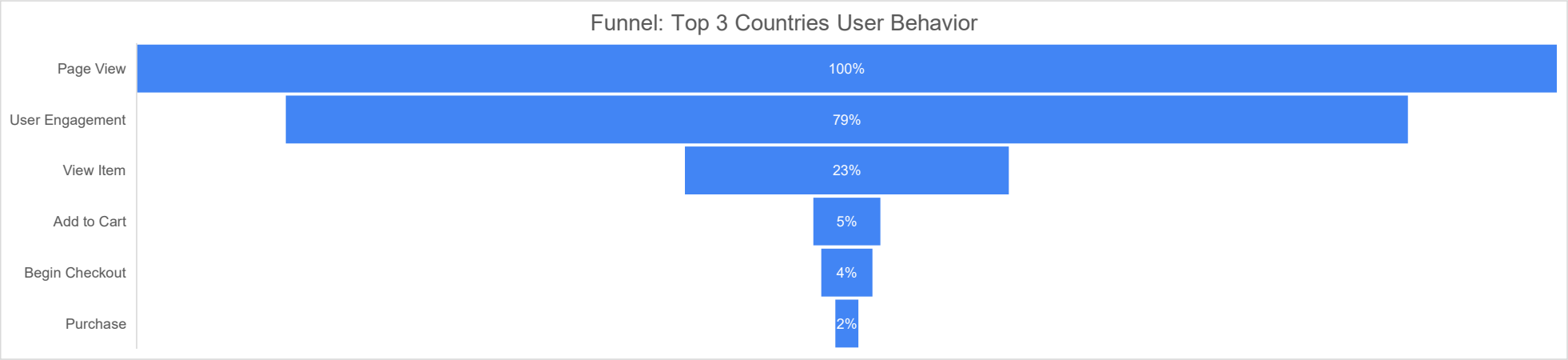# Funnel Analysis

Event Name	1st Country events (USA)	2nd Country events (India)	3rd Country events (Canada)	Full percent	USA % drop	India % drop	Canada % drop
Page View	118333	25331	20242	100%	100%	100%	100%
User Engagement	93436	20005	16112	79%	79%	79%	80%
View Item	26953	5795	4653	23%	23%	23%	23%
Add to Cart	5603	1162	993	5%	5%	5%	5%
Begin Checkout	4310	878	764	4%	4%	3%	4%
Purchase	1942	406	355	2%	2%	2%	2%

Funnel: Top 3 Countries User Behavior

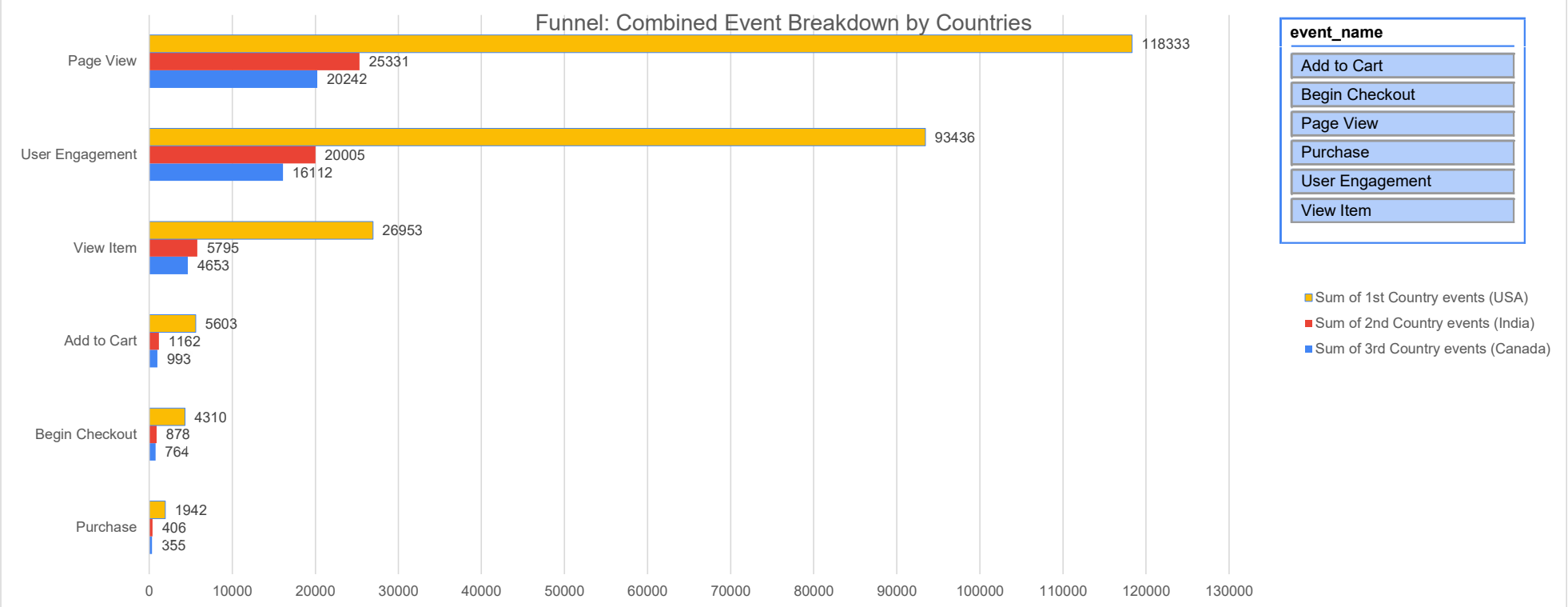| Stage	Percent
Page View	100%
User Engagement	79%
View Item	23%
Add to Cart	5%
Begin Checkout	4%
Purchase	2%

