HiTech Azure is a cloud company. HiTech Azure is analyzing its adoption funnel to identify drop-off points and evaluate the effectiveness of its onboarding journey. The focus is on stages from REGISTRATION to WORKSHOP ATTENDED, SIGNED_UP, and PAID. The goal is to refine strategies to improve user retention and increase successful cloud adoption rates.

Objective

Drop-out Rate Analysis: The company wants to identify which participant types(Academic or Employed) experience the highest drop-out rates at different stages of the course. This analysis will help pinpoint where improvements are needed to enhance retention and ensure better course completion rates.

Participant Progress Analysis: The company aims to assess how different participant types progress through the Azure Cloud Adoption Funnel to identify bottlenecks and refine strategies for improving user engagement and successful adoption.

Data

The data covers participant registrations on November 8, 2023, and their progress through the Azure Cloud Adoption Funnel up to November 19, 2023. It includes details on participants' advancement through various stages, highlighting both Academic and Employed backgrounds

ParticipantID	ActionDate	Stage
20101	08/11/2023	REGISTERED
20102	08/11/2023	REGISTERED
20103	08/11/2023	REGISTERED
20104	08/11/2023	REGISTERED
20105	08/11/2023	REGISTERED
20106	08/11/2023	REGISTERED
20107	08/11/2023	REGISTERED
20108	08/11/2023	REGISTERED
20109	08/11/2023	REGISTERED
20110	08/11/2023	REGISTERED
20111	08/11/2023	REGISTERED
20112	08/11/2023	REGISTERED
20113	08/11/2023	REGISTERED
20114	08/11/2023	REGISTERED
20115	08/11/2023	REGISTERED
20116	08/11/2023	REGISTERED
20117	08/11/2023	REGISTERED
20118	08/11/2023	REGISTERED
20119	08/11/2023	REGISTERED
20120	08/11/2023	REGISTERED
20121	08/11/2023	REGISTERED
20122	08/11/2023	REGISTERED
20123	08/11/2023	REGISTERED
20124	08/11/2023	REGISTERED
20125	08/11/2023	REGISTERED
20126	08/11/2023	REGISTERED
20127	08/11/2023	REGISTERED

20128	08/11/2023	REGISTERED
20129	08/11/2023	REGISTERED
20130	08/11/2023	REGISTERED
20101	11/11/2023	WORKSHOP ATTENDED
20108	12/11/2023	WORKSHOP ATTENDED
20111	10/11/2023	WORKSHOP ATTENDED
20112	10/11/2023	WORKSHOP ATTENDED
20113	12/11/2023	WORKSHOP ATTENDED
20114	11/11/2023	WORKSHOP ATTENDED
20117	11/11/2023	WORKSHOP ATTENDED
20118	11/11/2023	WORKSHOP ATTENDED
20120	12/11/2023	WORKSHOP ATTENDED
20121	12/11/2023	WORKSHOP ATTENDED
20122	10/11/2023	WORKSHOP ATTENDED
20129	10/11/2023	WORKSHOP ATTENDED
20101	13/11/2023	SIGNED_UP
20108	14/11/2023	SIGNED_UP
20111	13/11/2023	SIGNED_UP
20113	13/11/2023	SIGNED_UP
20114	13/11/2023	SIGNED_UP
20117	14/11/2023	SIGNED_UP
20118	12/11/2023	SIGNED_UP
20120	13/11/2023	SIGNED_UP
20121	14/11/2023	SIGNED_UP
20122	13/11/2023	SIGNED_UP
20101	17/11/2023	PAID
20113	16/11/2023	PAID
20117	19/11/2023	PAID

20118	16/11/2023	PAID
20120	17/11/2023	PAID
20121	19/11/2023	PAID
20122	18/11/2023	PAID

ParticipantID	REGISTERED	WORKSHOP ATTENDED	SIGNED_UP	PAID
20101	08/11/2023	11/11/2023	13/11/2023	17/11/2023
20102	08/11/2023			
20103	08/11/2023			
20104	08/11/2023			
20105	08/11/2023			
20106	08/11/2023			
20107	08/11/2023			
20108	08/11/2023	12/11/2023	14/11/2023	
20109	08/11/2023			
20110	08/11/2023			
20111	08/11/2023	10/11/2023	13/11/2023	
20112	08/11/2023	10/11/2023		
20113	08/11/2023	12/11/2023	13/11/2023	16/11/2023
20114	08/11/2023	11/11/2023	13/11/2023	
20115	08/11/2023			
20116	08/11/2023			
20117	08/11/2023	11/11/2023	14/11/2023	19/11/2023
20118	08/11/2023	11/11/2023	12/11/2023	16/11/2023
20119	08/11/2023			
20120	08/11/2023	12/11/2023	13/11/2023	17/11/2023
20121	08/11/2023	12/11/2023	14/11/2023	19/11/2023
20122	08/11/2023	10/11/2023	13/11/2023	18/11/2023
20123	08/11/2023			
20124	08/11/2023			
20125	08/11/2023			
20126	08/11/2023			
20127	08/11/2023			

