**📌 Project Title:**

**"Optimizing the Marketing Funnel: Drop-Off & Conversion Insights"**

**🎯 Business Problem:**

A company is running digital campaigns to drive users through a funnel:

1. Ad Click →
2. Landing Page View →
3. Signup →
4. Product Trial →
5. Purchase

The marketing team needs to know:

* Where users are dropping off
* How long it takes users to convert between stages
* Which campaigns/channels are performing better

**🧱 Tools & Tech Stack**

* **SQL**: Funnel stage extraction, date diff for conversion time
* **Python** (pandas, seaborn, matplotlib): Clean & analyze
* **Power BI/Tableau**: Funnel visuals, drop-off rates, time-to-convert
* **Google Sheets/Excel**: Optional summary table or scenario planner