Funnel Conversion Analysis
Part III

Funnel Conversion Analysis

Funnel conversion analysis is used to determine how well our website is working for converting visitors in to sales. In this analysis, we identify the stages of the customer journey from landing to the website to paying for a product.

Each stage usually has a drop off percentage, which can occur for many reasons.

Funnel Conversion Analysis

Funnel conversion analysis serves as a health metric to quickly determine if conversion starts dropping off at certain stage.

For an online business, where every lost hour can cost thousands of dollars, having this visibility is critical.

Whenever a shopper puts a product to a cart there is a high likelihood that the product would be taken out from the cart.

Measurements

The measurements:
- **Total sessions**
- **Count of product page views**
- **Count of Fuzzy page views**
- **Count of Cart page views**
- **Count of Billing page views**
- **Count of Billing_2 page views**
- **Count of Thank You page views**
- **Total number of orders converted**
- **Product Rate**
- **Fuzzy Rate**
- **Cart Rate**

- **Shipping Rate**
- **Billing Rate**
- **Billing Rate 2**
- **Billing to order**
- **Billing2 to order**
- **B.Order Rate**
- **B2.Order Rate**
- **T.Order Rate**

Categories:
- **Month and Year**
- **UTM Source**
- **UTM Campaign**
- **Device Type**

Measurements

Billing_2 page was created as an alternative page to billing page to determine whether the sales has been boosted up because of optimizing the billing page

Rate is calculated as the number of visits of the current page devided by the number of visits of the previous page.

B_Order Rate is the conversion of orders through the vistors coming from billing Page.

B2_Order_Rate is the conversion of orders through the vistors coming from billing2 Page.

T.Order Rate is the conversion of orders through the sum of visitors coming from both billing Page and billing2 page.

The filters used are Year, UTM Source and UTM Campaign and device type. The matrix contains values of few measurements.
The next slide contains different dashboards when we select different combination of the values in the filters.
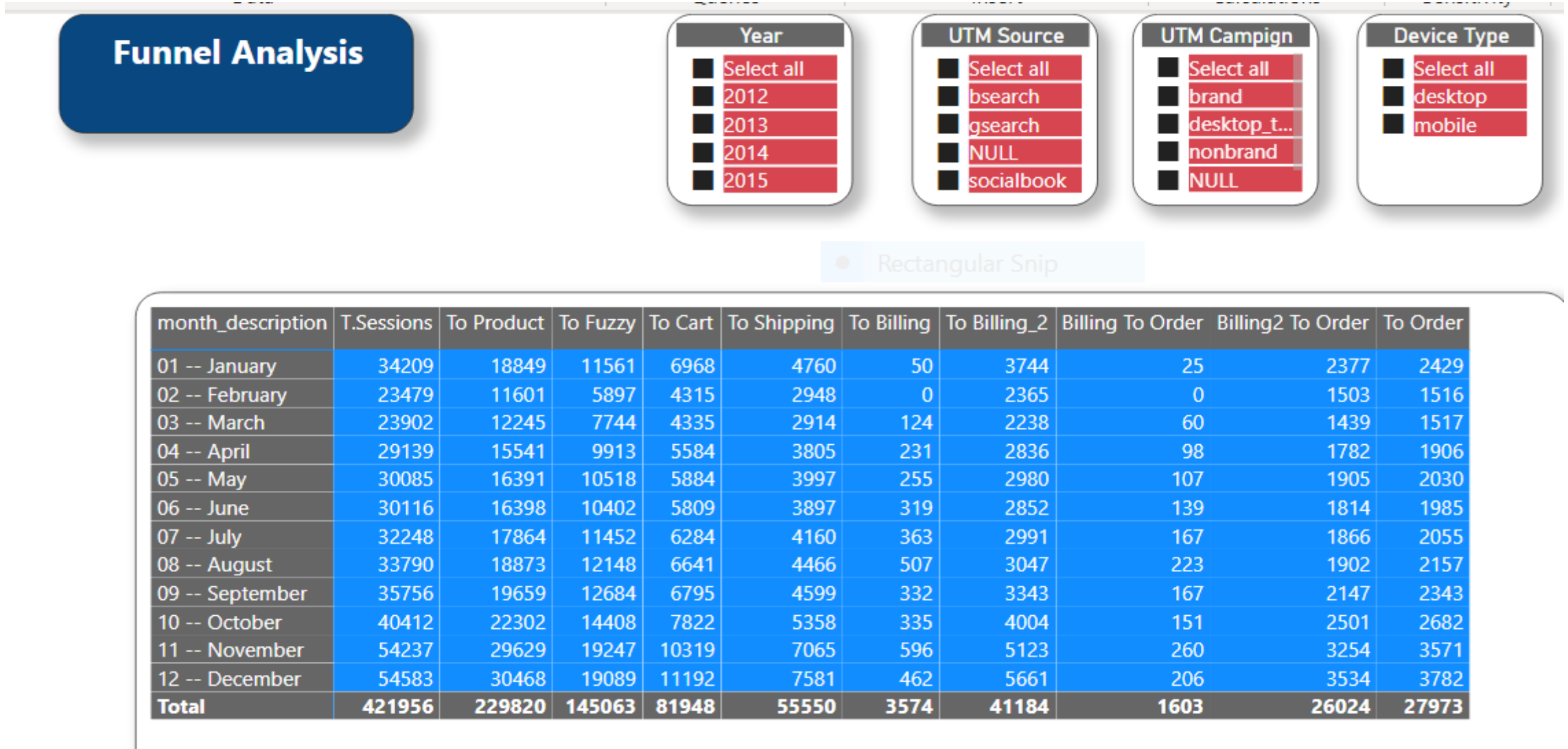
Funnel Analysis