20128	08/11/2023			
20129	08/11/2023	10/11/2023		
20130	08/11/2023			

ParticipantID	Type
20101	Academic
20102	Academic
20103	Academic
20104	Academic
20105	Academic
20106	Academic
20107	Employed
20108	Academic
20109	Academic
20110	Academic
20111	Academic
20112	Employed
20113	Employed
20114	Employed
20115	Academic
20116	Academic
20117	Employed
20118	Academic
20119	Academic
20120	Academic
20121	Employed
20122	Academic
20123	Employed
20124	Academic
20125	Employed
20126	Academic
20127	Employed

20128	Academic
20129	Academic
20130	Employed
20101	Academic
20108	Academic
20111	Academic
20112	Employed
20113	Employed
20114	Employed
20117	Employed
20118	Academic
20120	Academic
20121	Employed
20122	Academic
20129	Academic
20101	Academic
20108	Academic
20112	Employed
20113	Employed
20117	Employed
20118	Academic
20120	Academic
20121	Employed
20122	Academic
20101	Academic
20113	Employed
20117	Employed
20118	Academic

20120	Academic
20121	Employed
20122	Academic

ParticipantID	ActionDate	Stage	Participant Type
20101	08/11/2023	REGISTERED	Academic
20102	08/11/2023	REGISTERED	Academic
20103	08/11/2023	REGISTERED	Academic
20104	08/11/2023	REGISTERED	Academic
20105	08/11/2023	REGISTERED	Academic
20106	08/11/2023	REGISTERED	Academic
20107	08/11/2023	REGISTERED	Employed
20108	08/11/2023	REGISTERED	Academic
20109	08/11/2023	REGISTERED	Academic
20110	08/11/2023	REGISTERED	Academic
20111	08/11/2023	REGISTERED	Academic
20112	08/11/2023	REGISTERED	Employed
20113	08/11/2023	REGISTERED	Employed
20114	08/11/2023	REGISTERED	Employed
20115	08/11/2023	REGISTERED	Academic
20116	08/11/2023	REGISTERED	Academic
20117	08/11/2023	REGISTERED	Employed
20118	08/11/2023	REGISTERED	Academic
20119	08/11/2023	REGISTERED	Academic
20120	08/11/2023	REGISTERED	Academic
20121	08/11/2023	REGISTERED	Employed
20122	08/11/2023	REGISTERED	Academic
20123	08/11/2023	REGISTERED	Employed
20124	08/11/2023	REGISTERED	Academic
20125	08/11/2023	REGISTERED	Employed
20126	08/11/2023	REGISTERED	Academic
20127	08/11/2023	REGISTERED	Employed

20128	08/11/2023	REGISTERED	Academic
20129	08/11/2023	REGISTERED	Academic
20130	08/11/2023	REGISTERED	Employed
20101	11/11/2023	WORKSHOP ATTENDED	Academic
20108	12/11/2023	WORKSHOP ATTENDED	Academic
20111	10/11/2023	WORKSHOP ATTENDED	Academic
20112	10/11/2023	WORKSHOP ATTENDED	Employed
20113	12/11/2023	WORKSHOP ATTENDED	Employed
20114	11/11/2023	WORKSHOP ATTENDED	Employed
20117	11/11/2023	WORKSHOP ATTENDED	Employed
20118	11/11/2023	WORKSHOP ATTENDED	Academic
20120	12/11/2023	WORKSHOP ATTENDED	Academic
20121	12/11/2023	WORKSHOP ATTENDED	Employed
20122	10/11/2023	WORKSHOP ATTENDED	Academic
20129	10/11/2023	WORKSHOP ATTENDED	Academic
20101	13/11/2023	SIGNED_UP	Academic
20108	14/11/2023	SIGNED_UP	Academic
20111	13/11/2023	SIGNED_UP	Academic
20113	13/11/2023	SIGNED_UP	Employed
20114	13/11/2023	SIGNED_UP	Employed
20117	14/11/2023	SIGNED_UP	Employed
20118	12/11/2023	SIGNED_UP	Academic
20120	13/11/2023	SIGNED_UP	Academic
20121	14/11/2023	SIGNED_UP	Employed
20122	13/11/2023	SIGNED_UP	Academic
20101	17/11/2023	PAID	Academic
20113	16/11/2023	PAID	Employed
20117	19/11/2023	PAID	Employed

