PRODUCT PURCHASE
DROP OFF ANALYSIS

Google Analysis 4 Report

Darshil Bhatt

REPORT OVERVIEW

This project analyzes the purchase journey on the Google Merchandise Store, tracking users from Product View → Add to Cart → Purchase.
The goal is to identify where users drop off in the funnel, quantify abandonment rates, and measure the overall completion rate.

BUSINESS QUESTIONS ADDRESSED

01   Which step saw the Highest DropOff% and Why ?

02   How many users Abandoned the Funnel from after Product View Event ?
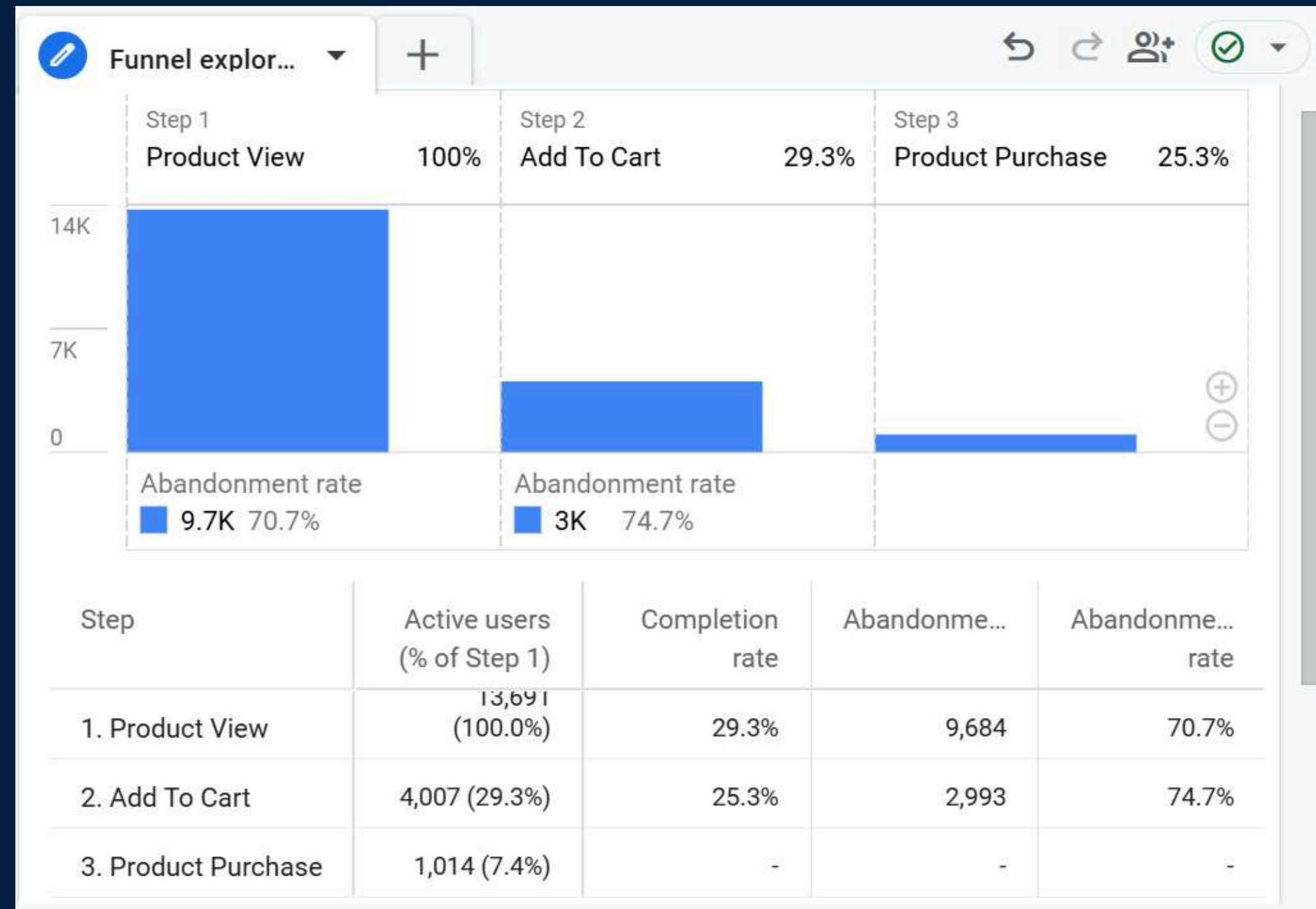
03   Total % of Users who completed the entire Funnel.

FUNNEL ANALYSIS REPORT

Funnel Insights

- Step 2 Add To Cart witnessed the Highest % of DropOff resulting to staggering 74.7% as only 1,014 Users purchased from 4,007 Users who Added To Cart. Possible reasons could be Unexpected Cost, Comparision Shopping, Payment Issues, Lack of Trust or Change of Mind etc.

- 9,684 Users Abandoned from the Funnel right after viewing the product. Indicating lack of interest in product.

- 7.4% Users Completed the Entire Product Funnel. (Funnel Completion % = (Final Step Users ÷ First Step Users) × 100) resulting in a poor performing Funnel.

Funnel explor...   +

| Step 1 Product View | 100% | Step 2 Add To Cart | 29.3% | Step 3 Product Purchase | 25.3% |

Abandonment rate
■ 9.7K 70.7%

Abandonment rate
■ 3K 74.7%

Step	Active users (% of Step 1)	Completion rate	Abandonme...	Abandonme... rate
1. Product View	13,691 (100.0%)	29.3%	9,684	70.7%
2. Add To Cart	4,007 (29.3%)	25.3%	2,993	74.7%
3. Product Purchase	1,014 (7.4%)	-	-	-

THANK YOU!!

CONTACT

📞 +49 15510820771

✉️ darshilbhatt.business@gmail.com

Linkedin-
https://www.linkedin.com/in/darshil-
bhatt-a2a6bb22a/