# ONLINE SALES FUNNEL DROP-OFF ANALYSIS

**Tools:** SQL, Power BI     |     **Dataset Size:** 100,000+ session records     |     **Domain:** Digital / Marketing Analytics

## Overview

This project combined SQL querying and Power BI visualization to analyze an e-commerce sales funnel. It identified customer drop-off points from website browsing to checkout completion, helping the marketing and UX teams improve conversion rates.

## Key Findings

- 42% of users abandoned carts after viewing more than 3 products.

- Average session duration correlated positively (0.72) with purchase likelihood.

- 19% of checkout failures were linked to mobile device lag times.

- 30% of lost conversions could be recovered with reminder emails or discounts.

## Impact

The analysis influenced website optimization decisions and improved customer-retention campaign design. The team adopted personalized re-marketing based on user session metrics.

## Skills & Tools Applied

SQL (joins, aggregations, CTEs), Power BI visualization, funnel analytics, user behavior modeling, business storytelling.