20118	16/11/2023	PAID	Academic
20120	17/11/2023	PAID	Academic
20121	19/11/2023	PAID	Employed
20122	18/11/2023	PAID	Academic

	Participant Activity Data				Time Spent in each Stage by the Participants			
ParticipantID	REGISTERED	WORKSHOP ATTENDED	SIGNED_UP	PAID	WORKSHOP ATTENDED	SIGNED_UP	PAID	Participant Type
20101	08/11/2023	11/11/2023	13/11/2023	17/11/2023	3	2	4	Academic
20102	08/11/2023							Academic
20103	08/11/2023							Academic
20104	08/11/2023							Academic
20105	08/11/2023							Academic
20106	08/11/2023							Academic
20107	08/11/2023							Employed
20108	08/11/2023	12/11/2023	14/11/2023		4	2		Academic
20109	08/11/2023							Academic
20110	08/11/2023							Academic
20111	08/11/2023	10/11/2023	13/11/2023		2	3		Academic
20112	08/11/2023	10/11/2023			2			Employed
20113	08/11/2023	12/11/2023	13/11/2023	16/11/2023	4	1	3	Employed
20114	08/11/2023	11/11/2023	13/11/2023		3	2		Employed
20115	08/11/2023							Academic
20116	08/11/2023							Academic
20117	08/11/2023	11/11/2023	14/11/2023	19/11/2023	3	3	5	Employed
20118	08/11/2023	11/11/2023	12/11/2023	16/11/2023	3	1	4	Academic
20119	08/11/2023							Academic
20120	08/11/2023	12/11/2023	13/11/2023	17/11/2023	4	1	4	Academic
20121	08/11/2023	12/11/2023	14/11/2023	19/11/2023	4	2	5	Employed
20122	08/11/2023	10/11/2023	13/11/2023	18/11/2023	2	3	5	Academic
20123	08/11/2023							Employed
20124	08/11/2023							Academic
20125	08/11/2023							Employed
20126	08/11/2023							Academic
20127	08/11/2023							Employed
20128	08/11/2023							Academic
20129	08/11/2023	10/11/2023			2			Academic

20130	08/11/2023							Employed

Participant Interaction Overview

Number of Unique Participants	30
Last Interaction Date	19/11/2023
First Interaction Date	08/11/2023
Number of Funnel Stages	4

Participant Engagement and Dropout Analysis			
Stages	Number of Participants	Dropout Rate %	Average Days Spent
REGISTERED	30		
WORKSHOP ATTENDED	12	60.00%	3
SIGNED_UP	10	16.67%	2
PAID	7	30.00%	4.29

Participant Type-wise Engagement and Dropout Analysis							
Academic				Employed			
Stages	Number of Participants	Dropout Rate %	Average Days Spent	Stages	Number of Participants	Dropout Rate %	Average Days Spent
REGISTERED	20			REGISTERED	10		
WORKSHOP ATTENDED	7	65.00%	2.86	WORKSHOP ATTENDED	5	50.00%	3.2
SIGNED_UP	6	14.29%	2.00	SIGNED_UP	4	20.00%	2
PAID	4	33.33%	4.25	PAID	3	25.00%	4.333333333

Participant Onboarding Overview

Overall Participant Funnel

Stages	Number of Participants
REGISTERED	30
WORKSHOP ATTENDED	12
SIGNED_UP	10
PAID	7
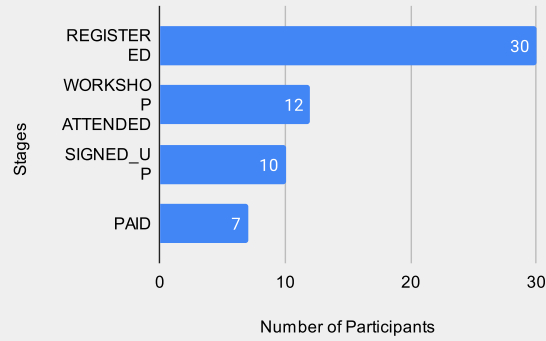
Overall Participant Journey Timeline

