Customer Journey & Attribution Dashboard

Funnel Analysis · First & Last Touch Attribution · Conversion Insights

USER COUNT

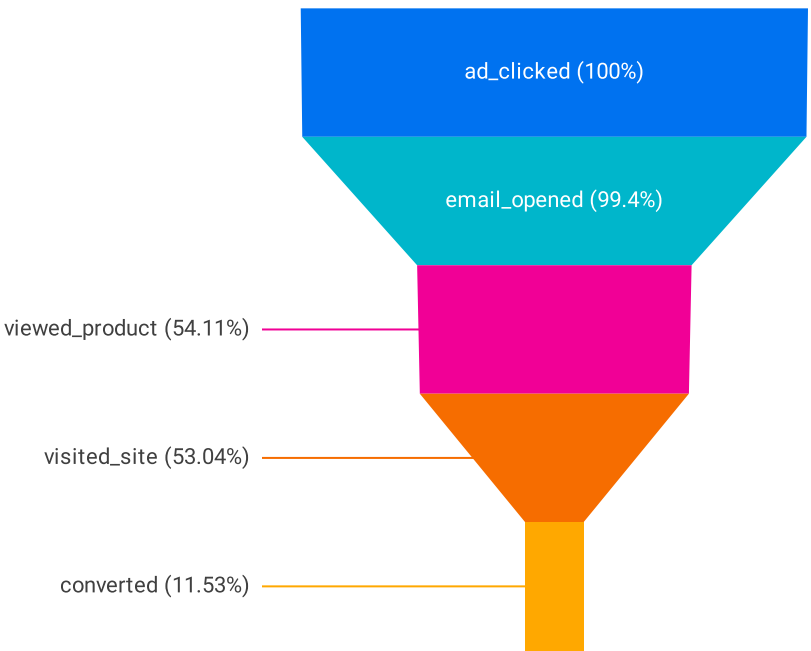user_id
15.3K
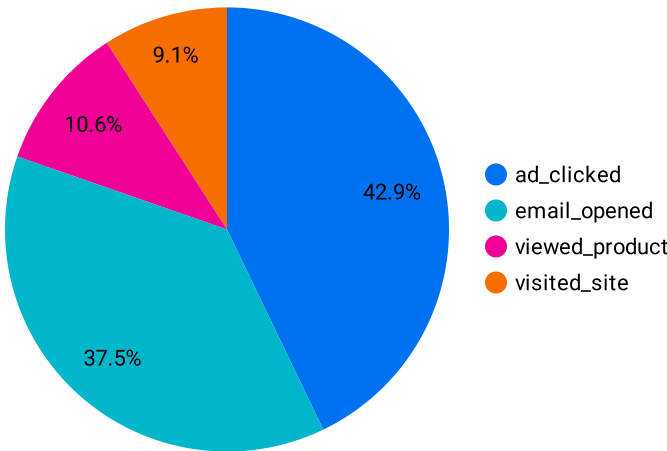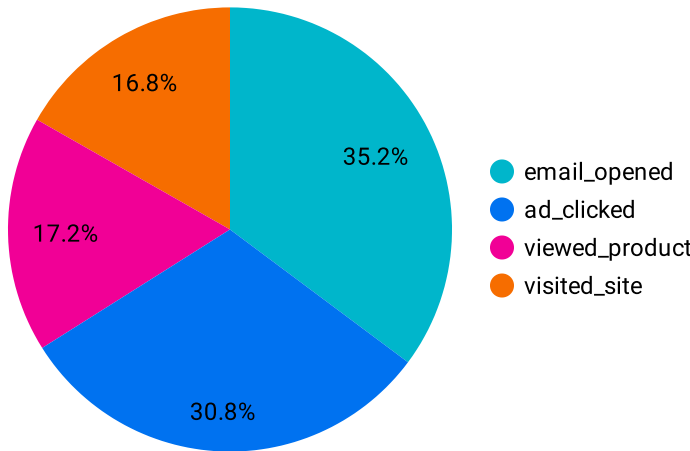
funnel_stage ▾