Year
Select all
2012
2013
2014
2015

UTM Source
Select all
bsearch
gsearch
NULL
socialbook

UTM Campign
Select all
brand
desktop_t...
nonbrand
NULL

Device Type
Select all
desktop
mobile

Rectangular Snip

month_description	T.Sessions	To Product	To Fuzzy	To Cart	To Shipping	To Billing	To Billing_2	Billing To Order	Billing2 To Order	To Order
01 -- January	34209	18849	11561	6968	4760	50	3744	25	2377	2429
02 -- February	23479	11601	5897	4315	2948	0	2365	0	1503	1516
03 -- March	23902	12245	7744	4335	2914	124	2238	60	1439	1517
04 -- April	29139	15541	9913	5584	3805	231	2836	98	1782	1906
05 -- May	30085	16391	10518	5884	3997	255	2980	107	1905	2030
06 -- June	30116	16398	10402	5809	3897	319	2852	139	1814	1985
07 -- July	32248	17864	11452	6284	4160	363	2991	167	1866	2055
08 -- August	33790	18873	12148	6641	4466	507	3047	223	1902	2157
09 -- September	35756	19659	12684	6795	4599	332	3343	167	2147	2343
10 -- October	40412	22302	14408	7822	5358	335	4004	151	2501	2682
11 -- November	54237	29629	19247	10319	7065	596	5123	260	3254	3571
12 -- December	54583	30468	19089	11192	7581	462	5661	206	3534	3782
Total	421956	229820	145063	81948	55550	3574	41184	1603	26024	27973

Funnel Analysis

Panel 1 (Top-left)

Filters — Year: Select all, ☑ 2012, 2013, 2014, 2015 | UTM Source: Select all, ☑ bsearch, gsearch, NULL, socialbook | UTM Campaign: Select all, brand, desktop_t..., ☑ nonbrand, NULL | Device Type: ☑ Select all, desktop, mobile

month_description	T.Sessions	To Product	To Fuzzy	To Cart	To Shipping	To Billing	To Billing_2	Billing To Order	Billing2 To Order	To Order
08 -- August	654	289	208	80	49	40	0	16	0	16
09 -- September	1375	587	435	192	137	69	50	41	27	68
10 -- October	1688	774	580	259	180	70	73	36	48	84
11 -- November	2986	1299	958	409	297	129	125	62	82	144
12 -- December	1569	692	527	246	174	77	71	33	48	81
Total	8272	3641	2708	1186	837	385	319	188	205	393

Panel 2 (Top-right)

Filters — Year: Select all, 2012, ☑ 2013, 2014, 2015 | UTM Source: Select all, bsearch, ☑ gsearch, NULL, socialbook | UTM Campaign: Select all, ☑ brand, desktop_t..., ☑ nonbrand, NULL | Device Type: Select all, desktop, mobile

month_description	T.Sessions	To Product	To Fuzzy	To Cart	To Shipping	To Billing	To Billing_2	Billing To Order	Billing2 To Order	To Order
01 -- January	4211	2151	1460	733	492	35	355	15	227	244
02 -- February	5127	2583	1390	932	653	0	530	0	336	339
03 -- March	4449	2361	1559	787	531	0	432	0	269	273
04 -- April	5766	3142	2079	1102	765	0	633	0	399	401
05 -- May	5938	3242	2178	1100	726	0	600	0	381	383
06 -- June	5898	3265	2191	1148	790	0	650	0	414	422
07 -- July	6260	3481	2345	1209	789	0	633	0	395	397
08 -- August	6415	3659	2384	1227	818	0	655	0	412	422
09 -- September	6779	3847	2506	1269	839	0	656	0	427	437
10 -- October	7552	4183	2742	1416	987	0	796	0	496	503
11 -- November	10210	5775	3763	1911	1289	0	1032	0	618	627
12 -- December	11119	6258	3978	2180	1463	0	1166	0	717	724
Total	79724	43947	28575	15014	10142	35	8138	15	5091	5172

