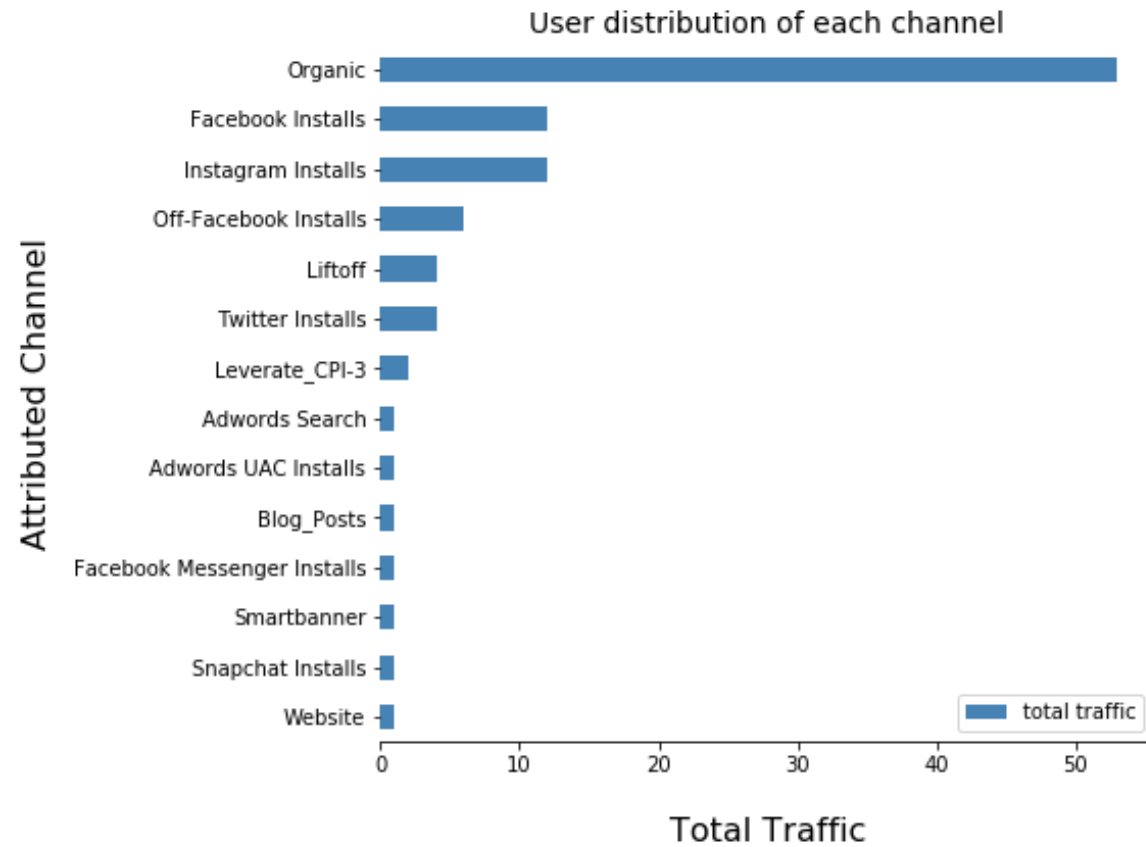




# BI Analyst – funnel analysis

By: Danni Long

# BI PART



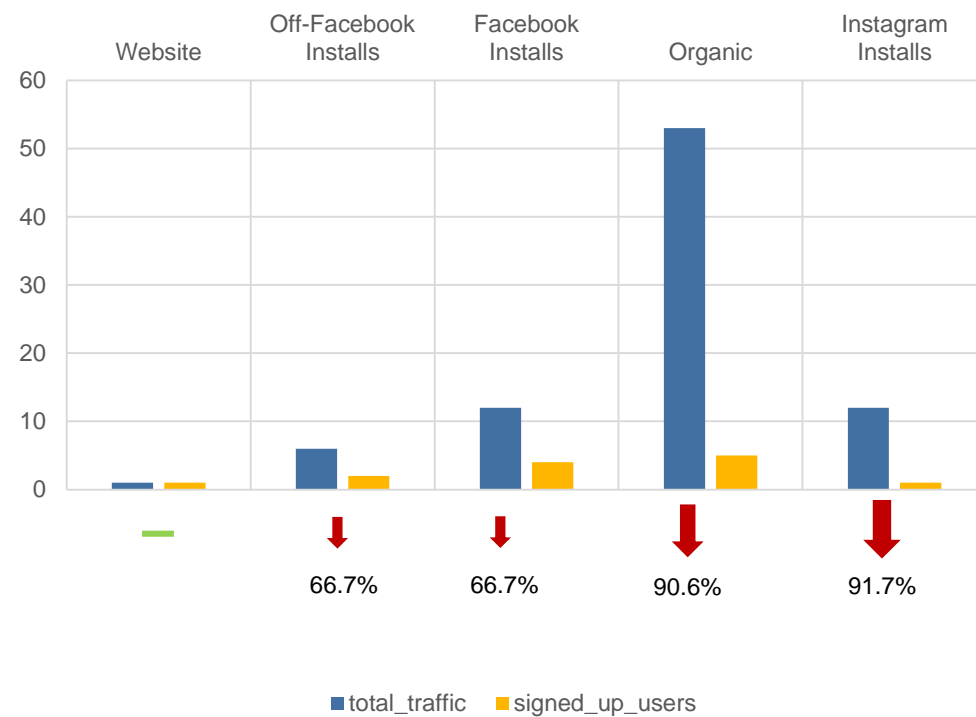
The top three channels that getting most traffic are:

1. Organic
2. Facebook installs
3. Instagram installs

Organic, on its own, attracts more than **50%** of the user

# BI PART

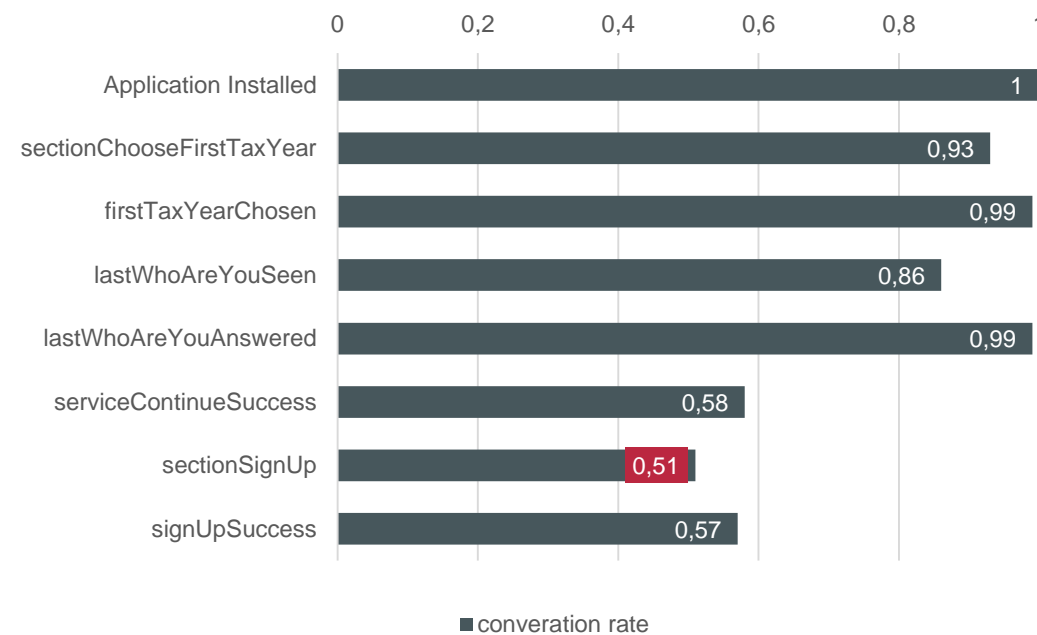
Attributed Channels that having conversion rate > 0%



However, Organic ranks at the lower end among channels that having conversion rate. Less than **10%** users from Organic actually signed up for the service.

# BI PART

conversation rate analysis on each step of onboarding process



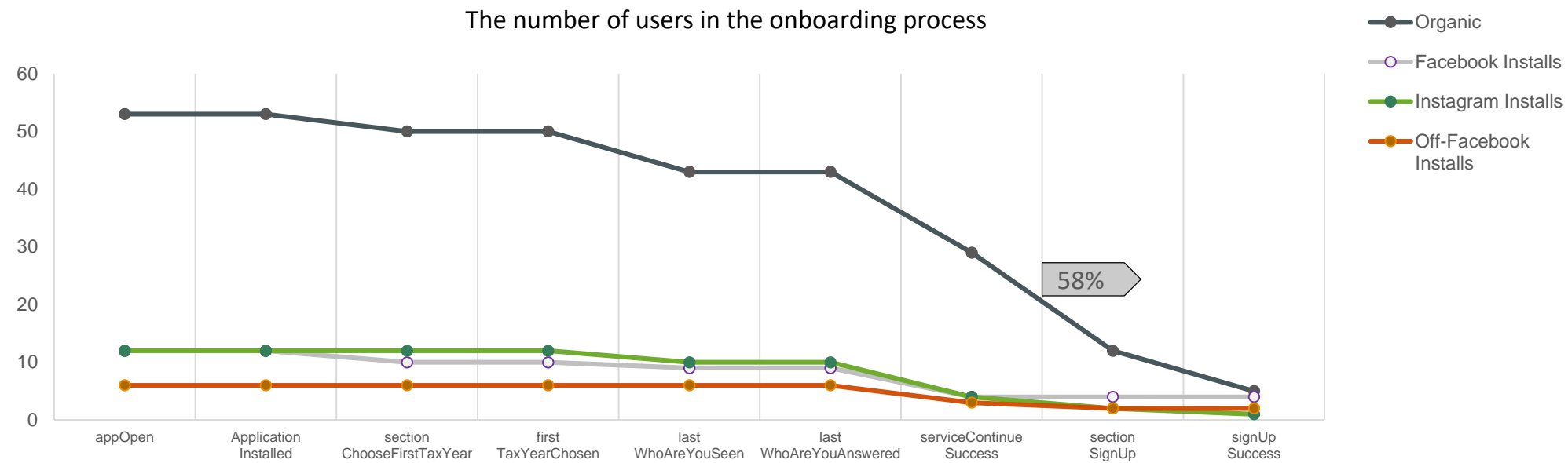
Users, who finished all previous question pages and are supported by our services, decided not to sign up.

