

# CONVERSION METRICS DASHBOARD

Dashboard

Insights

Recommendation

Funnel Flow

Device

All

Date

All

Total Visitors

90.4K

Total Enrollments

436

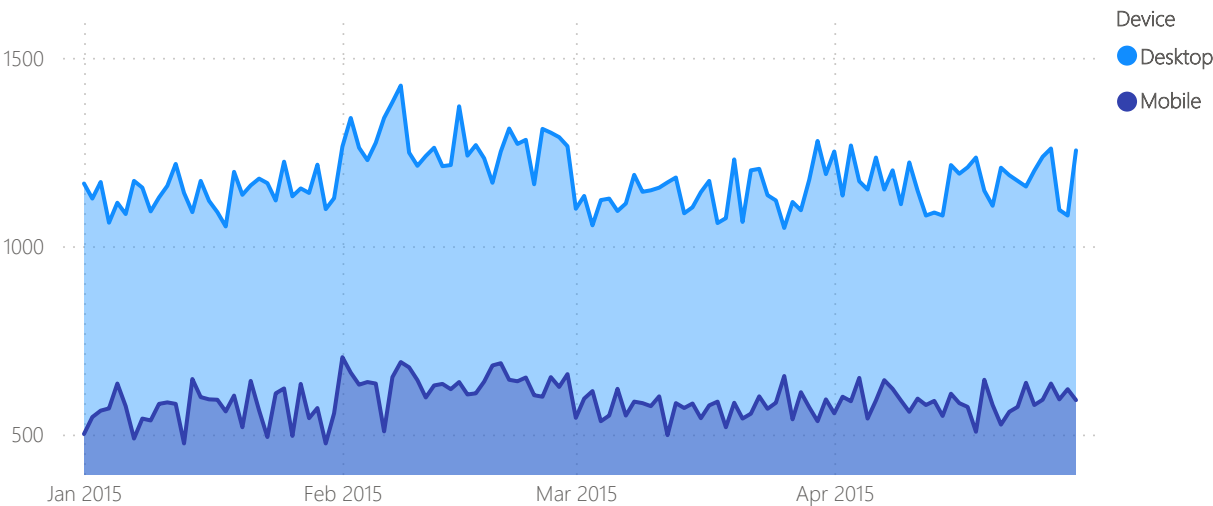
Overall Conversion Rate

0.48%

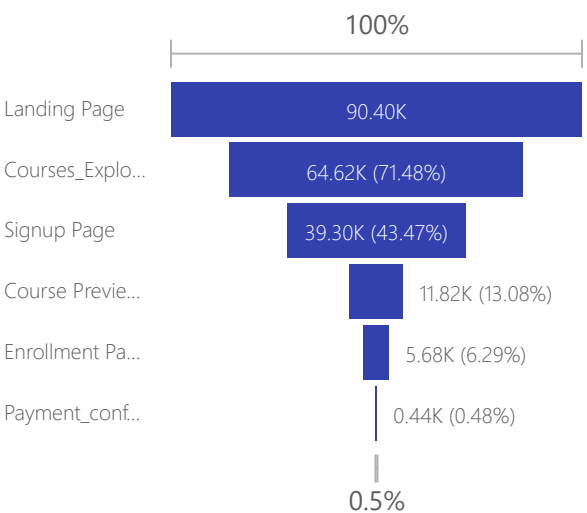
Overall Drop-off Rate

99.52%

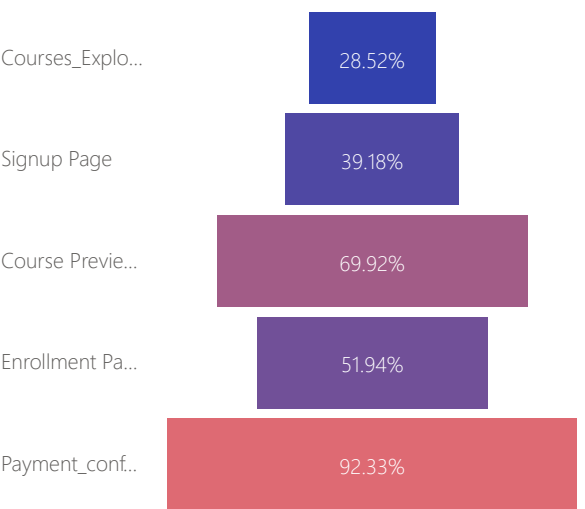
Daily Site Visits: Desktop vs Mobile



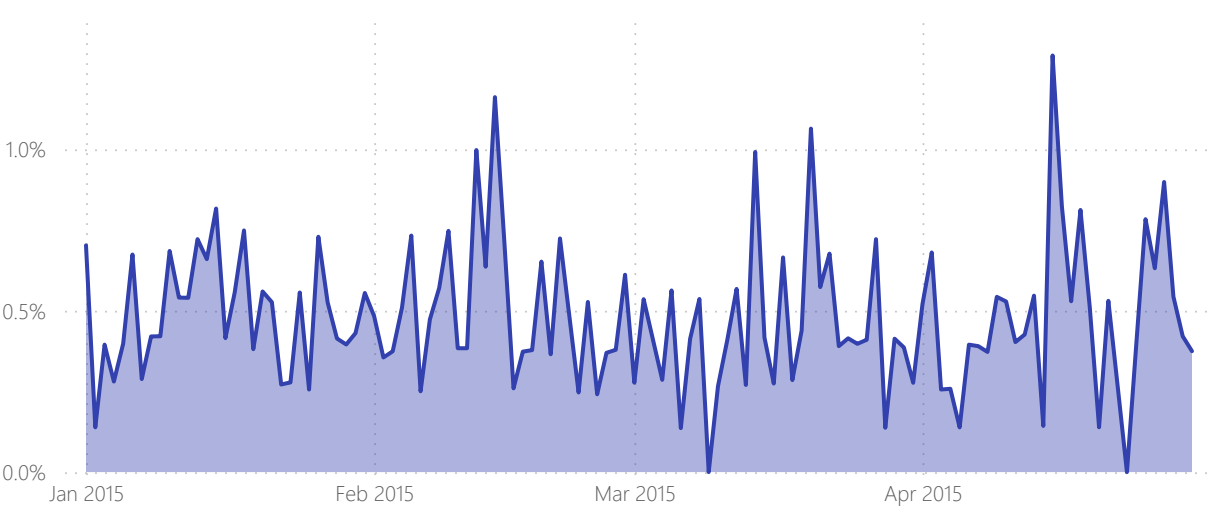
User Retention Through Enrollment Funnel