Panel 3 (Bottom-left)

Filters — Year: Select all, 2012, 2013, ☑ 2014, 2015 | UTM Source: Select all, ☑ bsearch, gsearch, NULL, socialbook | UTM Campaign: Select all, ☑ brand, desktop_t..., ☑ nonbrand, NULL | Device Type: Select all, ☑ desktop, mobile

month_description	T.Sessions	To Product	To Fuzzy	To Cart	To Shipping	To Billing	To Billing_2	Billing To Order	Billing2 To Order	To Order
01 -- January	1606	868	563	334	248	0	201	0	126	127
02 -- February	1590	819	442	331	221	0	177	0	118	118
03 -- March	1643	852	565	349	239	0	209	0	143	147
04 -- April	1947	998	649	391	268	0	217	0	137	141
05 -- May	1970	1060	694	432	315	0	258	0	163	164
06 -- June	2060	1135	716	464	327	0	270	0	172	175
07 -- July	2120	1141	742	435	298	0	245	0	145	147
08 -- August	1969	1115	709	437	303	0	244	0	160	160
09 -- September	2096	1200	794	486	351	0	281	0	187	190
10 -- October	2220	1298	880	545	384	0	335	0	210	213
11 -- November	2989	1755	1124	697	503	0	418	0	291	297
12 -- December	2938	1703	1076	723	508	0	416	0	267	271
Total	25148	13944	8954	5624	3965	0	3271	0	2119	2150

Panel 4 (Bottom-right)

Filters — Year: Select all, 2012, ☑ 2013, ☑ 2014, 2015 | UTM Source: Select all, ☑ bsearch, ☑ gsearch, NULL, socialbook | UTM Campaign: Select all, ☑ brand, desktop_t..., ☑ nonbrand, NULL | Device Type: Select all, desktop, ☑ mobile

month_description	T.Sessions	To Product	To Fuzzy	To Cart	To Shipping	To Billing	To Billing_2	Billing To Order	Billing2 To Order	To Order
01 -- January	4095	1994	1042	580	333	2	231	2	131	134
02 -- February	4564	2176	859	623	393	0	277	0	154	156
03 -- March	4473	2211	1124	625	374	0	266	0	141	141
04 -- April	5593	2811	1446	813	467	0	326	0	200	203
05 -- May	5890	2939	1531	859	544	0	393	0	215	217
06 -- June	5781	2841	1427	796	468	0	336	0	189	193
07 -- July	6048	3125	1646	897	519	0	361	0	205	210
08 -- August	6171	3323	1728	954	581	0	392	0	211	213
09 -- September	6805	3545	1832	927	538	0	377	0	216	219
10 -- October	7314	3752	1976	1072	616	0	426	0	224	227
11 -- November	8944	4597	2479	1280	764	0	540	0	286	290
12 -- December	9520	5025	2617	1525	892	0	622	0	356	358
Total	75198	38339	19707	10951	6489	2	4547	2	2528	2561

The filters used are Year, UTM Source and UTM Campaign and device type. The matrix contains values of remaining measurements.
The next slide contains different dashboards when we select different combination of the values in the filters.

Funnel Analysis

Year	UTM Source	UTM Campign	Device Type
☐ Select all	☐ Select all	☐ Select all	☐ Select all
☐ 2012	☐ bsearch	☐ brand	☐ desktop
☐ 2013	☐ gsearch	☐ desktop_t...	☐ mobile
☐ 2014	☐ NULL	☐ nonbrand	
☐ 2015	☐ socialbook	☐ NULL	