Noticeable drop-off between Page View and User Engagement: This is consistent across all countries, with approximately a 21% drop. This indicates a crucial point where users are disengaging.
Further drop between View Item and Add to Cart: The percentages show that only a small fraction of users move from viewing items to adding them to the cart. This is a critical stage to investigate.
Conversion from Begin Checkout to Purchase: While the percentages seem low, they are typical for e-commerce. Identifying friction points here can help improve conversions.
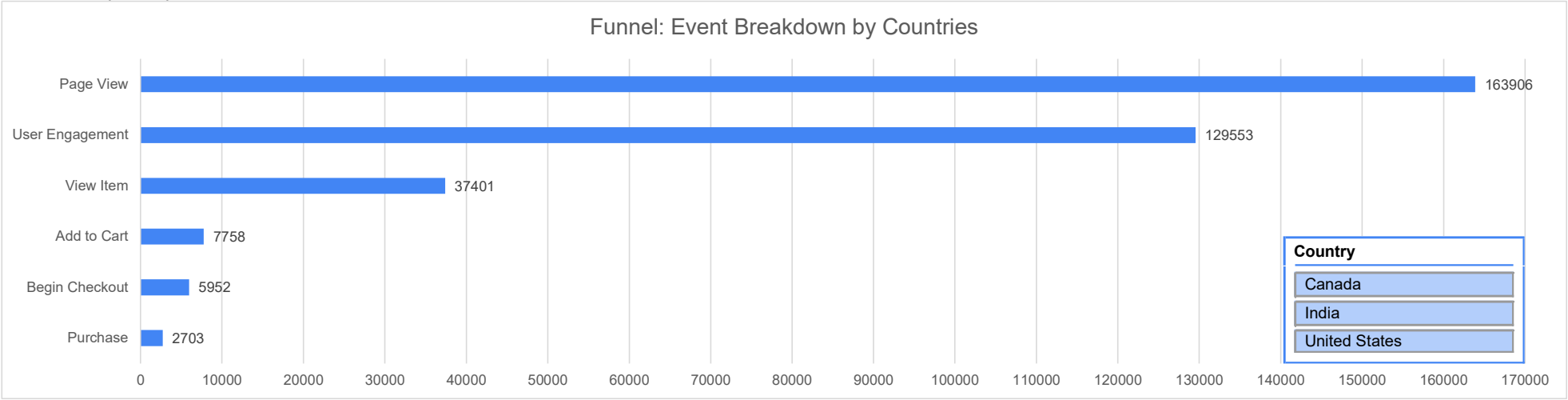
Funnel chart - Breakdown by Top 3 Countries

Funnel: Combined Event Breakdown by Countries

event_name
Add to Cart
Begin Checkout
Page View
Purchase
User Engagement
View Item

