# Case Study: E-commerce Conversion Funnel Analysis

By: Nicolas Acha ([LinkedIn)](https://www.linkedin.com/in/nicoap/)

Deep dive into Conversion Funnel (CF) and looking to improve Conversion Rate (CR)

## Problem Statement:

The CEO requires a deep dive analysis of the CF to identify valuable insights where the funnel may not be performing as expected, particularly with new users. Once these areas are identified, we should offer strategies to improve the overall CR.

## Executive Summary:

Xxxx

## Summary of Insights:

Xx

## Approach:

xxxx

## Recommended Strategies:

xxxxx