Rectangular Snip

month_description	T.Sessions	Product Rate	Fuzzy Rate	Cart Rating	Shipping Rate	Billing Rate	Billing Rate_2	B_Order Rate	B2_Order Rate	T.Order Rate
01 -- January	34209	0.55	0.61	0.60	0.68	0.01	0.79	0.50	0.63	0.64
02 -- February	23479	0.49	0.51	0.73	0.68	0.00	0.80	No View	0.64	0.64
03 -- March	23902	0.51	0.63	0.56	0.67	0.04	0.77	0.48	0.64	0.64
04 -- April	29139	0.53	0.64	0.56	0.68	0.06	0.75	0.42	0.63	0.62
05 -- May	30085	0.54	0.64	0.56	0.68	0.06	0.75	0.42	0.64	0.63
06 -- June	30116	0.54	0.63	0.56	0.67	0.08	0.73	0.44	0.64	0.63
07 -- July	32248	0.55	0.64	0.55	0.66	0.09	0.72	0.46	0.62	0.61
08 -- August	33790	0.56	0.64	0.55	0.67	0.11	0.68	0.44	0.62	0.61
09 -- September	35756	0.55	0.65	0.54	0.68	0.07	0.73	0.50	0.64	0.64
10 -- October	40412	0.55	0.65	0.54	0.68	0.06	0.75	0.45	0.62	0.62
11 -- November	54237	0.55	0.65	0.54	0.68	0.08	0.73	0.44	0.64	0.62
12 -- December	54583	0.56	0.63	0.59	0.68	0.06	0.75	0.45	0.62	0.62
Total	**421956**	**0.54**	**0.63**	**0.56**	**0.68**	**0.06**	**0.74**	**0.45**	**0.63**	**0.62**

Funnel Analysis — Dashboard

Panel 1 (Top Left)

Filters: Year — 2012 | UTM Source — bsearch | UTM Campaign — nonbrand | Device Type — Select all, desktop, mobile

month_description	T.Sessions	Product Rate	Fuzzy Rate	Cart Rating	Shipping Rate	Billing Rate	Billing Rate_2	B_Order Rate	B2_Order Rate	T.Order Rate
08 -- August	654	0.44	0.72	0.38	0.61	0.82	0.00	0.40	No View	0.40
09 -- September	1375	0.43	0.74	0.44	0.71	0.50	0.36	0.59	0.54	0.57
10 -- October	1688	0.46	0.75	0.45	0.69	0.39	0.41	0.51	0.66	0.59
11 -- November	2986	0.44	0.74	0.43	0.73	0.43	0.42	0.48	0.66	0.57
12 -- December	1569	0.44	0.76	0.47	0.71	0.44	0.41	0.43	0.68	0.55
Total	8272	0.44	0.74	0.44	0.71	0.46	0.38	0.49	0.64	0.56

Panel 2 (Top Right)

Filters: Year — 2013 | UTM Source — (none) | UTM Campaign — Select all, brand, nonbrand | Device Type — Select all, desktop, mobile

month_description	T.Sessions	Product Rate	Fuzzy Rate	Cart Rating	Shipping Rate	Billing Rate	Billing Rate_2	B_Order Rate	B2_Order Rate	T.Order Rate
01 -- January	4211	0.51	0.68	0.50	0.67	0.07	0.72	0.43	0.64	0.63
02 -- February	5127	0.50	0.54	0.67	0.70	0.00	0.81	No View	0.63	0.64
03 -- March	4449	0.53	0.66	0.50	0.67	0.00	0.81	No View	0.62	0.63
04 -- April	5766	0.54	0.66	0.53	0.69	0.00	0.83	No View	0.63	0.63
05 -- May	5938	0.55	0.67	0.51	0.66	0.00	0.83	No View	0.64	0.64
06 -- June	5898	0.55	0.67	0.52	0.69	0.00	0.82	No View	0.64	0.65
07 -- July	6260	0.56	0.67	0.52	0.65	0.00	0.80	No View	0.62	0.63
08 -- August	6415	0.57	0.65	0.51	0.67	0.00	0.80	No View	0.63	0.64
09 -- September	6779	0.57	0.65	0.51	0.66	0.00	0.78	No View	0.65	0.67
10 -- October	7552	0.55	0.66	0.52	0.70	0.00	0.81	No View	0.62	0.63
11 -- November	10210	0.57	0.65	0.51	0.67	0.00	0.80	No View	0.60	0.61
12 -- December	11119	0.56	0.64	0.55	0.67	0.00	0.80	No View	0.61	0.62
Total	79724	0.55	0.65	0.53	0.68	0.00	0.80	0.43	0.63	0.63

Panel 3 (Bottom Left)

