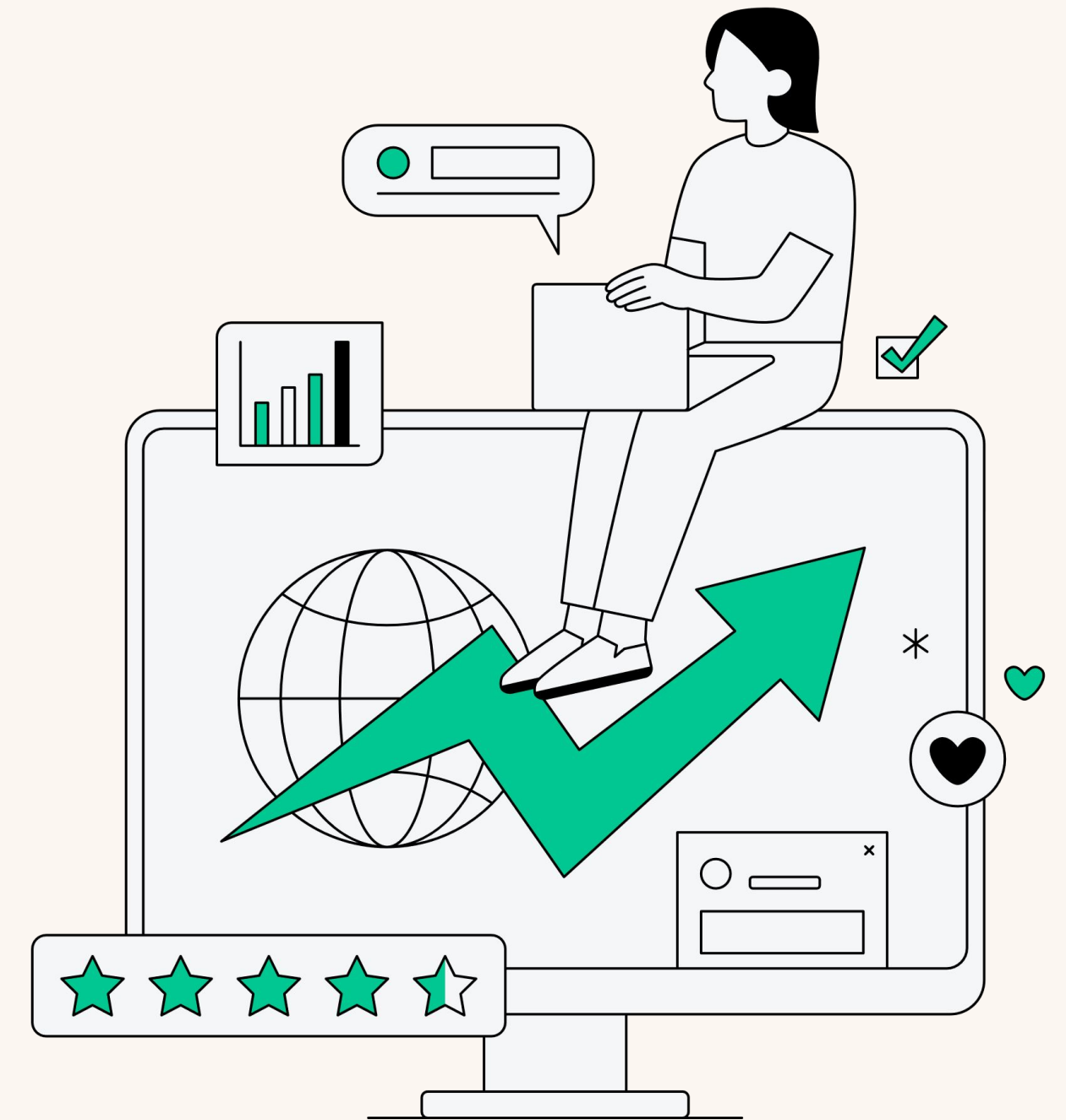


Presented by Ahmed Ait si hamou

# Marketing Funnel Analysis

Analyzing User Drop-Offs and  
Conversion Patterns





# Introduction

This project analyzes a digital marketing funnel with the goal of understanding:

- Where users drop off across funnel stages
- How long they take to convert
- Which channels and campaigns are most effective
- Funnel Stages: Ad Click → Landing Page → Signup → Trial → Purchase



