Problem Statement Document

Project Title

Website Funnel Analysis for October 2025

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1. Project Overview

A digital-first electronics brand operates an official company website that serves as a primary channel for customer acquisition, engagement, and sales. With increasing competition in the online retail space and evolving customer behavior, it has become critical for the organization to closely monitor how users interact with the website and progress through different stages of the purchase journey.

The company wants to evaluate the effectiveness of its website funnel during **October 2025** to understand how potential customers move from initial website visits to final conversions. This includes analyzing user behavior across multiple funnel stages, identifying traffic sources, understanding regional performance, and assessing product category engagement. By leveraging website interaction and transaction data, the company aims to gain a comprehensive, data-driven view of customer movement through the funnel.

This project focuses on conducting an end-to-end funnel analysis using exploratory data analysis (EDA) and visualization techniques to support informed, high-level business decision-making.

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2. Business Problem Statement

Despite consistent website traffic, the company lacks clear visibility into how effectively users are converting at each stage of the website funnel. There is limited understanding of where potential customers drop off, which acquisition channels drive high-quality traffic, and how performance varies across regions and product categories.

The absence of a structured funnel analysis makes it difficult for stakeholders to: - Measure conversion efficiency at different funnel stages - Identify high-performing and underperforming channels - Understand regional and category-level contributions to overall performance - Track key performance indicators (KPIs) in a centralized and intuitive manner

The business requires a structured analytical approach to evaluate website funnel performance for October 2025 and present key metrics through an interactive and easy-to-understand dashboard.

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3. Key Business Questions

This project seeks to address the following high-level business questions:

• How do users progress through each stage of the website funnel?
• What are the conversion rates between consecutive funnel stages?
• Where do the highest user drop-offs occur within the funnel?
• Which traffic channels contribute the most to funnel entry and conversions?
• How does funnel performance vary across different regions?
• Which product categories show the highest engagement and conversion activity?
• How can funnel performance metrics be tracked effectively using dashboards?

4. Deliverables

The expected deliverables for this project include:

• **Data Preparation & EDA (Python):**
• Data cleaning, transformation, and exploratory analysis

• Statistical summaries and visual exploration of funnel data

• **Analytical Visualizations:**

• Multiple charts and plots to support data understanding and observation

• **Power BI Dashboard:**

• Interactive dashboard showcasing high-level KPIs and funnel metrics

• Visual representation of conversion rates, channel performance, regional trends, and category-level analysis

• **Project Documentation:**

• A structured problem statement and analysis documentation for stakeholder reference

5. Expected Outcome

The outcome of this project is a comprehensive analytical framework that enables stakeholders to monitor website funnel performance, track key metrics, and gain a consolidated view of customer behavior during October 2025. The project emphasizes clarity, transparency, and accessibility of data through visual and dashboard-driven analysis.