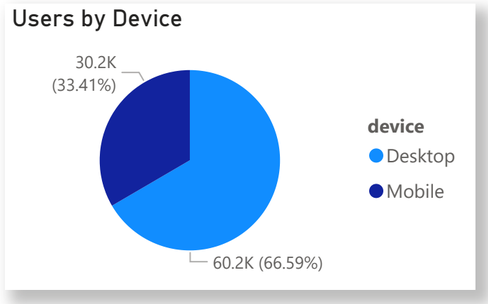
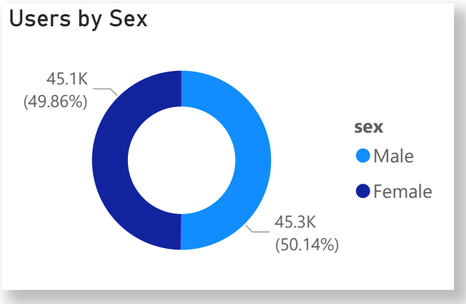
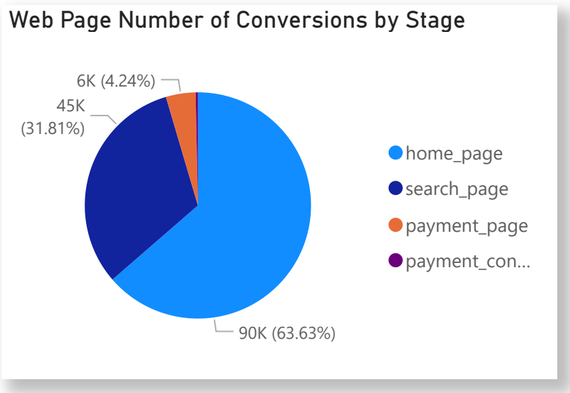
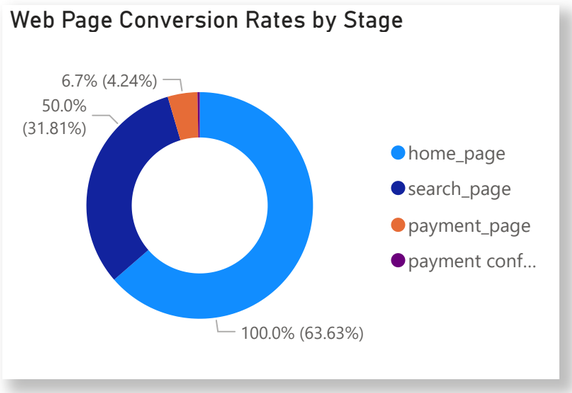
Funnel Analysis: Deep Dive into Conversion and Drop-off Rates

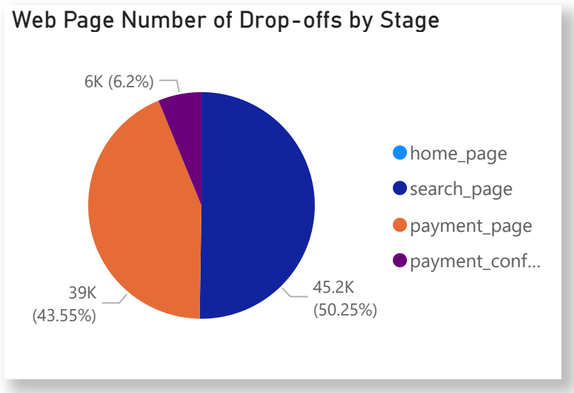
Overall Users	Overall User Drop-offs	Overall User Drop-off Rate
90.4K	89.9K	99.5%