# BI PART

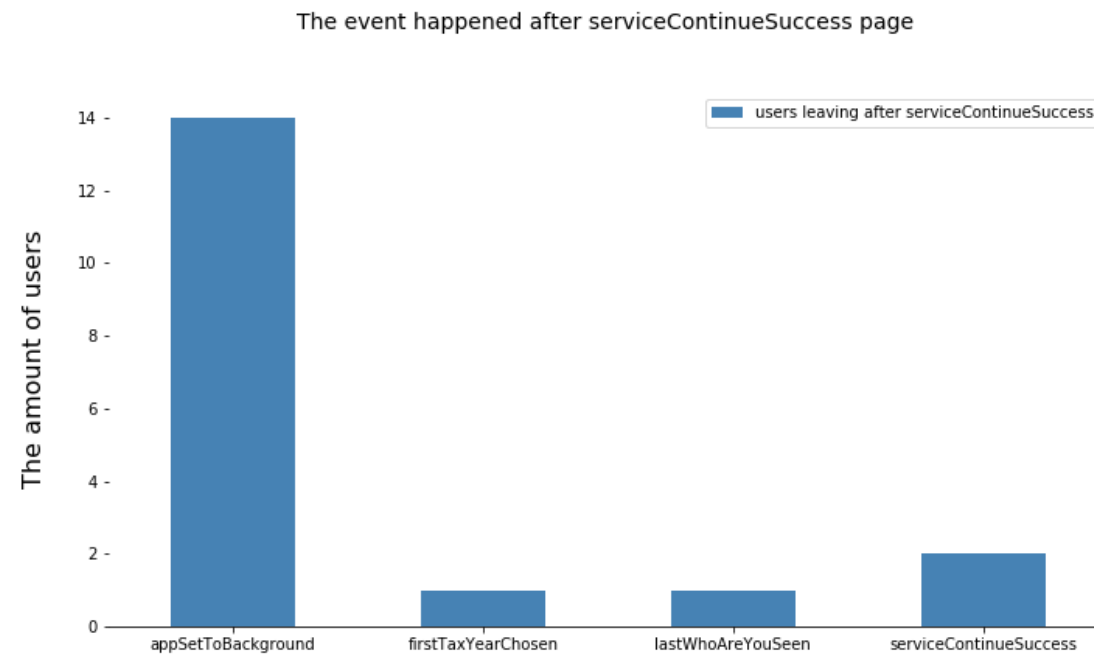
## Possible causing:

- Product :
  - Signup page designed too complicated ( e.g., too many data need to be filled)
  - Call to action on signup page is not strong
  - Signup only possible after answering the first few screening questions
- **Server** :
  - Users actually signed up but logging history is wrong
  - **Signup page crushed**
- User :
  - Not urgent need
  - Afraid of trouble (e.g., what if 100 more questions are waiting to fill after signing up )
  - Questions displayed before signup page seem to be too easy that users doubts the capacity of the service

# BI PART



# BI PART



Most of users, who are eligible for filing tax through the site, decided not to go further and set the signup page to the background once they reached that page.

This indicates the **signup page has some problems** ( e.g., not well-designed)

### **Conclusions and next steps:**

1. Users are mostly coming from organic traffic, which is great. Tell Marketing to continue working on the content/keyword research/blogging so the application can reach more people.
2. Despite the large population of users from organic traffic, the analysis showed only 9.4% of these users signed up for the service. Maybe go through the UI and figure out how to keep users to finish the onboarding process. Top priority.
3. Since most users with incomplete process didn't directly close the app but set it to the background, targeted reminders/notifications to bring them back to the signup page the next time they open the app could be a good idea to try.