Where Are We Losing Users?



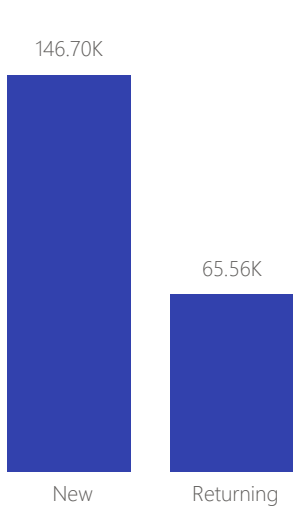
Daily Conversion Rate Trend



Conversion Performance by Device Type



Visitor Type Breakdown: New vs Returning Users



# CONVERSION FUNNEL INSIGHTS

## What the Data Tells Us ?

### 1. Strong Traffic, But Very Low Conversions

- The platform attracted over 90.4K visitors, yet only 436 completed enrollment.
- This results in an overall conversion rate of just 0.48%, meaning 99.52% of users drop off before completing the funnel.
- The data highlights a major disconnect between initial interest and actual course enrollment.

### 2. Biggest Losses Occur at Critical Decision Points

- The funnel retention chart shows steady loss, but the drop-off rate chart reveals where the sharpest declines occur:
  - Signup → Course Preview: 69.9% of users abandon before previewing a course.
  - Enrollment → Payment Confirmation: 92.3% of users drop off at the final step.
- These two points reflect the most urgent friction areas in the enrollment process.

### 3. Users Are Browsing, Not Committing

- While 71.5% of visitors explore courses after landing, only 13% preview any course, and fewer than 7% reach the enrollment page.
- This suggests users are interested but unconvinced — possibly due to:
  - Lack of compelling course previews
  - Poor trust-building before asking for signups or payment

### 4. Conversion is Higher on Desktop

- Desktop users had a conversion rate of 0.51%, slightly outperforming mobile users at 0.43%.
- This may reflect better usability on desktop or friction in the mobile experience (e.g., form fields, navigation).

### 5. New Visitors Dominate, But Retention Is Low

- New users (146.7K) far outnumber returning users (65.5K).
- However, low conversion and high drop-off indicate that few new users are being nurtured into repeat or converting users.
- The funnel isn't just leaking, it's not pulling users back in after the first touchpoint.

### 6. Users Are Interested But Something Is Stopping Them

- The early parts of the funnel (landing → exploration → signup) show decent engagement.
- But as soon as value demonstration or commitment is required, users begin to drop drastically.
- This suggests a communication gap, pricing hesitation, lack of trust, or poor user experience

# CONVERSION FUNNEL RECOMMENDATIONS

## What LearnCore Should Do?

### 1. Rebuild Trust and Value Before Asking for Signup or Payment

- Ensure course previews are accessible and persuasive before signup.
- Include testimonials, instructor intros, or sneak peeks.
- Avoid gating valuable info behind early-stage forms.

### 2. Optimize the Final Stage (Enrollment → Payment)

- The 92.3% drop at payment suggests a severe blocker:
  - o Simplify checkout or enrollment steps.
  - o Display price breakdown clearly.
  - o Offer trial enrollments or discounts.
  - o Add trust elements like secure payment badges and refund guarantees.

### 3. Personalize the Experience Based on Device

- Audit the mobile funnel fix any form, layout, or UX issues.
- Consider device-specific experiences mobile users may benefit from a shorter funnel or persistent calls-to-action.

### 4. Implement Re-Engagement & Remarketing Tactics

- Capture emails earlier in the funnel and retarget non-converting users.
- Show personalized reminders or retargeting ads for users who dropped at preview or signup stages.
- Offer limited-time discounts to users who almost enrolled.

### 5. Create a “Recovery Funnel” for Drop-offs

- Design a targeted experience for users who previously dropped off:
  - o Email: “Still interested in [Course Name]?”
  - o Pre-filled signup form
  - o Shorter path to preview or payment

### 6. Monitor and A/B Test Changes Ongoing

- Use conversion rate and drop-off charts as baseline metrics.
- Track the impact of every change: Is drop-off from Signup → Preview improving? Is mobile conversion rising?
- Gradually refine the funnel by testing smaller improvements one step at a time.

Overall we do not have a traffic problem, we have a funnel friction problem. Users are arriving, but the journey from interest to commitment is leaking heavily at two major points. Simplifying steps, building trust earlier, and using strategic follow-up, LearnCore (DataTechHub) can significantly lift enrollments without needing more ad spend.