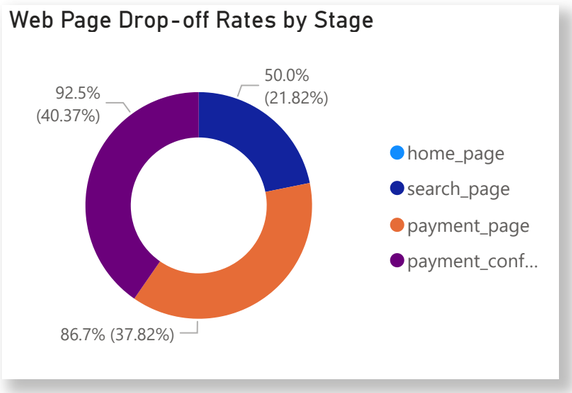


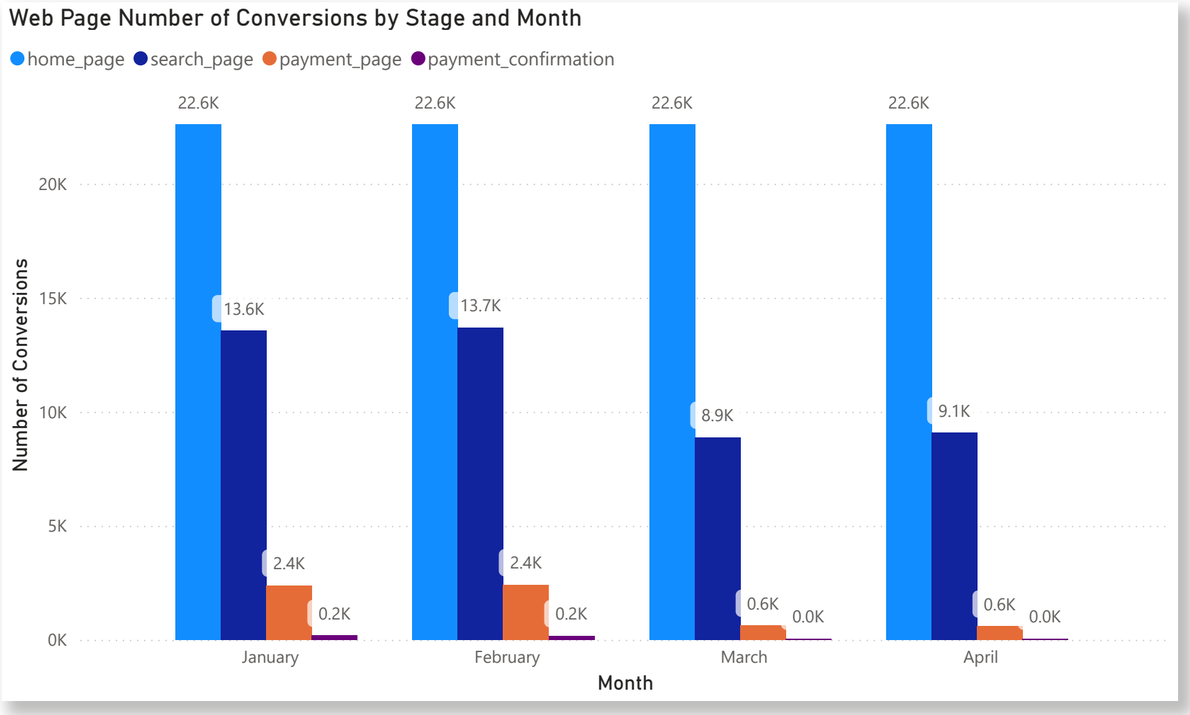


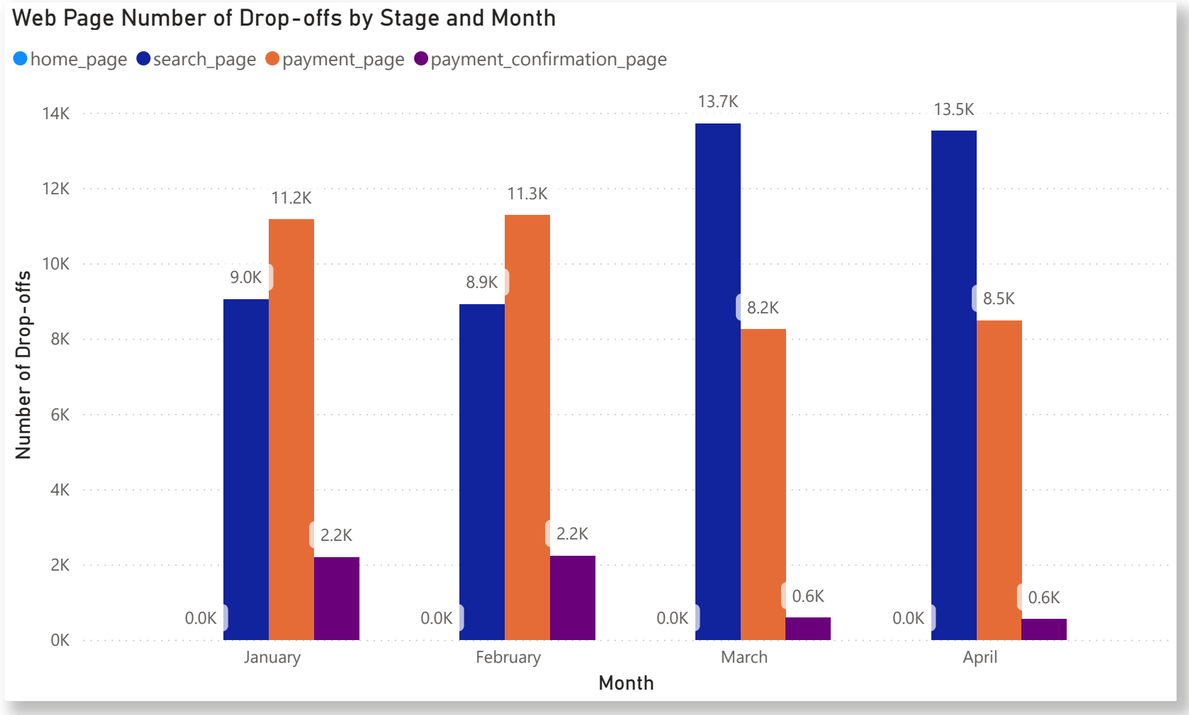


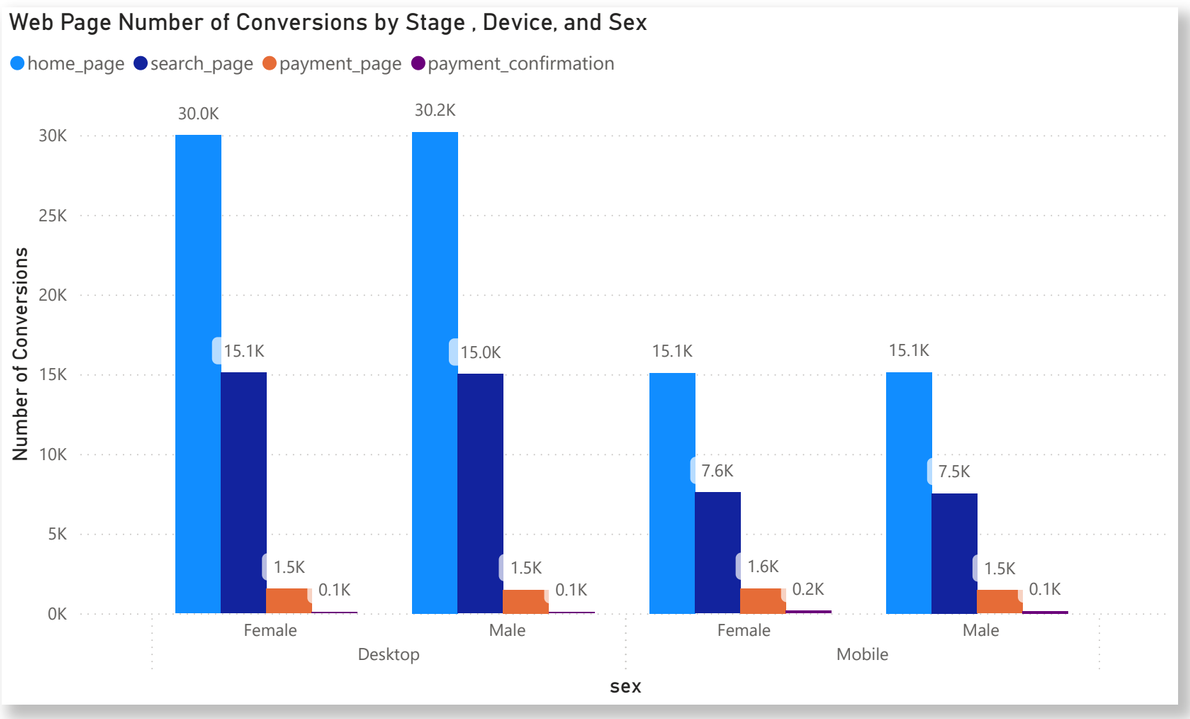


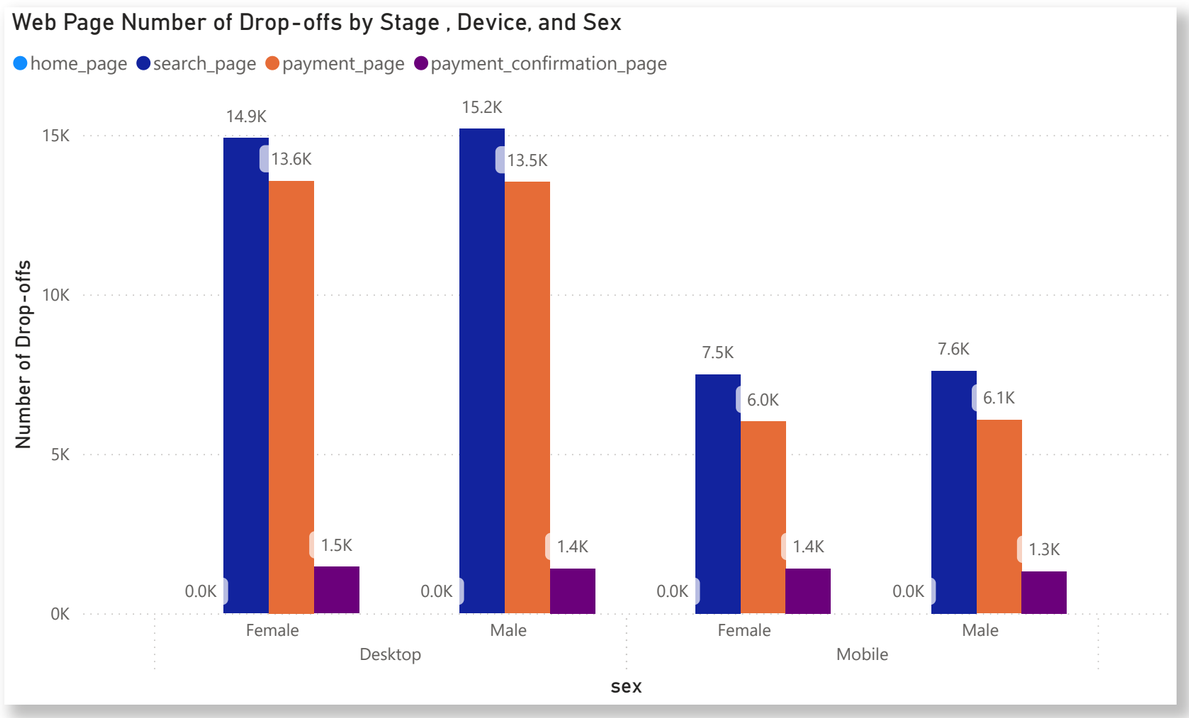












Key Highlights:

- Overall conversions to the payment confirmation stage was 452 conversions or 0.5% while overall number of users that dropped-off by the payment confirmation stage was 89.9K or 99.5% - Biggest user drop-off points were at the search page 45K stage and the payment page stage 39K.
- Web page drop-offs by stage and month show that desktop users had the highest number of drop-offs at the search page stage. However, recent months show higher number of drop-offs at the payment page. The number of desktop users that dropped-off at the payment stage increased from 6.4K in February to 7.1K in March and 7.3K in April.
- Web page drop-offs by stage and month show that mobile users also had the highest number of drop-offs at the search page stage and recent months show significantly higher number of drop-offs at the search page. The number of mobile users that dropped-off at the search page stage increased from 1.5K in February to 6.0K in March and 6.0K in April.

Business Impact:

- Average number of conversions that reach the payment confirmation page in the months January to February was is 181 but only 45 in the months March - April . Assuming we maintain 45 conversions each month for the remainder of the year and assuming the average order value is $100, this could potentially mean a loss of $13.6K per month or $109K for the remaining 8 months of the year.

Recommendations:

- Users using desktop devices show high drop-offs at the search page and a increase in drop-offs at the payment page stage while users using mobile devices have show significant increase in drop-offs at the search page stage. – Conduct A/B testing to test different website designs to determine which performs better based upon user behavior.