

Funnel Drop-Off Analysis

Diagnosing user friction and abandonment during the onboarding process

Objective

To identify where users drop off during the onboarding funnel and provide actionable insights to improve retention and engagement.

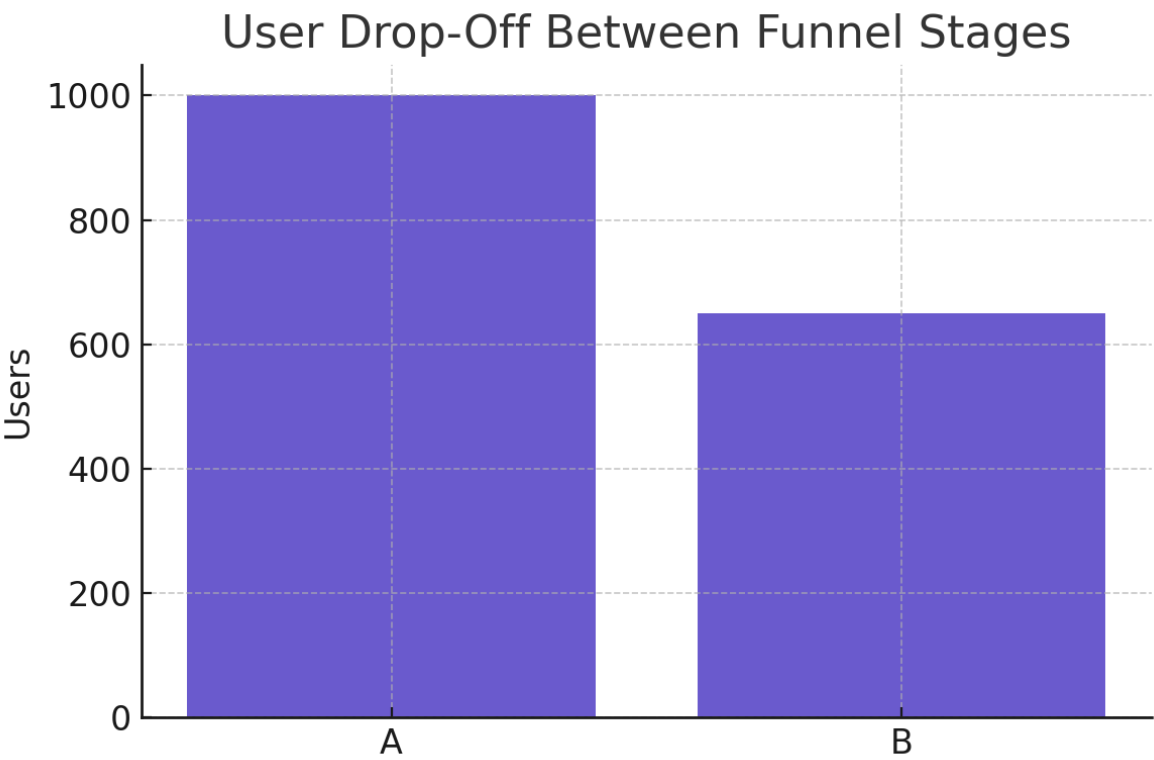
Methodology

Simulated funnel stages include: session start, product view, add to cart, and purchase. User drop-off was tracked between each stage using binary flags to represent stage completion.

Key Insights

- Major drop observed between product view and add to cart.
- This suggests that while users are browsing, they may not find products compelling enough to proceed.
- Further segmentation by channel and device may help clarify intent gaps.

Funnel Drop-Off Visualization



Recommendations

- Enhance product descriptions or imagery to increase cart interest.
- Introduce urgency cues or discounts at product view stage.
- A/B test onboarding prompts that guide users from browse to conversion.