📘 EduTrack Funnel Optimization

🎯 Improving Course Enrollment for LearnCore, an e-Learning Platform

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📁 Project Overview

This case study explores the sales funnel performance of **LearnCore**, a growing e-learning platform. After launching an awareness campaign with free course coupons, LearnCore saw high site traffic and course exploration but low actual enrollment.

The goal of this project is to use **Power BI** to analyze where users drop off in the funnel, uncover bottlenecks, and recommend changes to increase course enrollment.

🔍 Why This Project Matters

Sales funnel analysis helps businesses identify where potential users lose interest or get stuck and how to fix it.

For LearnCore, this project aims to:

- Identify where most users abandon the enrollment process

- Understand behavioral patterns across funnel stages

- Recommend actionable steps to improve conversions and maximize ROI from marketing efforts

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🎯 Project Objectives

- Analyze LearnCore's website behavior data to map the enrollment funnel

- Detect major drop-off points from Landing Page → Enrollment

- Visualize user flow and funnel conversion in Power BI

- Provide strategic recommendations to improve funnel performance

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📊 Dataset Summary

Data provided includes 8 page-level logs and 1 user profile table. Each file represents a stage in the user journey:

Table	Purpose
Users	User device, gender, and visit date
Landing Page	Users who arrived on the platform

Table	Purpose
Course Exploration	Users who browsed course pages
Signup	Users who began account creation
Course Preview	Users who previewed a course
Enrollment	Users who reached the final enrollment page

Each table is connected by User ID, allowing full funnel analysis.

🛠 Tools & Tech Stack

- **Power BI** – for dashboarding and visualization

- **Power Query** – for data transformation

- **Excel** – as the raw data source

🔧 Project Scope

1. **Data Connection & Integration**
   Connect all page-level and user data into Power BI

2. **Data Cleaning & Modeling**
   Transform the data using Power Query; build relationships using User ID

3. **Funnel Analysis**
   Track user drop-off rates at each stage of the funnel

4. **Visualization & KPIs**
   Create visuals to show:

   - Funnel progression

   - Drop-off rates per stage

   - Device/gender behavior breakdowns

5. **Insight & Recommendations**
   Present key findings and suggest how LearnCore can improve the funnel and increase enrollment