

## Marketing Funnel & Conversion Performance Analysis – Task 3

### Internship Program: Future Data Science (FUTURE\_DS)

Task ID: FUTURE\_DS\_03

Marketing Funnel D...									
	A	B	C	D	E	F	G		
1	Channel	Website Visits	Leads	Conversions	Visit to Lead	Lead to Conversion %			
2	Google Ads	5000	800	120					
3	Facebook	4000	600	90					
4	Instagram	3000	500	70					
5	Email	2000	700	200					
6	Referral	1500	300	60					
7									

#### 1. Objective

- The objective of this project is to analyze marketing funnel data using Microsoft Excel
- To identify conversion drop-offs at each stage of the marketing funnel
- To evaluate marketing channel performance and improve lead-to-customer conversion through data-driven insights

#### 2. Dataset Description

- The dataset contains marketing and funnel-related information including:
- Website visits
- Leads generated
- Qualified leads
- Customers acquired
- Marketing channels (Email, Social Media, Paid Ads, etc.)
- The data was analyzed and visualized using Microsoft Excel

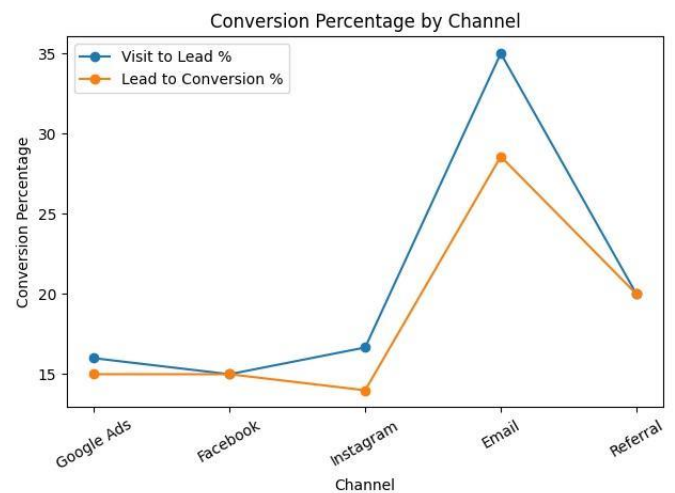
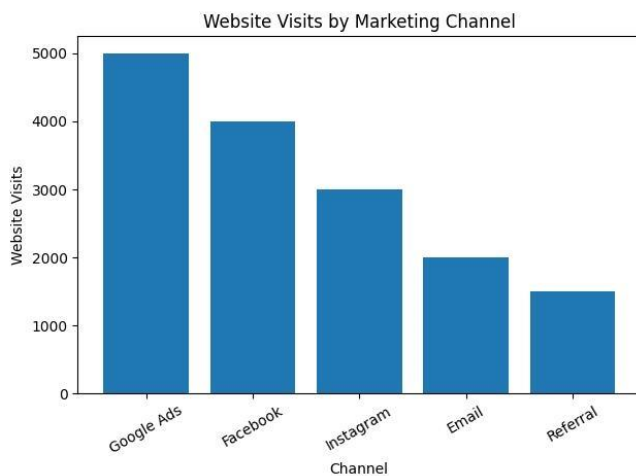
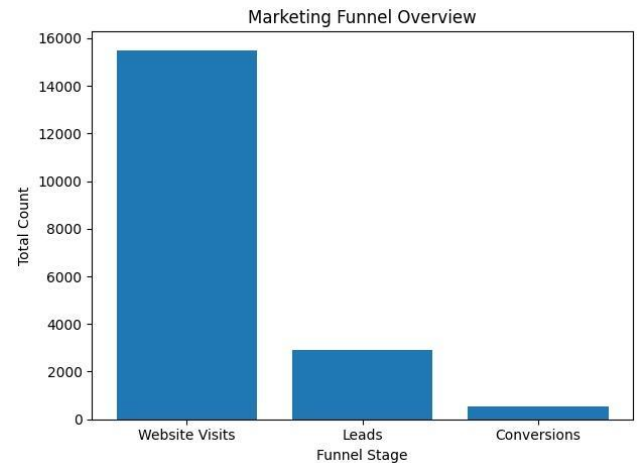
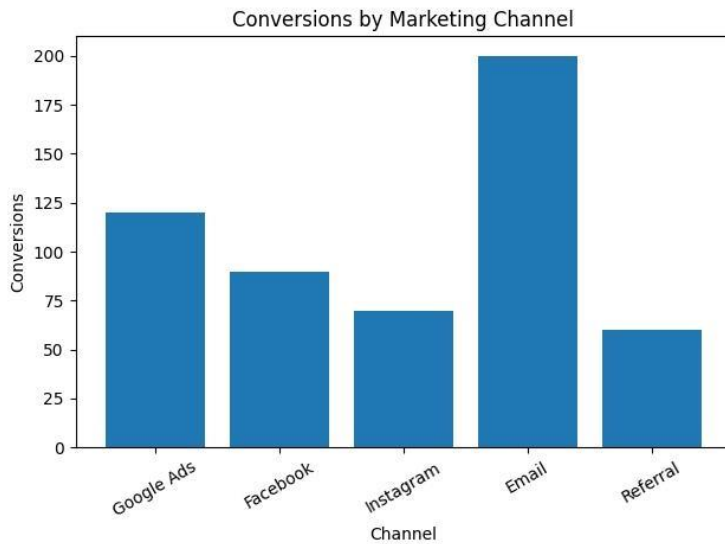
#### 3. Tools Used

- Microsoft Excel

#### 4. Analysis Performed

- Organized and cleaned the marketing funnel dataset
- Calculated conversion rates and drop-off percentages for each funnel stage
- Analyzed customer movement across the funnel

- Compared conversion performance across different marketing channels
- Created charts and tables for clear visualization of funnel performance



## 5. Key Insights

- Significant drop-off observed between lead generation and customer conversion stages
- Email marketing channel showed higher conversion efficiency
- Social media generated high traffic but lower final conversions
- Mid-funnel stages contributed the most to overall conversion loss

## 6. Conclusion

- This project provided hands-on experience in marketing funnel and conversion analysis using Microsoft Excel

- The analysis helped identify key funnel gaps and channel performance issues
- The task enhanced analytical thinking, funnel optimization understanding, and data visualization skills gained during the FUTURE\_DS internship

#### **7. Internship Declaration**

- This project was completed as part of the Future Data Science (FUTURE\_DS) Internship – Task 3