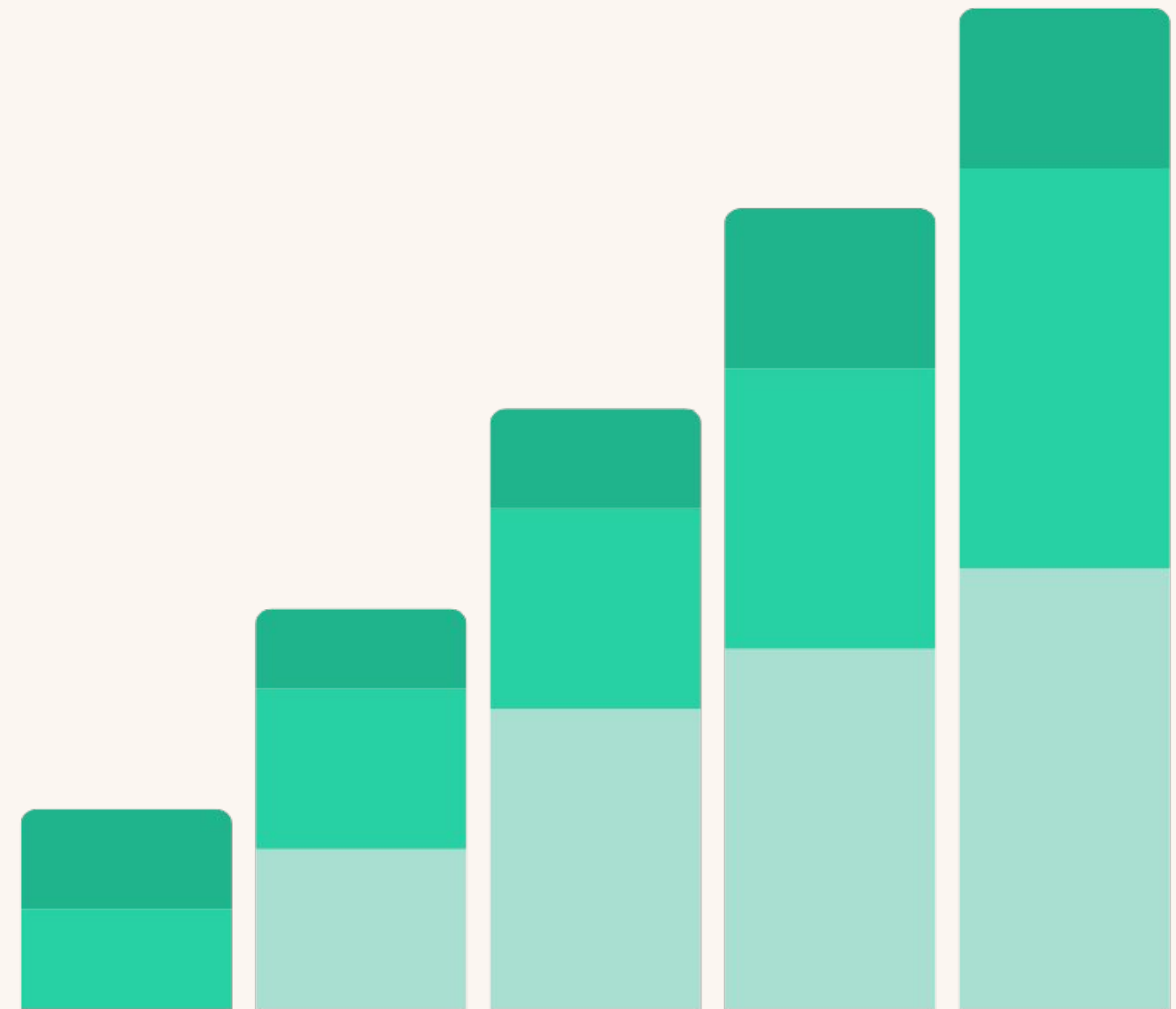
# Dataset Overview

## Dataset Description:

- Simulated data for 5,000 users in a digital marketing funnel
- Funnel stages include Ad Click, Landing Page View, Signup, Trial, Purchase
- Each user is tagged with a marketing campaign and a traffic channel

