**User Flow Analysis — Finance User Platform**

**1️ Project Overview**

This project analyzes user behavior on a fictional finance platform. The focus is on the user journey from sign-up → email verification → activation → first transaction. The goal is to provide actionable insights on \*\*user engagement, conversion rates, and trends over time, showing how many users sign up versus how many actually use the platform.

**2️ Objectives**

\* Track total sign-ups and activation metrics

\* Visualize user progression through the platform

\* Analyze trends across sign-up channels and countries

\* Provide an interactive dashboard for executive decision-making

**3️ Dataset Description**

The dataset includes the following columns:

\* `User ID`

\* `Sign-Up Dates`

\* `Email Verified Dates`

\* `Activation Date`

\* `First Transaction Dates`

\* `Country`

\* `Sign-Up Channel`

The dataset was cleaned and processed using Excel, SQL, Python, and visualized in Power BI

4️ Methodology

4.1 Data Cleaning

\* Removed duplicates and blank values in Excel

\* Standardized country names and date formats

\* Calculated Activation Lag (days between signup and activation/transaction)

4.2 SQL Analysis

SQL queries were used to calculate:

\* Total sign-ups

\* Total verified users

\* Total activated users

\* Total users completing first transactions

Results from 500 users:

\* Total sign-ups: 500

\* Verified users: 416

\* Activated users: 342

\* First transactions: 246

Funnel breakdowns were also performed by signup channel and country.

4.3 Python Verification

\* Connected Python directly to SQL to validate all queries

\* Verified metrics and calculated additional insights for dashboard visualization

4.4 Dashboard Configuration

**Power BI dashboard with 2 pages:**

\* Page 1: Executive summary (KPI cards, trends over time)

\* Page 2: Detailed segmentation (country, signup channel, activation lag distribution)

\* Sidebar filters for Country and Sign-Up Channel

\* Used maps, trend charts, and summary tables

**5️ Key Finding**

5.1 Funnel Analysis

\* Most users drop off after activation, failing to complete their first transaction

\* Less than 50% of users complete their first transaction

\* Average Activation Lag: 3 days (average time for active users to do their first transaction)

5.2 Channel Analysis

\* Most users signed up via website (104 users)

\* Most verified, activated, and transacting users came from Twitter

5.3 Country Analysis

\*Nigeria: highest total users and verified users

\*Ghana: highest activated users and first transactions (conversion rate ~55%)

5.4 Insights

\* Large drop-off occurs after activation, where most users fail to convert into transactional users

\* Users from Twitter show higher intentionality than website sign-ups

\* Geopolitical and economic factors (e.g., dollar sanctions in Nigeria) may reduce platform usage

**6️ Recommendations**

1. Increase Ads and Targeting

\* Use targeted campaigns on Instagram, Twitter, and other platforms

\* Tailor campaigns for each country’s needs and regulations

2. Enhance Referral Benefits

\* Encourage users to refer friends with higher incentives

3. Improve Onboarding & Activation

\* Reduce activation friction

\* Highlight platform benefits and remote job opportunities

4. Country-Specific Strategies

\* Nigeria: Focus on overcoming economic constraints

\* Ghana & other high-conversion regions: Strengthen retention and engagement

**7️ Conclusion**

While sign-ups are high, there is a significant drop-off after activation, and fewer than 50% of users complete their first transaction. The average time for active users to complete their first transaction is 3 days. By improving targeted marketing, referral programs, and activation strategies, the platform can convert more registered users into active, transacting users, maximizing engagement and business impact.