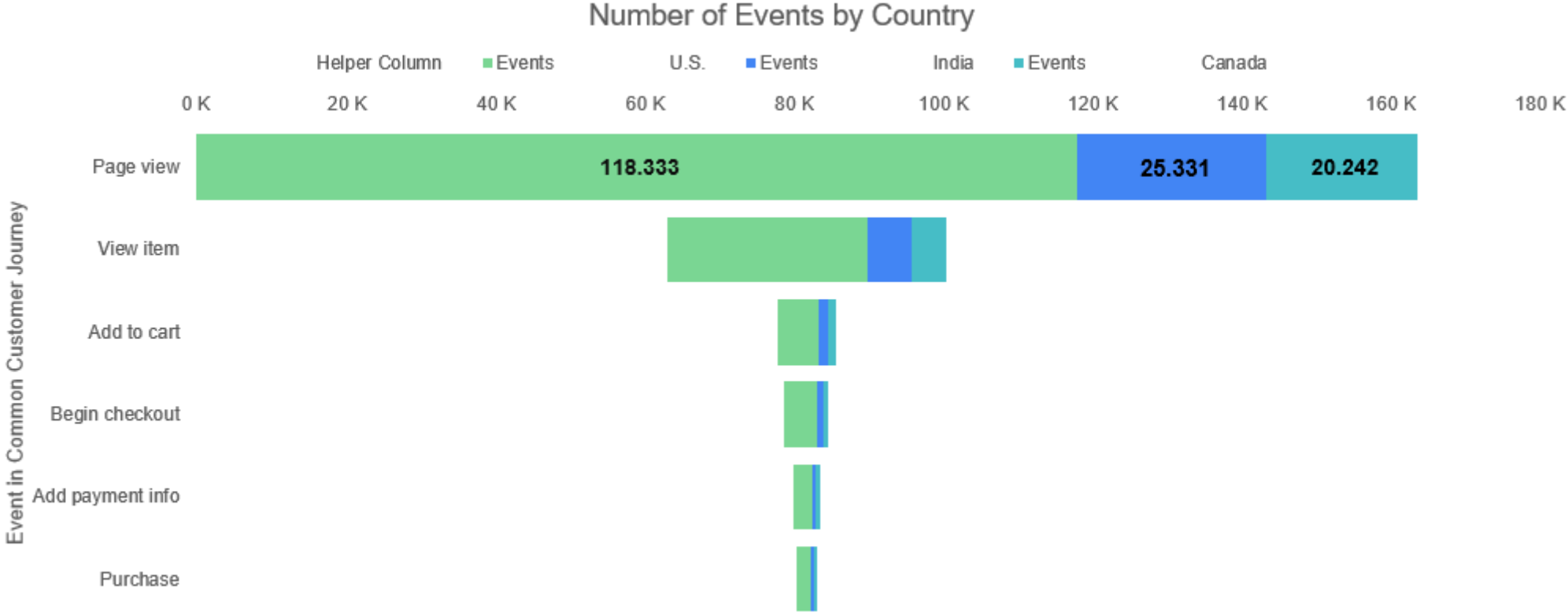


Conversion Analysis for Top 3 Countries

Introduction and Purpose

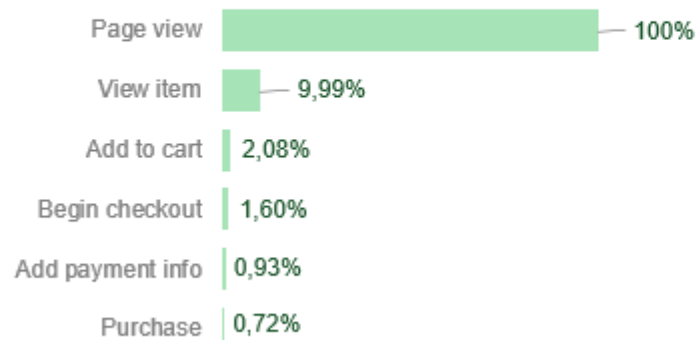
What	In this funnel analysis, we present a detailed model of the average customer journey on our e-commerce website, focusing on six key interaction events:
Data	page view, view item, add to cart, begin checkout, add payment info, and purchase.
Why	Funnel analysis helps us understand the overall conversion rate and identifies where customers drop off at various stages of their journey.
Goal	By analyzing this data, we can pinpoint areas for improving customer engagement and website functionality. Our goal is to enhance the user experience, ultimately driving more conversions and revenue.
Data Source	This analysis is based on data from the raw-events table, which logs various visitor interactions with our website.