## Key Variables:

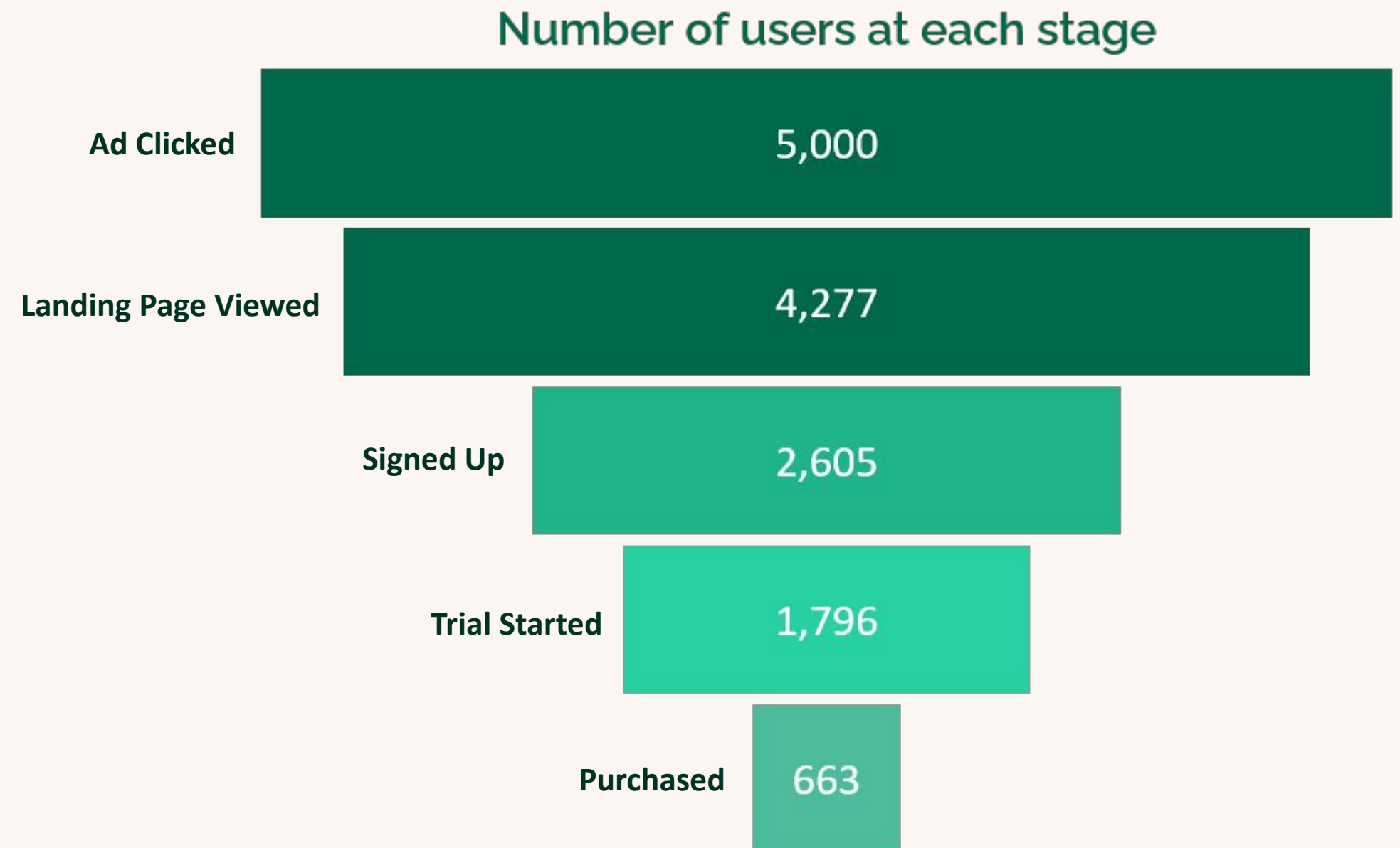
- user\_id: Unique identifier for each user
- ad\_click\_date, landing\_page\_view\_date, signup\_date, trial\_date, purchase\_date
- campaign: Marketing initiative (e.g., Winter Promo)
- channel: Acquisition source (e.g., Instagram, TikTok, Email)



# Funnel Performance

- Total Users (Ad Clicked): 5,000
- Landing Page Views: 4,277 (85.5% conversion)
- Signups: 2,605 (60.9% conversion from previous)
- Trial Starts: 1,796 (68.9% conversion)
- Purchases: 663 (36.9% conversion)

**Major drop-off between signup and purchase. Optimization is needed here.**



# Median Time To Convert

Stage Transition	Median Time (days)
Click → View	0
View → Signup	2
Signup → Trial	2
Trial → Purchase	2

