Funnels

1. Ask

How does **linear** user journey look like in each step

from the first landing page visit to the point of purchase and further.

What % of your users stay or churn at a given step?

And what insights can be drawn from that?

2. Prepare

raw_events table data

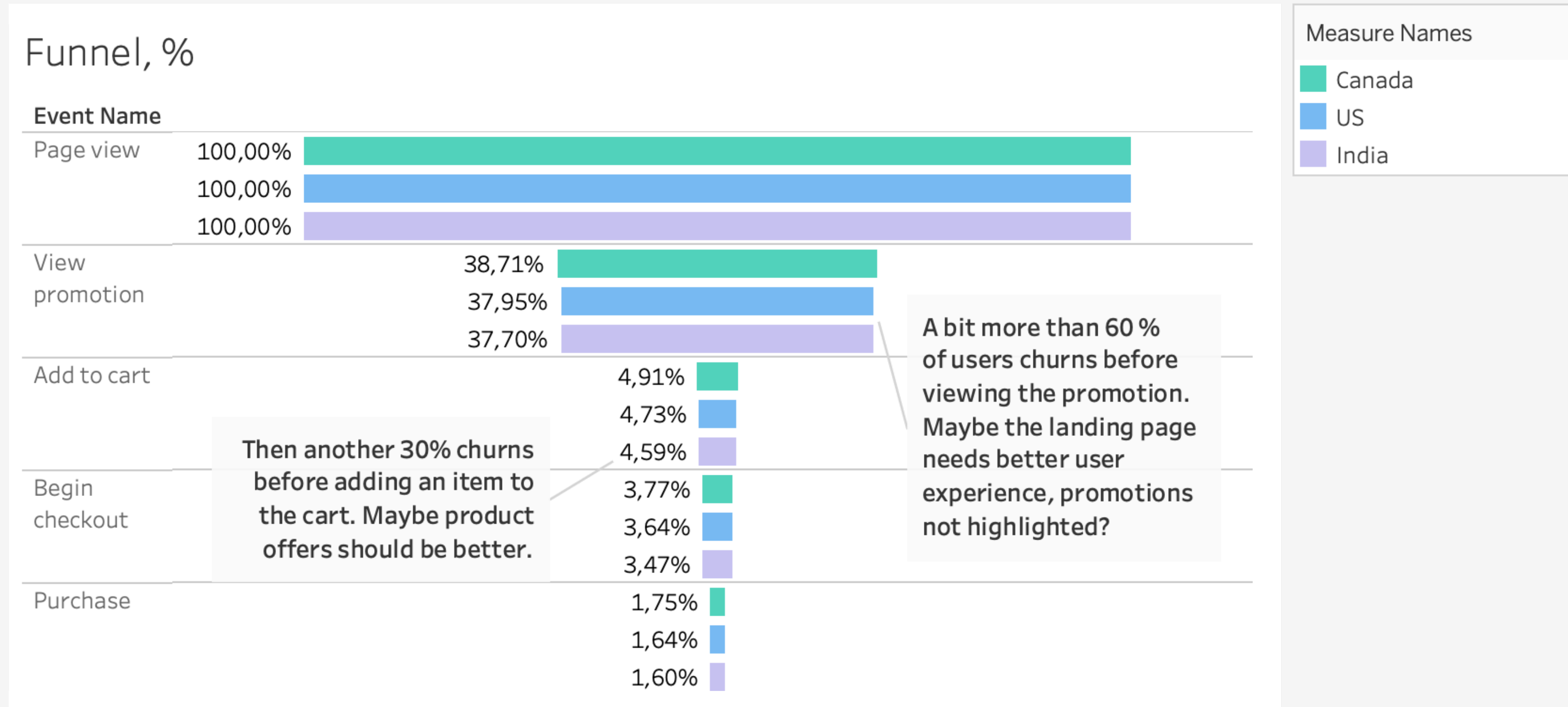AARRR model by Dave McClure with simple modifications applies to most online businesses.

