# UX Funnel Analysis Dashboard (Power BI)

## 📘 Project Overview

This dashboard analyzes a 5-stage digital banking funnel to uncover key behavioral drop-offs and evaluate recovery opportunities. Using Power BI, it combines interactive visualizations, simulated recovery modeling, and KPI tracking to help product and UX teams pinpoint where users are disengaging — and project the impact of regaining them.

The funnel stages analyzed include:

\*\*Landing → Sign Up → KYC → Link Account → Transaction\*\*

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## 📊 Key Features

- \*\*Funnel Drop-Off Analysis\*\*

Visualizes user count and percentage drop-offs at each stage.

> 📉 \*Largest drop: Link → Transaction (52.05%)\*

- \*\*Recovery Rate Simulation\*\*

Interactive slider allows users to simulate recovery of a portion of lost users.

> 📈 \*Recovered users and projected transactions adjust dynamically.\*

- \*\*Funnel Completion Rate\*\*

Gauge visual shows the % of users completing the full journey.

> \*Current: ~19.9%\*

- \*\*First Significant Drop Indicator (FSDI)\*\*

Flags the earliest funnel stage where drop-off exceeds 20%, helping prioritize UX interventions.

- \*\*Segment Filters\*\*

Analyze drop-offs by \*\*device type\*\* (mobile/desktop) and \*\*visit day\*\* (weekday/weekend)

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## 📌 Core Metrics & Interpretations

| Metric | Value | Interpretation |

|------------------------------|------------|----------------|

| Funnel Completion Rate | 19.9% | Only ~1 in 5 users reach the final step (Transaction) |

| Largest Drop-Off | 52.05% | Users abandon most between \*\*Link\*\* and \*\*Transaction\*\* |

| First Significant Drop | Sign Up → KYC | Indicates early onboarding friction |

| Simulated Recovered Users | 10–22 | Varies with slider; shows how many users might convert if recovered |

| Projected Transactions | Up to 221 | Combines current completions + recovered users |

| Estimated Revenue (Optional) | ₹551,500+ | Based on recovered users × ₹2500 per transaction |

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## 💡 Key Takeaways

- \*\*Transaction stage is a major bottleneck\*\*: Over half of users who link their accounts abandon before transacting. Likely due to UX friction or trust barriers.

- \*\*Mid-funnel friction begins early\*\*: The FSDI flags a 24% drop between Sign Up → KYC, pointing to onboarding fatigue or documentation hesitations.

- \*\*Mobile users convert less efficiently\*\*: Mobile device filters reveal steeper drop-offs, especially post-KYC. This suggests a need for mobile-first design improvements.

- \*\*Recovery modeling quantifies opportunity\*\*: Even modest recovery (e.g., 10%) boosts projected completions and revenue significantly, demonstrating the business case for UX investment.

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## 📂 Repository Contents

- `UX\_Funnel\_Analysis.pbix`: Main Power BI dashboard file

- `UX\_Funnel\_Overview.pdf`: Static exported view of the dashboard

- `visuals/`: Screenshots of key charts and metrics

- `README.md`: Project summary, interpretation, and insights

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## 📸 Sample Visuals

\*Funnel Drop-Off Breakdown by Stage\*

![Funnel Chart](visuals/funnel\_chart.png)

\*Recovery Simulation Slider with Projected Transactions\*

![Recovery Simulation](visuals/recovery\_slider.png)

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## 👤 Author Note

This project simulates a digital banking funnel and is intended for portfolio presentation and UX/data analytics demonstration purposes. All data is synthetic and modeled for learning impact.