

Marketing Funnel Analysis Report

1. Objective

The objective of this analysis is to evaluate marketing funnel performance using user-level event data, identify major conversion drop-offs, compare channel-wise performance, and provide actionable recommendations to improve lead-to-customer conversion.

The analysis was conducted using Python (Pandas, Matplotlib, Seaborn) to ensure reproducibility and precise funnel measurement.

2. Dataset Overview

The dataset contains user interaction events across multiple marketing channels. Each row represents a user action within a session.

Key columns used: - User ID – unique identifier for users - Channel – traffic source (Email, Google Ads, Organic, Social Media) - Event – user action in the funnel - Revenue – purchase value (available only for completed purchases)

Funnel Events Identified: - Browse → Visit - Add to Cart → Lead - Checkout → Qualified Lead - Purchase → Customer

3. Funnel Structure

The marketing funnel was defined as:

Visit → Lead → Qualified Lead → Customer

Unique users were counted at each stage to ensure accurate drop-off and conversion measurement.

4. Overall Funnel Performance

The overall funnel analysis shows a consistent and significant drop-off at the final stage:

- A strong proportion of users progress from Visit to Lead (~69-70%)
- Mid-funnel conversion from Lead to Checkout is moderate (~48-51%)
- The largest drop occurs from Checkout to Purchase (~27-30%)

Key Insight: The primary conversion bottleneck is the checkout stage, not traffic acquisition.

5. Channel-wise Performance Analysis

Final-stage conversion (Checkout → Purchase) by channel: - Social Media: ~30.4% - Google Ads: ~30.0% - Email: ~28.2% - Organic: ~27.6%

While top-funnel engagement is similar across channels, final conversion performance varies slightly. However, the checkout drop-off pattern is consistent across all channels.

Key Insight: The conversion issue is systemic rather than channel-specific.

6. Funnel Heatmap Insights

A channel-wise funnel heatmap highlights: - Strong Visit → Lead performance across all channels - Consistent weakness at the Checkout → Purchase stage - No single channel shows exceptional checkout performance

This confirms that improving the checkout experience would positively impact all channels simultaneously.

7. Business Recommendations

Based on the analysis, the following actions are recommended:

1. Simplify the checkout process by reducing steps and form complexity.
 2. Improve trust signals at the payment stage (secure badges, clear return policies, reviews).
 3. Implement retargeting campaigns for checkout drop-offs via email and paid ads.
 4. Optimize mobile checkout performance, particularly for social media traffic.
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8. Conclusion

This funnel analysis demonstrates that while traffic acquisition and early engagement are strong, the final conversion stage presents a major opportunity for improvement. Addressing checkout friction is likely to yield the highest impact on overall revenue without increasing acquisition costs.

The analysis provides a clear, data-driven foundation for improving marketing effectiveness and customer conversion outcomes.