Average Days Spent

- WORKSHOP ATTENDED: 3
- SIGNED_UP: 2
- PAID: 4.285714286

Overall Dropout Rate %

Dropout Rate %

- REGISTERED:
- WORKSHOP ATTENDED: 60.00%
- SIGNED_UP: 16.67%
- PAID: 30.00%
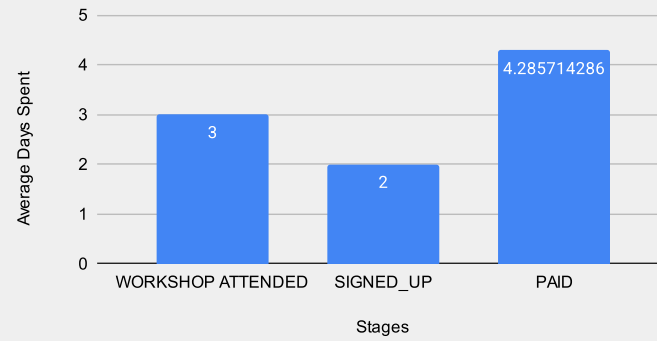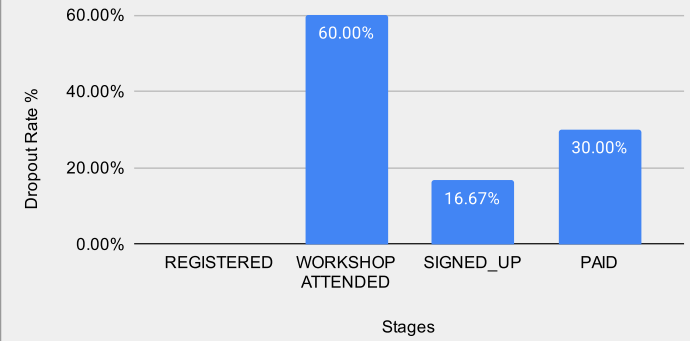
ParticipantType-wise Funnel

Academic / Employed

Stages	Academic	Employed
REGISTERED	20	10
WORKSHOP	7	5
SIGNED_UP	6	4
PAID	4	3
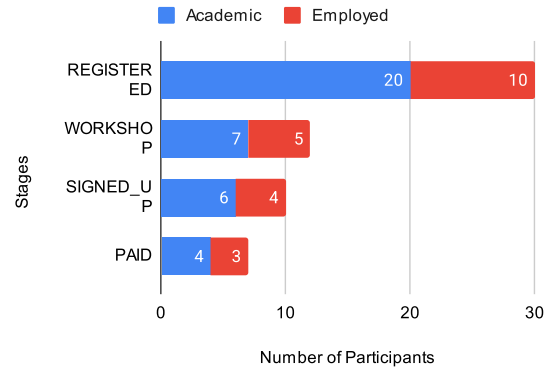
Participant Type-wise User Journey Timeline

Academic / Employed

Stages	Academic	Employed
WORKSHOP ATTENDED	2.86	3.2
SIGNED_UP	2.00	2
PAID	4.25	4.333333333
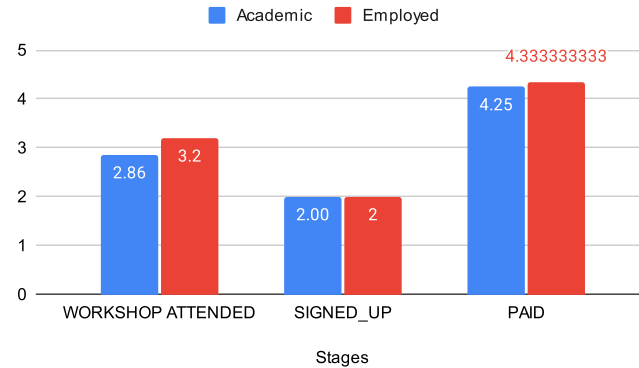
Participant Type-wise Dropout Rate %

Academic / Employed

Stages	Academic	Employed
WORKSHOP ATTENDED	65.00%	50.00%
SIGNED_UP	14.29%	20.00%
PAID	33.33%	25.00%
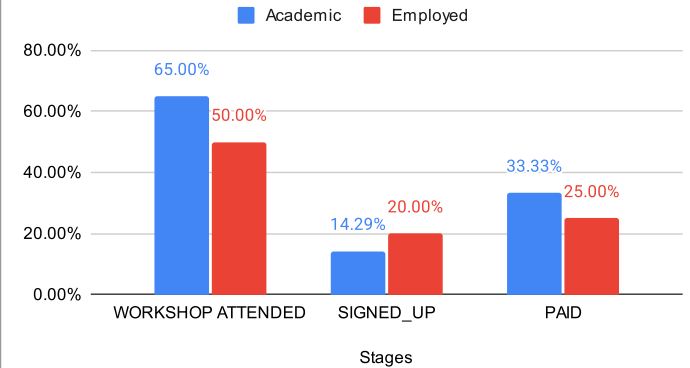
Insights from analysis			
Overall Funnel Analysis			
	All Participants	Academic	Employed
Conversion Rate	23.33%	20.00%	30.00%
Average Time Spent	9.29	9.11	9.53

	Report for management
1	30% of employed who registered for the workshop paid the fees.
2	The conversion rate of employed (30%) is higher than that of academic participants (20%).
3	The average time spent by academic and employed participant is alomst same.