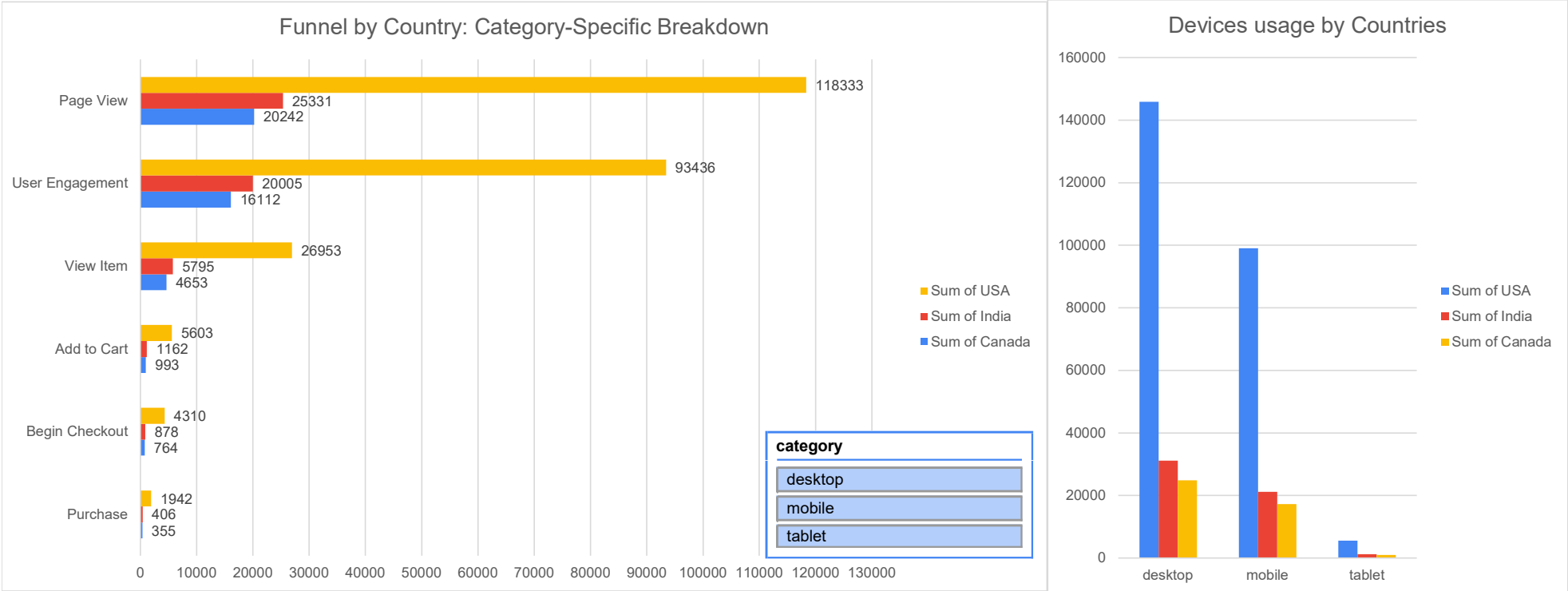| Event	Sum of 1st Country events (USA)	Sum of 2nd Country events (India)	Sum of 3rd Country events (Canada)
Page View	118333	25331	20242
User Engagement	93436	20005	16112
View Item	26953	5795	4653
Add to Cart	5603	1162	993
Begin Checkout	4310	878	764
Purchase	1942	406	355

USA consistently has the highest counts in each stage, which is expected given its position as the 1st country.
India and Canada have similar patterns, but India has slightly higher counts at several stages.

Funnel chart by country

Funnel: Event Breakdown by Countries

Country
Canada
India
United States

Event	Count
Page View	163906
User Engagement	129553
View Item	37401
Add to Cart	7758
Begin Checkout	5952
Purchase	2703

Funnel chart by category

Funnel by Country: Category-Specific Breakdown

Page View	118333 / 25331 / 20242
User Engagement	93436 / 20005 / 16112
View Item	26953 / 5795 / 4653
Add to Cart	5603 / 1162 / 993
Begin Checkout	4310 / 878 / 764
Purchase	1942 / 406 / 355

■ Sum of USA
■ Sum of India
■ Sum of Canada

category
- desktop
- mobile
- tablet

Devices usage by Countries

■ Sum of USA
■ Sum of India
■ Sum of Canada

Desktop as the Primary Device for Conversion: Desktop devices lead in purchase conversions across all countries.
For instance, USA has 1,120 purchases on desktop, while mobile only has 787.
Canada shows similar trends: desktop (197) vs mobile (152).

Conclusion and Actions:

Engagement to Item View: Since only 23% of users who engage with the website end up viewing items, this step might be a key focus for improving user flow. Consider improving product discovery mechanisms, such as better recommendations or more engaging item displays.
Purchase Completion: The final 2% purchase completion rate across all countries suggests an opportunity to optimize checkout, perhaps by simplifying the process or addressing common issues like payment methods, transparency on shipping, or hidden costs.
Understand Regional Preferences: Each country has different device preferences, which should be considered when planning marketing campaigns or optimizing the website/app experience. For India, mobile is critical, while for the USA, desktop optimization might be key.