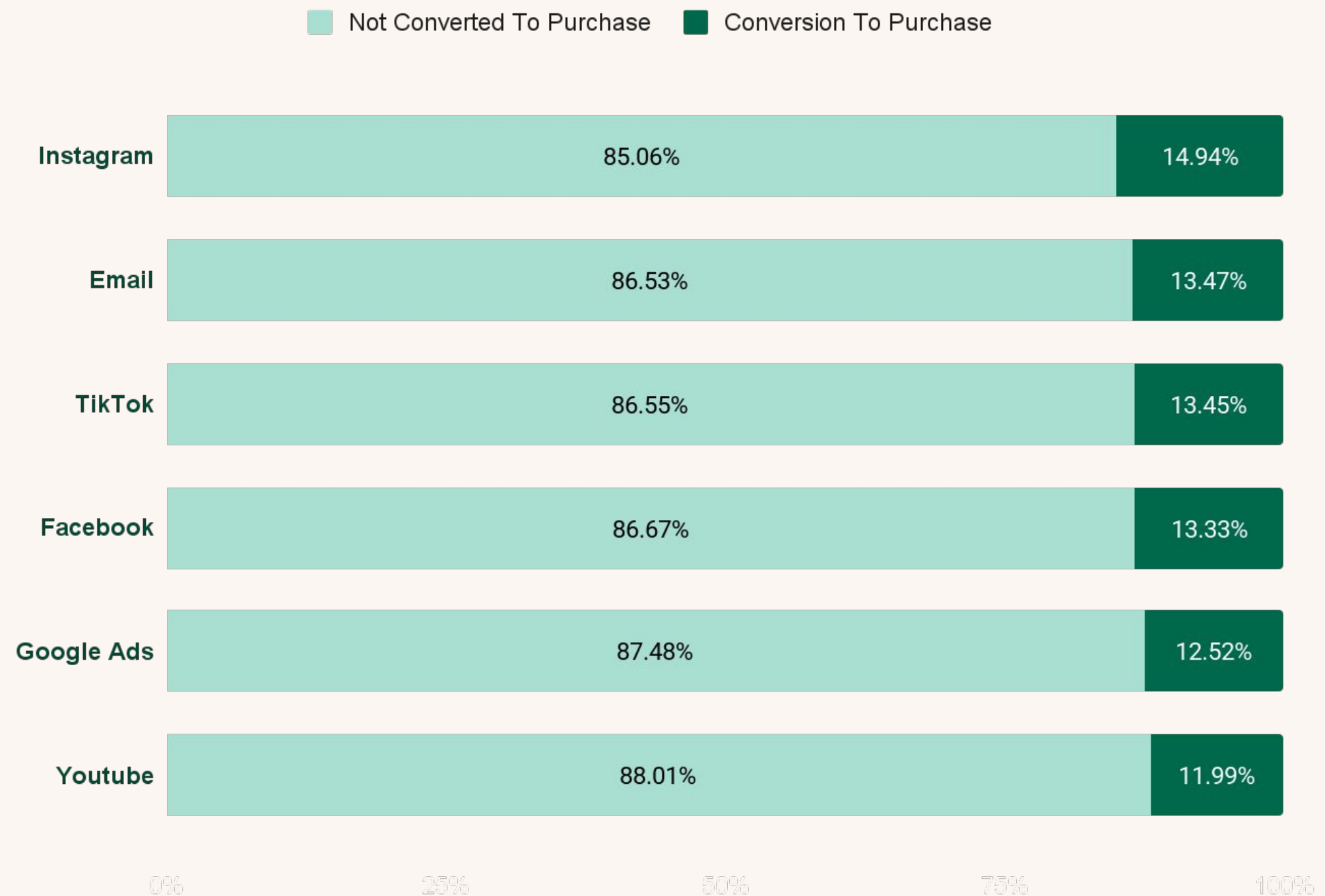
- Users typically move through each step in ~2 days.
- This fast movement means we must optimize follow-up emails and trials within 48 hours.



# Top Performing Channels

- Instagram, Email, and TikTok are our top-performing channels. These deserve more budget.
- YouTube and Google Ads underperform — time to audit those creatives or targeting.