Top Countries by Number of Events: U.S., India and Canada



Cumulative Conversion Rate Breakdown Top 3 Countries

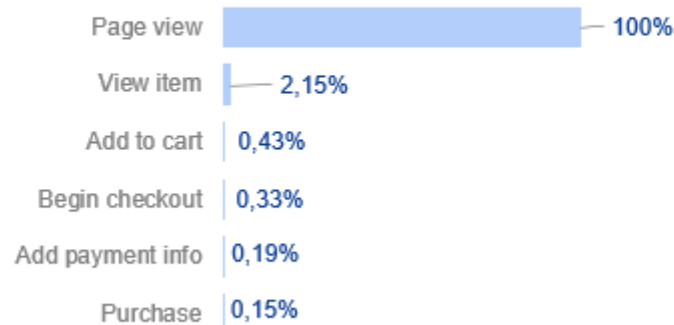
U.S. Cumulative Conversion Rate



U.S. CVR

1,64%

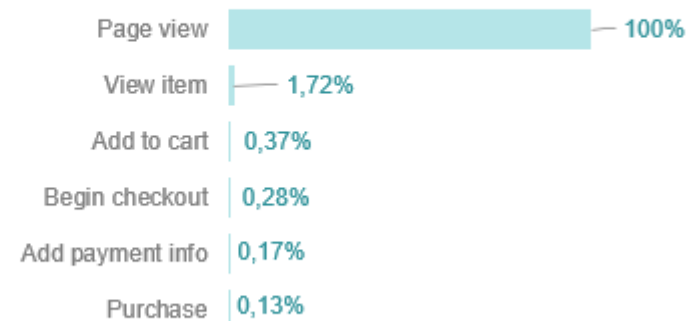
India Cumulative Conversion Rate



India CVR

1,60%

Canada Cumulative Conversion Rate



Canada CVR

1,75%

Cumulative Drop Rate vs Conversion Rate Top 3 Countries

Canada CVR

1,75%

Customer Type	Step of customer journey	Drop Rate % U.S.	Cum. Conv. % U.S.	Drop Rate % India	Cum. Conv. % India	Drop Rate % Canada	Cum. Conv. % Canada	Priority for increasing CVR
	Page view							
not interested	View item	77,22%	9,99%	77,12%	2,15%	77,01%	1,72%	
not convinced	Add to cart	79,21%	2,08%	79,95%	0,43%	78,66%	0,37%	
	Begin checkout	23,08%	1,60%	24,44%	0,33%	23,06%	0,28%	
core customer	Add payment info	41,62%	0,93%	40,32%	0,19%	39,14%	0,17%	Biggest pain point
	Purchase	22,81%	0,72%	22,52%	0,15%	23,66%	0,13%	

Findings

Even though **U.S.** has the **highest customer interaction**,
Canada has the **highest conversion rate**.

Also we see that when customers are **interested** in our products,
starting from the **checkout step**,
we **lose** the most customers relatively at the **payment info** step!

Advice

We should look more closely into the **add payment info process** for our customers.
How do the drop out rates look **by device** (desktop, mobile, tablet)?
Depending on the outcome we could further look at
operating system (Web, android, windows, other, ios, Macintosh)?
or other variables like browser

Cumulative Drop Rate vs Conversion Rate Top 3 Countries

Canada CVR

1,75%

Customer Type	Step of customer journey	Drop Rate % U.S.	Cum. Conv. % U.S.	Drop Rate % India	Cum. Conv. % India	Drop Rate % Canada	Cum. Conv. % Canada	Priority for increasing CVR
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Possible follow up questions to better understand drop offs per step of customer journey

View item	they found us, but they might not be our customer target
Add to cart	they look but don't buy. What puts them off? (possible reasons: detail of product info, quality of product photos, ease of site navigation, prices compared to competitors)
Begin checkout	they don't feel urgency or need to buy? (possible reasons: no marketing campaign versus marketing campaign by customers who pay?)
Add payment info	what discourages customers? (possible reasons: not readable on smaller devices?, functionality on different OS? Loading time?)
Purchase	what sets them apart? (marketing campaigns, medium, traffic source, timeframe)