Filters: Year — 2014 | UTM Source — bsearch | UTM Campaign — brand, nonbrand | Device Type — desktop

month_description	T.Sessions	Product Rate	Fuzzy Rate	Cart Rating	Shipping Rate	Billing Rate	Billing Rate_2	B_Order Rate	B2_Order Rate	T.Order Rate
01 -- January	1606	0.54	0.65	0.59	0.74	0.00	0.81	No View	0.63	0.63
02 -- February	1590	0.52	0.54	0.75	0.67	0.00	0.80	No View	0.67	0.67
03 -- March	1643	0.52	0.66	0.62	0.68	0.00	0.87	No View	0.68	0.70
04 -- April	1947	0.51	0.65	0.60	0.71	0.00	0.81	No View	0.63	0.65
05 -- May	1970	0.54	0.65	0.62	0.73	0.00	0.82	No View	0.63	0.64
06 -- June	2060	0.55	0.63	0.65	0.70	0.00	0.83	No View	0.64	0.65
07 -- July	2120	0.54	0.65	0.59	0.69	0.00	0.82	No View	0.59	0.60
08 -- August	1969	0.57	0.64	0.62	0.69	0.00	0.81	No View	0.66	0.66
09 -- September	2096	0.57	0.66	0.61	0.72	0.00	0.80	No View	0.67	0.68
10 -- October	2220	0.58	0.68	0.62	0.70	0.00	0.87	No View	0.63	0.64
11 -- November	2989	0.59	0.64	0.64	0.72	0.00	0.83	No View	0.70	0.71
12 -- December	2938	0.58	0.63	0.67	0.70	0.00	0.82	No View	0.64	0.65
Total	25148	0.55	0.64	0.63	0.71	0.00	0.82	No View	0.65	0.66

Panel 4 (Bottom Right)

Filters: Year — 2013, 2014 | UTM Source — gsearch | UTM Campaign — brand, nonbrand | Device Type — mobile

month_description	T.Sessions	Product Rate	Fuzzy Rate	Cart Rating	Shipping Rate	Billing Rate	Billing Rate_2	B_Order Rate	B2_Order Rate	T.Order Rate
01 -- January	4095	0.49	0.52	0.56	0.57	0.01	0.69	1.00	0.57	0.58
02 -- February	4564	0.48	0.39	0.73	0.63	0.00	0.70	No View	0.56	0.56
03 -- March	4473	0.49	0.51	0.56	0.60	0.00	0.71	No View	0.53	0.53
04 -- April	5593	0.50	0.51	0.56	0.57	0.00	0.70	No View	0.61	0.62
05 -- May	5890	0.50	0.52	0.56	0.63	0.00	0.72	No View	0.55	0.55
06 -- June	5781	0.49	0.50	0.56	0.59	0.00	0.72	No View	0.56	0.57
07 -- July	6048	0.52	0.53	0.54	0.58	0.00	0.70	No View	0.57	0.58
08 -- August	6171	0.54	0.52	0.55	0.61	0.00	0.67	No View	0.54	0.54
09 -- September	6805	0.52	0.52	0.51	0.58	0.00	0.70	No View	0.57	0.58
10 -- October	7314	0.51	0.53	0.54	0.57	0.00	0.69	No View	0.53	0.53
11 -- November	8944	0.51	0.54	0.52	0.60	0.00	0.71	No View	0.53	0.54
12 -- December	9520	0.53	0.52	0.58	0.58	0.00	0.70	No View	0.57	0.58
Total	75198	0.51	0.51	0.56	0.59	0.00	0.70	1.00	0.56	0.56

Measurment Dashboard

The measurement dashboard contains:
Four filters, date range, UTM source, UTM Campaign and device type.
Eighteen KPI's for different measurements.

Funnel Analysis

Date Range: 18-03-2012 — 16-01-2015

UTM Source: All

UTM Campign: All

Device Type: All

Total Sessions	To Product	To Fuzzy	To Cart	
421956	229820	145063	81948	
To Shipping	**To Billing**	**To Billing 2**	**To Thank You**	**Billing to Order Rate**
55550	3574	41184	27542	0.45
To Order	**Product Rate**	**Fuzzy Rate**	**Cart Rate**	**Billing2 to Order Rate**
27973	0.54	0.63	0.56	0.63
	Shipping Rate	**Billing Rate**	**Billing Rate 2**	**Total Order Rate**
	0.68	0.06	0.74	0.62

Funnel Analysis

Total Sessions	To Product	To Fuzzy	To Cart	
2000	1341	931	438	

To Shipping	To Billing	To Billing 2	To Thank You	Billing to Order Rate
310	36	211	166	0.47

