

User Journey Analysis Report

Executive Summary

This report examines how users interact with an educational platform, identifying navigation patterns and conversion challenges. The findings reveal strong engagement but also key points where users drop off, particularly at the checkout stage. Recommendations are provided to improve the overall user experience and boost conversions.

1. Sequential Funnel Analysis

Conversion Performance

Funnel Step	Sessions	Conversion Rate	Drop-off Rate
Homepage	2,396	100.00%	—
Career Tracks	420	17.53%	82.47%
Pricing	79	18.81%	81.19%
Sign Up	22	27.85%	72.15%
Checkout	0	0.00%	100.00%

Insights:

- Only 17.5% of homepage visitors move to career tracks.
- Less than 20% of career track viewers proceed to pricing.
- About 28% of pricing viewers sign up.
- No users completed the checkout process, suggesting major technical or usability issues.

2. Entry Point Analysis

Starting Page	Sessions	Percentage
Log In	2,379	~28%
Homepage	2,329	~27%
Checkout	1,776	~21%
Other	1,257	~15%
Coupon	1,013	~12%

Observations:

- Login is the top entry point, showing strong user retention.
- High direct traffic to checkout indicates referrals or saved links.
- Coupon page draws significant attention from deal-seeking users.

3. User Navigation Patterns

Transition	Frequency
Checkout → Checkout	15,832
Log In → Log In	13,389
Coupon → Coupon	10,814
Courses → Courses	5,962
Sign Up → Sign Up	5,521

Insights:

- Users often refresh or stay stuck on key pages (Checkout, Login, Coupon).
- Repeated sign-up attempts imply registration friction.
- Repeated course visits indicate thoughtful evaluation.

4. Critical Issues Identified

1. **Checkout Failure:** No users completed checkout—could stem from technical issues or unclear payment flow.
2. **Pricing Drop-off:** Only 18.8% of career track viewers check pricing—likely due to perceived cost or unclear value.

3. **Career Track Discovery Gap:** Over 80% of homepage visitors don't explore career tracks, indicating weak navigation or visibility.

5. Recommendations

Immediate Fixes

- Test payment gateway functionality and form usability.
- Simplify checkout and add cart recovery prompts.
- Revise pricing page to clarify value and include testimonials.

Strategic Enhancements

- Highlight career tracks prominently on the homepage.
- Simplify the sign-up process with fewer fields and social logins.
- Optimize coupon and login pages for returning users.

6. Methodology

- **Data Source:** Raw user journey data with session paths.
- **Tools Used:** Python (Pandas, Matplotlib, Seaborn).
- **Analysis Period:** Not specified.
- **Sample Size:** Several thousand user sessions across multiple categories.

This study provides actionable insights to refine user experience and strengthen conversion performance across the platform.