Select date range ▾

Funnel Stage Drop-off Chart

ad_clicked (100%)

email_opened (99.4%)

viewed_product (54.11%)

visited_site (53.04%)

converted (11.53%)

First-Touch Attribution Breakdown

9.1%

10.6%

42.9%

37.5%

- ad_clicked
- email_opened
- viewed_product
- visited_site

Last-Touch Attribution Breakdown

16.8%

35.2%

17.2%

30.8%

- email_opened
- ad_clicked
- viewed_product
- visited_site

Conversion Trend Over Time
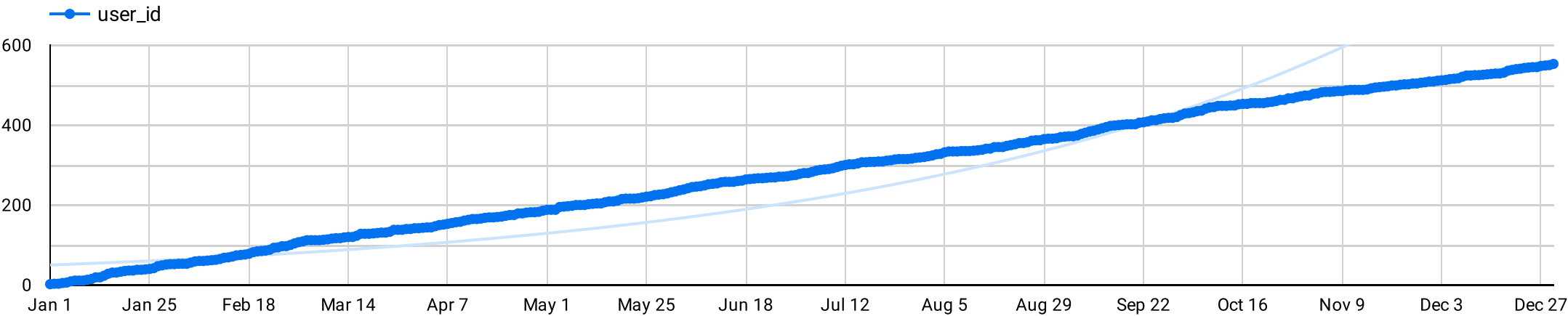
Attribution Detail Table

	user_id ▾	conversion_time	first_touch_channel	last_touch_channel
1.	ffa2da80-7687-4e2f-9b27-f6ef72b40...	Nov 21, 2023, 12:00:00 AM	ad_clicked	visited_site
2.	ff88503a-3197-4e50-a464-54ecccf4e...	Jul 29, 2023, 12:00:00 AM	email_opened	ad_clicked
3.	ff50d54d-9901-4606-b951-27806242...	Oct 18, 2023, 12:00:00 AM	ad_clicked	viewed_product
4.	ff3719e4-6c90-4ec8-b7e8-30716572c...	May 8, 2023, 12:00:00 AM	email_opened	email_opened
5.	fe6424e8-2688-4a82-9c88-730ebaaa...	May 4, 2023, 12:00:00 AM	viewed_product	viewed_product
6.	fe0161be-6237-4ad6-9179-0bdc152a...	Feb 28, 2023, 12:00:00 AM	ad_clicked	viewed_product
7.	fd22298d-6cdf-4dac-80ad-ee8ffba5b...	Sep 24, 2023, 12:00:00 AM	ad_clicked	email_opened
8.	fc193650-7f95-4ee4-9db2-f3df2303e...	Oct 25, 2023, 12:00:00 AM	ad_clicked	email_opened
9.	fbd97b86-dcab-4102-be5d-6e393f4d...	Nov 18, 2023, 12:00:00 AM	viewed_product	email_opened
10.	fba83744-f8c0-40f6-9a5f-f3ca1d1c19...	Sep 23, 2023, 12:00:00 AM	email_opened	viewed_product
11.	fb56f821-b763-4986-94bb-e8fccc0d3...	Dec 16, 2023, 12:00:00 AM	ad_clicked	email_opened

1 - 100 / 483 ‹ ›