The following is my analysis for the given scenario.

So we have a new user who came to the e-commerce website.

She visits the Home page (1st page), from where she performed a search and landed on the search page (2nd page). She clicks the desired product and is navigated to the payment gateway page.

We are unsure if she has made progress and completed the entire flow. Here we observe that there is a broken link within the flow.

Ideally, the user should be navigated to the product detail page after clicking on the desired product. This will help her to view the product details, select the quantity, add items to the cart, read about return/exchange policies, provide with billing and shipping addresses, etc. Instead, if the user is sent directly to the payment page, many queries could thus arise which would eventually confuse and disinterest the user; thereafter affecting the sales volume.

The complete E2E ideal flow should be-

1. User lands on the home page after website launch.
2. User searches for a product on the home page.
3. User clicks on the product and navigates to the product details page.
4. User adds the item to the cart and clicks on proceed.
5. User should be navigated to the payment page.
6. User makes a successful transaction.
7. User is redirected to the confirmation page.

CTR as per given data:

|  |  |  |  |
| --- | --- | --- | --- |
| **counts** | **stage** | CTR | reason for decreasing CTR |
| 90400 | users | 100 |  |
| 90400 | homepage | 100 |  |
| 45200 | searchpage | 50 | Improper search results, fewer filters, no sorting |
| 6030 | paymentpage | 6.7 | no product details, reviews |
| 452 | paymentconfirm | 0.5 | no required payment options like UPI, cc, etc. |

Funnels are basically a series of events that a user performs in a particular order. If we define paths in our funnels and pinpoint where users are dropped off, it can help us go back and analyze our app flow. There could be a miss in the flow. With respect to our scenario, the order has not been followed and hence the user does not qualify for the funnel.

Meanwhile, in order to make sure that users get converted, we can send them various engagements - push, SMS, email, WhatsApp, etc. These engagements could further help us retain more customers, thus giving us a huge volume of sales.

Insights on how the product team could focus to improve the conversion rate.

1. Define larger windows in funnels for conversion.
2. Observe and analyze the behavioral patterns of the user events.
3. Create different user segments and compare their funnel conversions.
4. Pin-point all drop-offs and go back to the website to analyze where and why they could possibly occur.
5. Make changes in the UI if needed. Keeping an interactive yet simple UI can help users retain more interest.
6. Introduce help texts/chatbots for new users.
7. Create, define and retain users by engaging them actively through various campaigns and journeys using channels.