Funnel Drop-Off Dashboard – Project Summary

Objective:
To identify bottlenecks in the user onboarding funnel and provide data-driven insights into user engagement and drop-off points across acquisition channels and device types.

Dataset:
- 5,000 simulated users
- Features: signup_date, device_type, channel
- Funnel steps: landing → account creation → email verification → first use → return engagement

Key Features:
- Interactive KPI banner showing Total Users, Engaged Users, and Engagement CTR
- Bar chart of user counts per funnel stage
- Drop-off table showing user loss and % between stages
- CTR heatmap by device and channel
- Filter options for date range, device type, and channel

Key Insights:
- Largest drop-off occurred between Email Verification and First Use
- Tablet users showed the highest attrition rates
- Paid channels performed best in user retention

Tools Used:
Python • Plotly Dash • Pandas • HTML/CSS

Ideal Use Cases:
- Marketing & Product teams analyzing onboarding flows
- UX researchers investigating device-based drop-offs
- Growth teams optimizing acquisition efforts