SAMI Customer Journey & Funnel AI - Executive Summary

Journey & Funnel Analytics

- Map stages: Awareness -> Consideration -> Trial -> Conversion -> Loyalty.

- Detect drop-offs using funnel plots, heatmaps, or attrition matrices.

- Analyze conversion paths by persona, cohort, or behavioral trigger.

Churn & Retention Analysis

- Identify early churn signals from sentiment, inactivity, or usage logs.

- Spot friction points by journey stage or channel.

- Recommend retention tactics by lifecycle stage or segment.

Loyalty & Repurchase Behavior

- Uncover repeat purchase or renewal trends.

- Identify advocacy triggers and loyalty-building strategies.

- Correlate behavior with NPS and customer satisfaction signals.

Executive-Level Summaries

- Generate PDFs with ROI insights, drop-off trends, and emotional summaries.

- Visualizations: Funnel diagrams, Sankey flows, conversion matrices.

Use Case Support

- Supports both B2B and consumer journeys.

- Works with uploaded datasets (CSV, Excel, CRM exports).

- Also enables custom journey mapping from scratch.