



# Business Case: Funnel Drop-Off Analysis



## Primary Objective:

To identify where users are dropping off in the onboarding process and why, so the company can reduce friction, increase conversions, and grow activation rates.

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## Business Context

You work on the **Growth or Product Analytics** team of a digital bank / fintech app. The company is acquiring lots of users, but many **don't complete onboarding**, meaning they never verify, deposit, or transact.

Each stage (email, KYC, deposit, transaction) is a **conversion gate**. Users who drop out = **lost revenue** and **wasted acquisition spend**.

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## What This Project Aims To Do

### 1. Quantify conversion at each step

- How many users **sign up** but don't verify email?
- How many **verify** but never complete KYC?
- How many **deposit** but never transact?

### 2. Analyze drop-off by segment

- Are **certain countries**, **age groups**, or **acquisition channels** dropping more?
- Is KYC drop-off higher among users from **Nigeria** than **Germany**?
- Do **Referral users** convert better than **Paid** users?

### 3. Measure time-to-convert

- How long does it take to move from signup to deposit?
- Where is there **delay or friction** in the funnel?

#### 4. Make data-backed product suggestions

- Should we improve KYC UX for users from Africa?
- Should we show nudges to users who haven't deposited after approval?
- Should we A/B test a faster verification flow for Paid channel users?

1. Country
2. Acquisition Channel
3. Device Type
4. KYC Approval Time