# Funnel Analysis Project insights

For the funnel analysis i have taken following 6 events :

first_visit
view_promotion
view_item
add_to_cart
begin_checkout
purchase

After executing the query i got the following results where i picked only top 3 countries :

event_name	top_country_1	top_country_2	top_country_3
first_visit	112863	24117	19296
view_promotion	44912	9551	7836
view_item	26953	5795	4653
add_to_cart	5603	1162	993
begin_checkout	4310	878	764
purchase	1942	406	355

| begin_checkout | 4310 878 764 |
| purchase | 1942 406 355 |
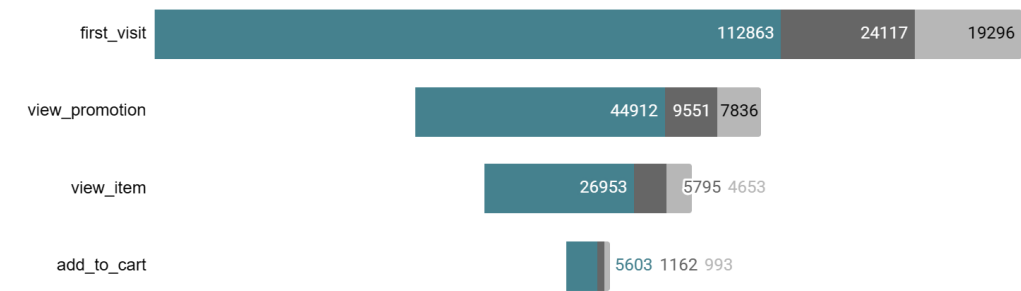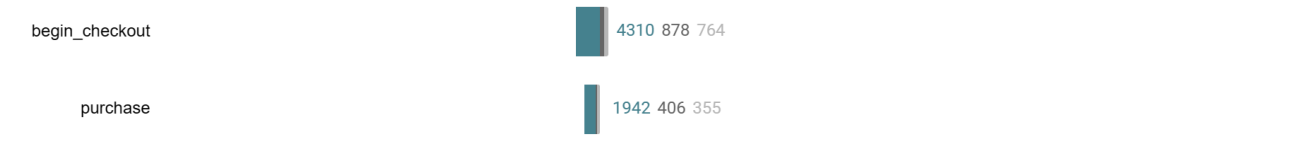
Based on this results here is the more better view in the form of percentage :

event_name	Full_perc	1st_country_perc_drop	2nd_country_perc_drop	3rd_country_perc_drop
first_visit	100.00%	100.00%	100.00%	100.00%
view_promotion	39.86%	39.79%	39.60%	40.61%
view_item	23.93%	23.88%	24.03%	24.11%
add_to_cart	4.96%	4.96%	4.82%	5.15%
begin_checkout	3.81%	3.82%	3.64%	3.96%
purchase	1.73%	1.72%	1.68%	1.84%

Insights :

From the table we can see there is sharp drop in the customer conversion rate after "View_item" step as customer not confident enough to purchase the product after viewing the item page.

But after "add_to_cart" customer who still stays in the page from there almost ⅓ of them end up buying the product.

Even though, The "Purchase" percentage is not looking promising in the whole point of view from sales funnel as most the customer leaving after viewing the item .