Conversion Rate by Channel

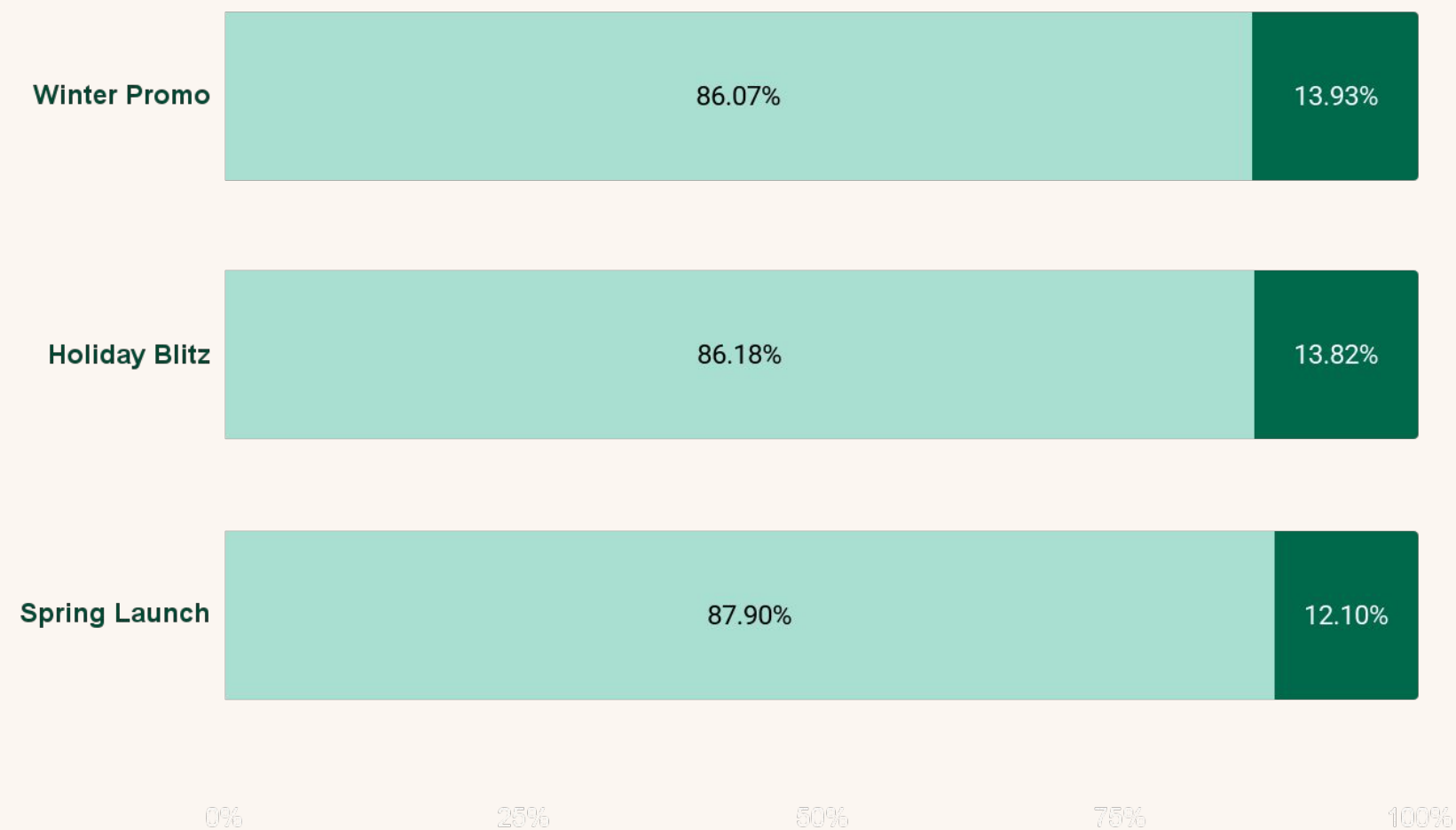




# Campaign Performance

Conversion Rate by Campaign

Not Converted To Purchase   Conversion To Purchase



- Spring Launch is underperforming — review offer relevance or segment targeting.
- Winter Promo and Holiday Blitz are leading — find common factors (timing, discounts, copy style).

# Summary & Recommendations

## Key Insights

- Major drop-off post-signup (63% do not purchase)
- Users convert fast (within 2 days between steps)
- Instagram and TikTok lead in channel performance

## Recommendations

- Improve landing page to boost signup rates
- Trigger follow-up actions within 48 hours
- Shift budget to high-performing channels
- Reassess poor campaigns like Spring Launch



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# Thank you very much!