Defined **steps** of the funnel

1. Page view
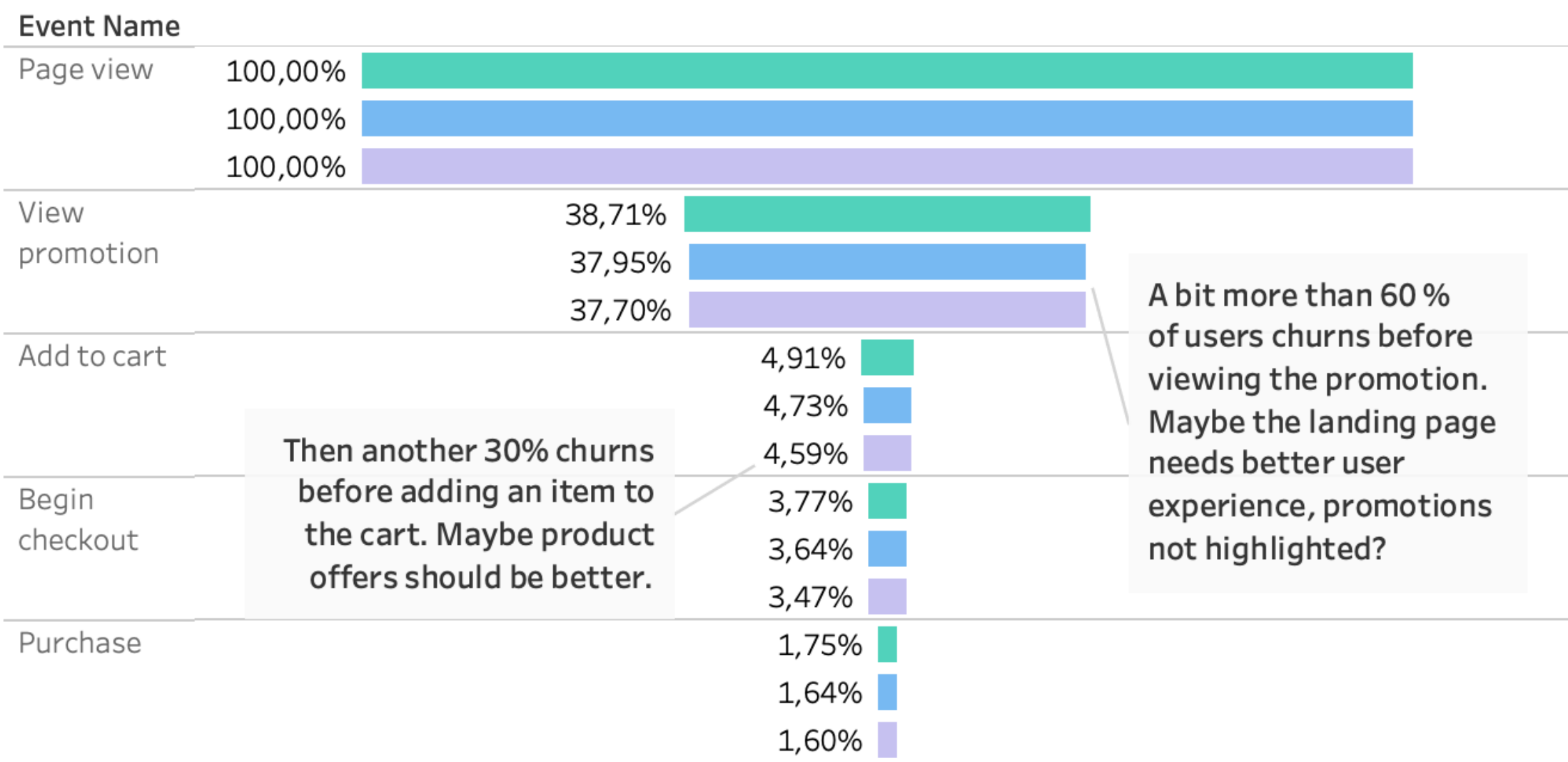2. View promotion
3. Add to cart
4. Begin checkout
5. Purchase

SQL query that extracts data from the BigQuery in Google Spreadsheets

4. Analyze

Funnel, %

Event Name

Page view	100,00%	
	100,00%	
	100,00%	
View promotion	38,71%	
	37,95%	
	37,70%	
Add to cart	4,91%	
	4,73%	
	4,59%	
Begin checkout	3,77%	
	3,64%	
	3,47%	
Purchase	1,75%	
	1,64%	
	1,60%	

A bit more than 60 % of users churns before viewing the promotion. Maybe the landing page needs better user experience, promotions not highlighted?

Then another 30% churns before adding an item to the cart. Maybe product offers should be better.

Measure Names

- Canada
- US
- India

5. Share

Conclusions & findings

Graph shows how many users reached a certain point of a given process from the first landing page visit to the point of purchase.

Each stage in the conversion funnel indicates customer behavior.

Most people churn after viewing the page and after viewing promotion.

Canada is slightly strongest segment.

Funnel, %

Measure Names
- Canada
- US
- India

Event Name		
Page view	100,00%	Canada
	100,00%	US
	100,00%	India
View promotion	38,71%	
	37,95%	
	37,70%	
Add to cart	4,91%	
	4,73%	
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Begin checkout	3,77%	
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Purchase	1,75%	
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event_order	event_name	US_events	India_events	Canada_events	Total_events	Total_perc	US_perc_drop	India_perc_drop	Canada_perc_drop
1	page_view	118333	25331	20242	163906	100.00%	100.00%	100.00%	100.00%
2	view_promotion	44912	9551	7836	62299	38.01%	37.95%	37.70%	38.71%
3	add_to_cart	5603	1162	993	7758	4.73%	4.73%	4.59%	4.91%
4	begin_checkout	4310	878	764	5952	3.63%	3.64%	3.47%	3.77%
5	purchase	1942	406	355	2703	1.65%	1.64%	1.60%	1.75%

Actionable recommendations

1. From the events data table we can see that the biggest number of page views is in US 118333, but the biggest purchase rate is in Canada 1.75%.

In the 2nd event "view_promotion" the biggest rate is already in Canada 38.71% and is highest in all stages.

Recommendation is to highlight promotion on the page so in US and India rates would get higher.

Then possibly more users would view promotion and that would lead to higher purchase rates.

2. It is common in funnel charts to see that after each event rates goes down as users tend to churn.

After 1st event "page_view" rate goes down very fast more than by 60% maybe the landing page UI/UX is not good so it needs changes.

After 2nd event ""view_promotion" drop is also quite big by a bit more than 30%,
only 4.59-4.91% adds to cart
so maybe promotions should be better.

Recommendation is to investigate more why after 1st and 2nd events rates gets down quite fast and then develop UI/UX, promotions.

Thank You