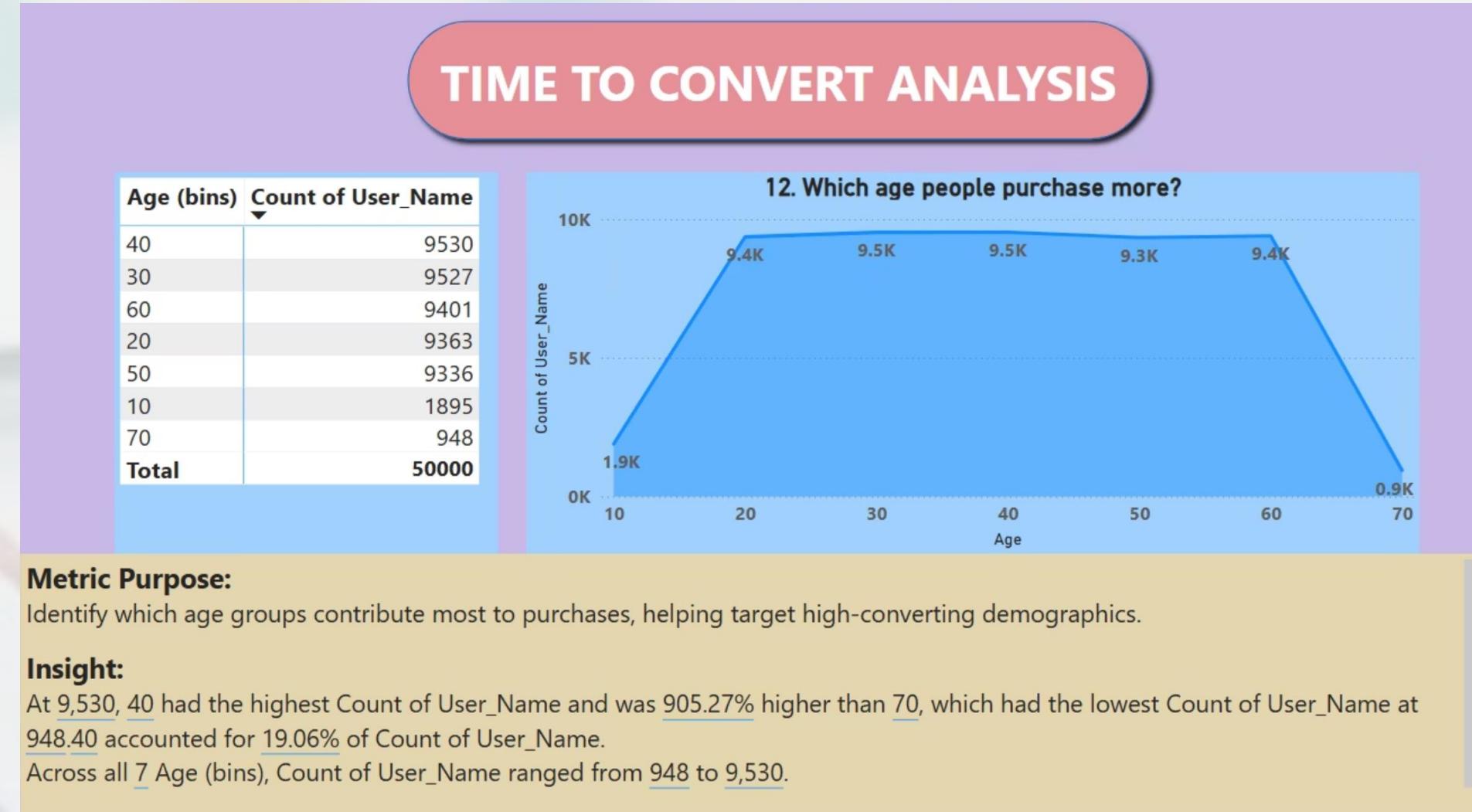
Insight:

Sports leads all categories with ₹3.20M in revenue, while Beauty lags behind at ₹3.06M — a marginal difference of just ₹0.14M.

**"Follow the
money —
who's buying
what, and
where the
money rains!"**



"Fast shoppers vs. slow thinkers — how long do they take to commit?"



"Your first buy
says a lot
about you —
and your
country
apparently!"



First Purchase Count

100

REFERREAL METRICS

Payment Method [Button]

Cash on Deliv...

Credit Card

Debit Card

Net Banking

PayPal

UPI

Metric Purpose:

Track first-purchase product preferences by country.

Insight:

Customers' first purchases vary by country, revealing regional product preferences. Popular categories during first purchases can guide onboarding, referrals, and targeted promotions.

"How much is each customer worth?
Let's do the math
and flex the ROI!"

RETURN ON INVESTMENT

251.58K

Avg Revenue per Customer

User_Name	Total_Sales
Isabella Clark	2,18,420.85
Liam White	2,21,275.93
Oliver Rodriguez	2,21,734.83
Elijah White	2,27,204.04
Elijah Allen	2,27,384.30
Isabella Thompson	2,27,394.22
Olivia White	2,27,811.54
Total	2,51,57,989.65

Metric Purpose:

Evaluate how much revenue is generated on average from each customer to measure business profitability per user.

Insight:

*Each customer contributes an average revenue of **₹251.58K**, showcasing strong customer value. However, all customers made only one purchase, resulting in a **100% churn rate** — revealing a significant opportunity to improve customer retention.*

Behind the Metrics: What I Learned from the Data

- Transformed raw transactional data into actionable insights
- Identified customer engagement patterns (when they engage and what triggers returns)
- Uncovered revenue patterns across regions and segments
- Explored funnels, referrals, and time-to-convert trends
- Built a clear data narrative that informed product strategy and smarter decisions
- Analyzed first-time vs. loyal buyer behavior

What I Learned from This Project

- Strengthened Power BI and DAX skills while learning to think like a decision-maker
- Discovered a passion for asking the “why” behind the data
- Learned to turn numbers into stories — and stories into strategy
- Realized I’m not just building dashboards, but building clarity — and I’m excited to keep growing
- Built a clear data narrative that informed product strategy and smarter decisions



Conclusion: Actionable Insights for Decision-Making

This project combines technical proficiency with consulting structure delivering a dashboard that not only showcases product metrics but also provides actionable business insights. It demonstrates how data, metrics, and business thinking form a compelling decision-making tool.

This project wasn't just about learning Power BI — it was about learning how to think with data.