To Order	Product Rate	Fuzzy Rate	Cart Rate	Billing2 to Order Rate
169	0.67	0.69	0.47	0.71

	Shipping Rate	Billing Rate	Billing Rate 2	Total Order Rate
	0.71	0.12	0.68	0.68
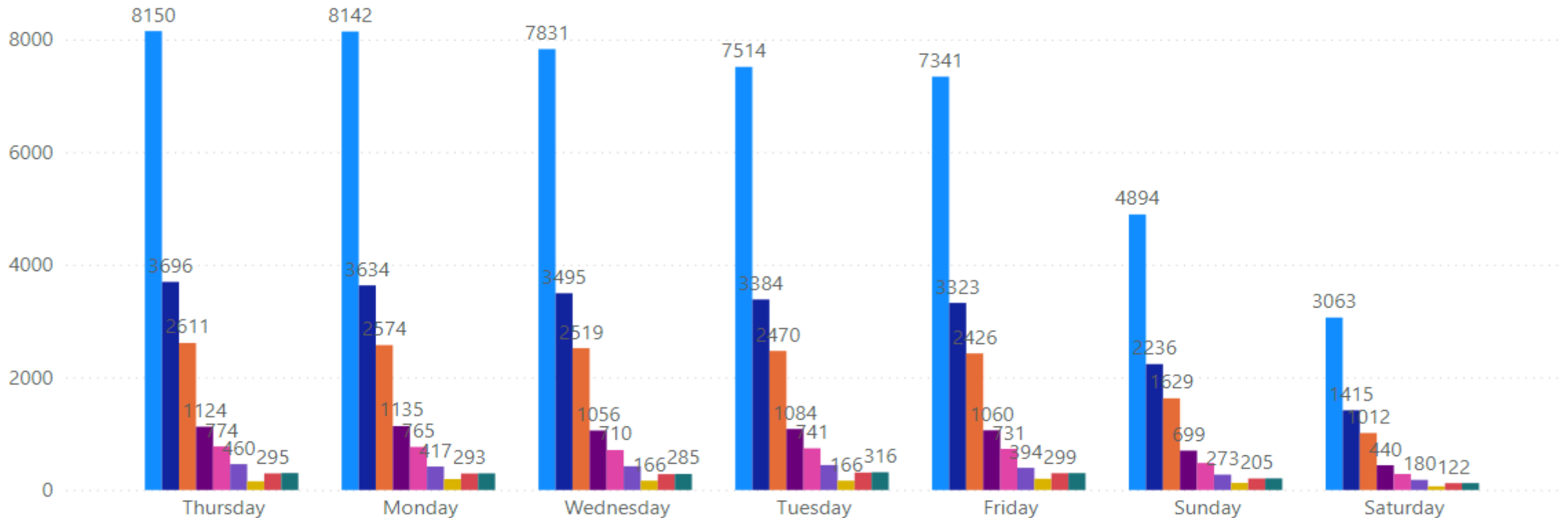
Funnel Analysis

Date Range
01-01-2014 31-12-2014

UTM Source
gsearch

UTM Campign
brand

Device Type
mobile

Total Sessions	To Product	To Fuzzy	To Cart
7410	3597	1745	1060

To Shipping	To Billing	To Billing 2	To Thank You	Billing to Order Rate
655	0	440	240	No View

To Order	Product Rate	Fuzzy Rate	Cart Rate	Billing2 to Order Rate
243	0.49	0.49	0.61	0.55

