

# Product Analysis Report for Fintech Investment App

## Overview

This report summarises user behaviour and product performance for a mobile-first investment app based on a simulated event dataset and accompanying Power BI dashboard (Dashboard\_AZ.pbix). Users sign up, link their bank, fund the account and make an investment. Revenue is driven by active investors, so understanding the funnel, cohort quality and experiment impact is critical.

## Funnel Performance

- **Strong sign-up conversion:** All 10 000 registered users opened the app. Over 93 % completed sign-up and 64 % linked their bank. These high completion rates suggest low friction in the early onboarding experience.
- **Funding bottleneck:** Only 3 204 users funded their account, corresponding to a conversion of **32 %** from app open to funded. This step showed the steepest drop-off—roughly half of bank-linked users never funded—indicating significant friction or hesitancy at the point of depositing money.
- **Investment activation:** Of those who funded an account, around **80 %** made a first investment, resulting in 2 553 investing users. While the activation rate is healthy, the absolute number of investors remains small relative to sign-ups.
- **Channel & platform insights:** Conversions were consistent across acquisition channels (~31–34 %). A slight edge appeared for organic and social channels. Platform differences were less meaningful; however, a small number of web users showed lower conversion, likely due to sample size.

## Retention & Cohort Analysis

- **Rapid early engagement:** Cohort retention averaged **83 %** in Week 1, reflecting habitual engagement immediately after sign-up. Users with an investment made within seven days exhibited marginally higher Week-1 retention (~88 %) than non-investors (~83 %).
- **Sharp decline over time:** Retention dropped to **42 %** by Week 4 and **17 %** by Week 8, indicating many users disengage after the first month. Early investors did not retain materially better at 30 days than non-investors (38 % vs 40 % 30-day retention), suggesting that simply making a first investment does not guarantee long-term usage.
- **Channel quality:** Organic and referral cohorts retained slightly better by Week 8 than paid and social cohorts, hinting that these channels bring higher-quality users. No significant differences were observed across countries or platforms.

## Experiment Evaluation

A/B testing compared the existing onboarding flow (control) with a redesigned flow encouraging earlier bank linking. Results from the dashboard and SQL queries show:

- **Increased funding conversion:** Treatment users had a funded account rate of **35.2 %**, compared with **28.9 %** for control, yielding a 6.3-point uplift. A z-test confirmed statistical significance ( $p < 0.001$ ). This increase in funded users directly addresses the main funnel bottleneck.
- **Unchanged time to invest:** The median time from sign-up to first investment remained about nine days for both variants, suggesting the redesign impacts funding behaviour without delaying or accelerating investment.
- **Neutral retention effects:** 7-day and 30-day retention rates were effectively identical across variants (about 83 % and 39 %), indicating no negative engagement trade-off from the new flow.

## Key Takeaways

1. **Focus on funding friction:** The biggest opportunity is reducing drop-off at the funding step. Optimising the deposit process—simplifying bank verification, adding trust signals and offering incentives—could dramatically increase the active investor base.
2. **Scale the new onboarding flow:** The experiment demonstrates a clear uplift in funded-account conversion with no downside on retention. Rolling out the redesigned flow broadly should be a priority.
3. **Drive ongoing engagement:** Rapid early churn implies users see little reason to return after sign-up. Introducing personalised notifications, auto-invest features and goal-based portfolios could encourage repeated engagement and higher lifetime value.
4. **Refine acquisition channels:** Although differences are small, organic and referral channels show slightly better long-term retention. Marketing budgets should reflect these quality differences, with ongoing monitoring.

By addressing funding friction, scaling the successful experiment and investing in retention-driving features, the product team can convert more sign-ups into active, long-term investors, ultimately driving sustainable revenue growth.