**Business Case:**

Funnel Analysis Report by Yash Vasulkar

Insights Related to the Business Case,

* *The overall conversion to orders, with a conversion rate of* ***2% to 8%****, signifies the effectiveness of a marketing strategy in turning potential customers into actual buyers. This metric highlights the percentage of website visitors or leads who complete a purchase, reflecting the efficiency of the sales funnel. On the other end, an 8% conversion rate suggests a highly optimized user experience and a compelling value proposition, likely in sectors with lower barriers to purchase or highly targeted marketing efforts. Achieving such rates involves refining various elements, from website design and user interface to persuasive content and targeted advertising, ensuring that a significant portion of the audience is motivated to complete their transactions.*
* *The order change percentage, varying from* ***-67% on 16/07/19 to 158% on 22/07/19*** *with respect to the previous week, indicates significant fluctuations in the volume of orders received. A decrease of 67% suggests a substantial drop in customer activity, potentially due to factors such as* ***seasonal trends, reduced marketing efforts, supply chain issues, or competitive actions****. On the flip side, an increase of 158% represents a remarkable surge in orders, which could be driven* ***by successful promotional campaigns, product launches, positive customer reviews, or broader market trends****. These dramatic changes underscore the dynamic nature of consumer behaviour and the need for businesses to adapt swiftly. Analyzing these shifts helps companies identify underlying causes and adjust strategies accordingly to maintain stability and growth in order volume.*
* *The average conversion stands as follows, L2M with 24%, M2C at 32%, C2P at 72% and P2O at 81%, These conversion rates illustrate the performance of each stage in the sales funnel, providing a clear picture of where potential customers are most likely to drop off and where the process is most effective:*

1. ***Lead to Marketing (24%)****: Out of all leads generated, 24% move forward to the marketing stage. This indicates that the initial lead generation efforts are moderately effective, but there's room for improvement in attracting high-quality leads or better targeting.*
2. ***Marketing to Consideration (32%)****: Once leads are in the marketing funnel, 32% proceed to consider the product or service. This stage has a higher conversion rate than the initial one, suggesting that the marketing efforts are resonating well with a segment of the audience, convincing them to consider the offering seriously.*
3. ***Consideration to Purchase (72%)****: A significant jump occurs at this stage, with 72% of those who consider the product actually deciding to make a purchase. This high conversion rate indicates strong persuasive tactics, such as effective marketing communication, compelling value propositions, and addressing customer needs adequately.*
4. ***Purchase to Order (81%)****: The final conversion rate from purchase intent to placing an order is 81%, showcasing a highly efficient closing process. This reflects well on the checkout process, customer service, and overall purchase experience, ensuring that most of those who intend to buy complete their transactions.*

***Conclusion:***

*Overall, the data highlights strengths in the mid to lower funnel stages (consideration to order), indicating strong persuasive and closing strategies. However, there is potential to enhance the initial stages (lead to marketing) to increase the overall flow through the funnel. Improving lead quality, targeting, and initial engagement strategies could help in capturing a larger percentage at the top of the funnel, thereby increasing the total number of orders.*