	Shipping Rate	Billing Rate	Billing Rate 2	Total Order Rate
	0.62	0.00	0.67	0.55

Funnel Analysis

To Shipping by created_at

to_billing by created_at

To Billing_2 by created_at

billing_to_order by created_at

billing2_to_order by created_at
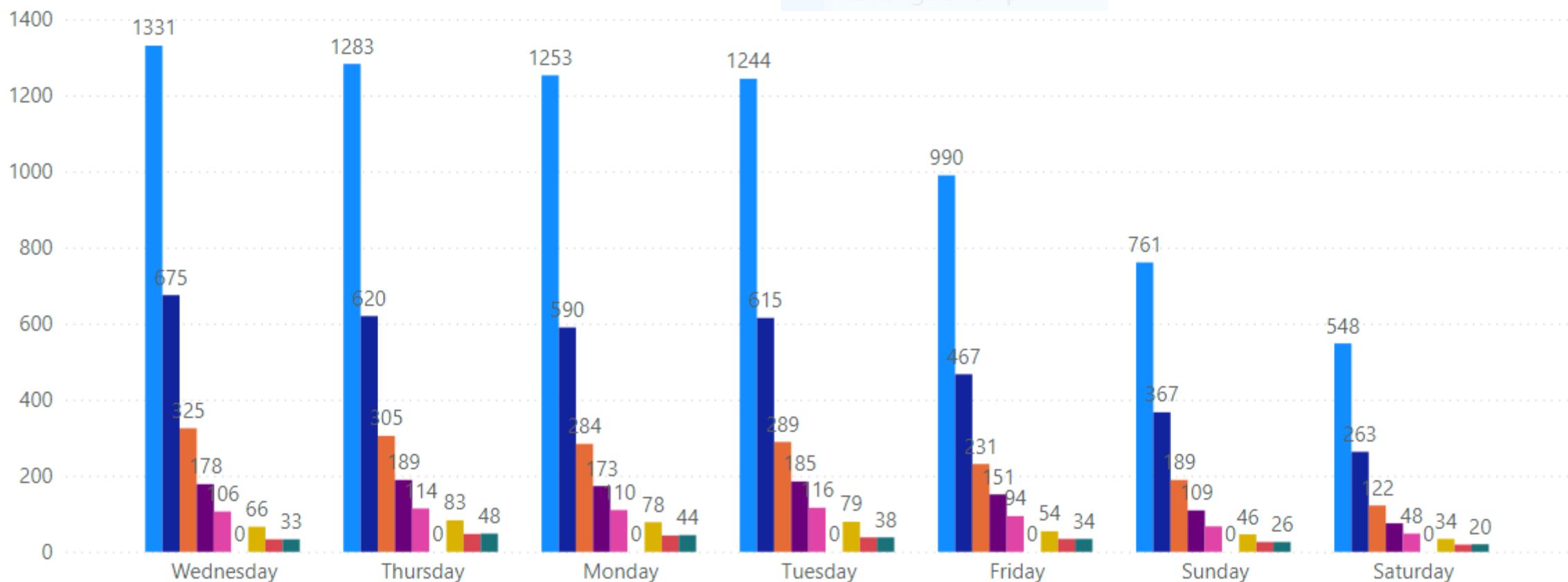

to_order by created_at

Measurements by weekday

Funnel Analysis

Measurements by weekday

● sessions ● To Product ● To Fuzzy ● To Cart ● To Shipping ● To Billing ● To Billing_2 ● To Thank You ● To Order
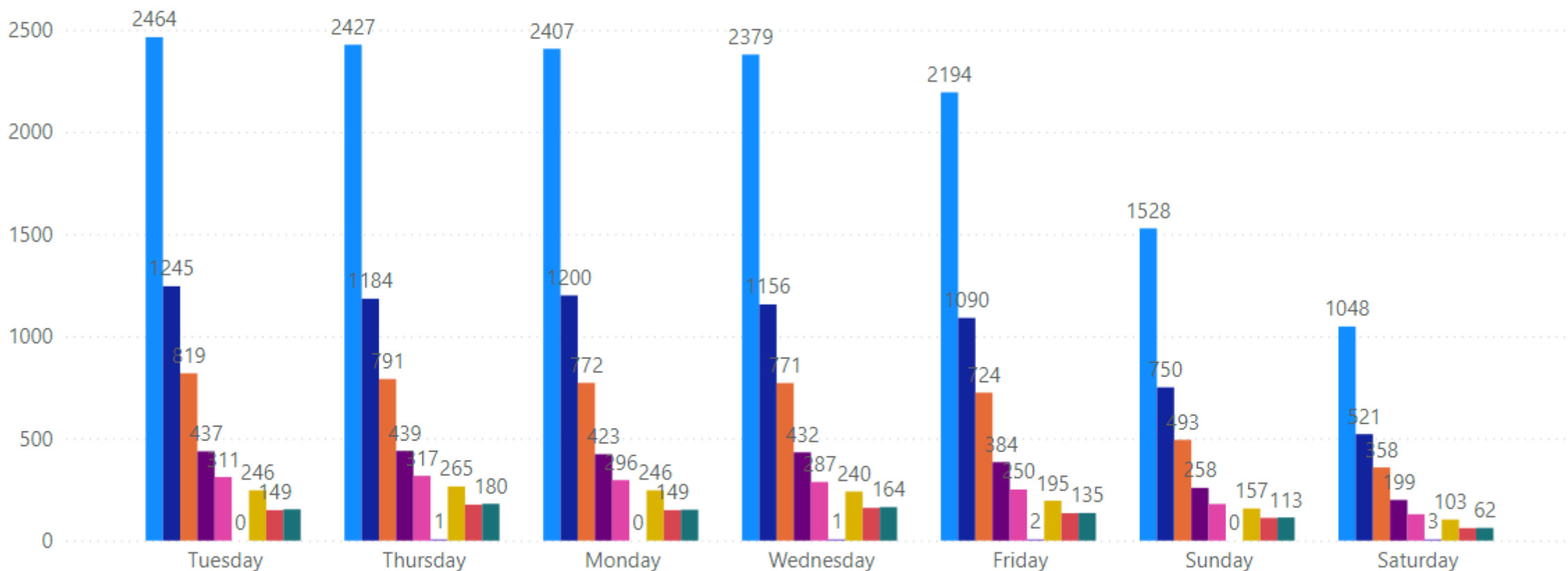
Funnel Analysis
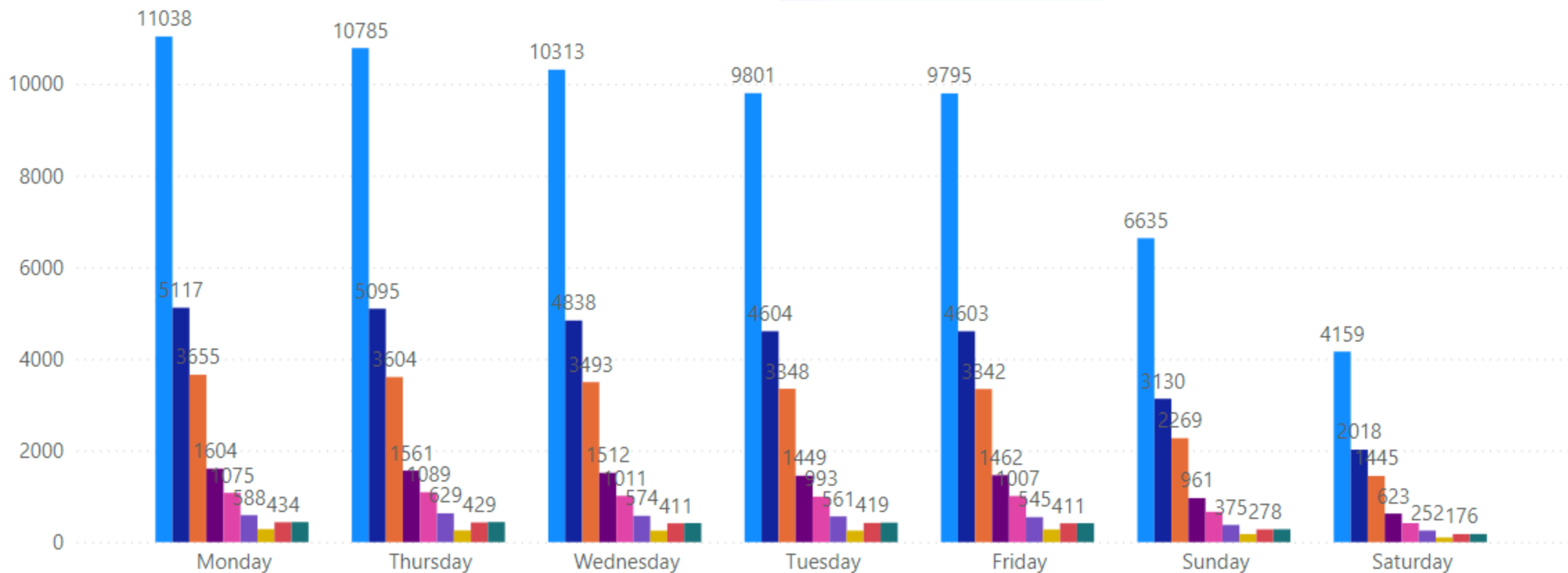
Measurements by weekday

● sessions ● To Product ● To Fuzzy ● To Cart ● To Shipping ● To Billing ● To Billing_2 ● To Thank You ● To Order

Weekday	sessions	To Product	To Fuzzy	To Cart	To Shipping	To Billing	To Thank You	To Order
Monday	11038	5117	3655	1604	1075	588	434	
Thursday	10785	5095	3604	1561	1089	629	429	
Wednesday	10313	4838	3493	1512	1011	574	411	
Tuesday	9801	4604	3348	1449	993	561	419	
Friday	9795	4603	3342	1462	1007	545	411	
Sunday	6635	3130	2269	961		375	278	
Saturday	4159	2018	1445	623		252	176	

Thank You