Funnel Analysis: User Journey from Awareness to Conversion

1. The Problem: Declining Conversions

In this project, I analyse one online sales funnel to find out one reason for declining conversions. The sales team must learn precisely where and why users halt the purchase process if they notice a decline in completed purchases. I examine user behaviour across key funnel stages. This helps me identify the biggest drop-off points. I also explore conversion rates across each of the top three countries for user visits: the United States, Canada, and India. Desktop, Mobile, and Tablet, among multiple device types, are additionally examined. Businesses can use these understandings to simulate ways of improving the user adventure and sales performance.

2. Investigating the Funnel: Where is the biggest drop-off? How do conversion rates vary across countries and devices?

Starting with raw data, I used SQL to process and structure the information, focusing on tracking unique events per user, and Excel to create funnel graphic visualisations. To understand user behaviour across different regions, I identified the country with the highest event count and filtered only the key user events needed for analysis (Please check the SQL queries used for analysis on this same repository).

Since this is the first attempt at mapping the user journey, I selected events that align with the classic marketing funnel—awareness, interest, desire, intent, and conversion. These are represented by:

- Page View → Awareness
- View Item → Interest
- Add to Cart → Desire
- Begin Checkout → Intent
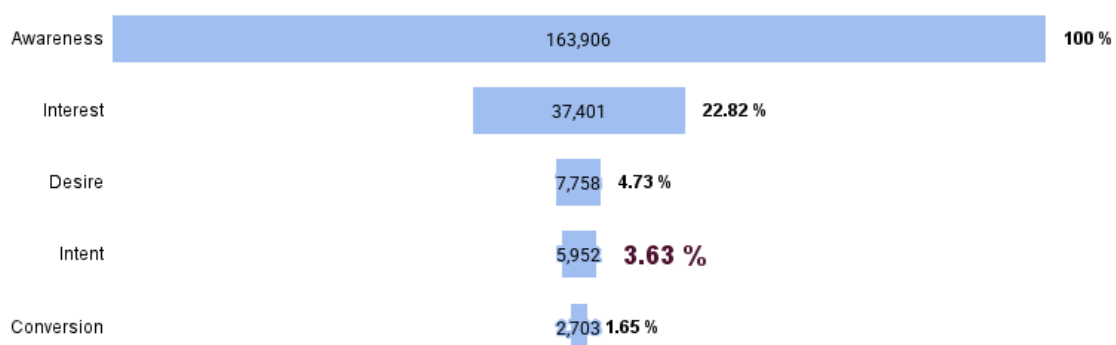- Purchase → Conversion

By analysing how users progress through these stages, we can uncover where they drop off and what factors impact their decision-making process, helping optimise the sales funnel for better conversions.

Figure 1 shows that one of the biggest issues in the online store is that most visitors never interact with the site. 77.18% of all users who enter the website drop off before ever seeing a product. That means potential customers are managing to slip away before the sales funnel has even started.

But for those who do engage, the journey is brutal. Only 3.63% of users move from showing interest through adding a product to their cart to taking action: proceed to checkout. This signals hesitation, probably caused by unexpected costs, trust issues, or a fiddly check-out process.

But the greatest fall-off of all happens just before conversion. 54.6% of users abandon purchases at the last stage, where items are added to the cart but never purchased. At this very crucial point, something catches them off guard-high shipping costs or lack of payment options.

Figure 1. Number Events (Thousands) and Conversion Rate (%)

Awareness	163,906	100 %
Interest	37,401	22.82 %
Desire	7,758	4.73 %
Intent	5,952	3.63 %
Conversion	2,703	1.65 %

Now let's look at the top 3 countries with more visits to see if the drop in sales could be related to countries' specificities (Figure 2-4).

The United States is leading in numbers, with more than 72% of the total page views of the top three countries, and also leading on final sales. However, looking a little deeper, an interesting trend emerges: retention rates throughout the sales funnel are almost identical across the United States, Canada, and India. That is to say, while more U.S. users enter the funnel, they don't necessarily convert at a higher rate than users from other countries, indeed the rate conversion among the three countries is very similar.

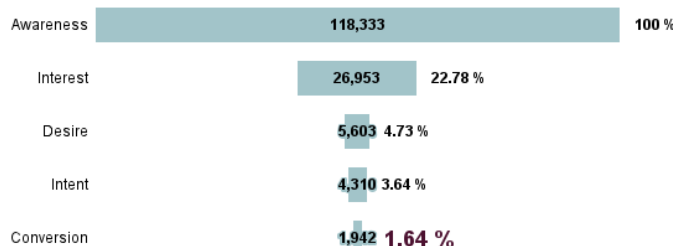Figure 2. United States Number of Events (Thousands) and Conversion Rate (%)

Awareness	118,333	100 %
Interest	26,953	22.78 %
Desire	5,603	4.73 %
Intent	4,310	3.64 %
Conversion	1,942	1.64 %

Figure 3. Canada Number of Events (Thousands) and Conversion Rate (%)

Awareness	20,242	100 %
Interest	4,653	22.99 %
Desire	993	4.91 %
Intent	764	3.77 %
Conversion	355	1.75 %
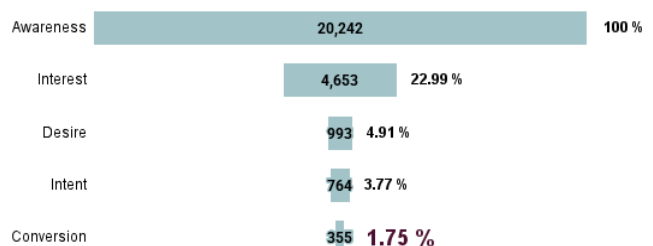
Figure 4. India Number of Events (Thousands) and Conversion Rate (%)

Stage	Events	Conversion Rate
Awareness	25,331	100 %
Interest	5,795	22.88 %
Desire	1,162	4.59 %
Intent	878	3.47 %
Conversion	406	1.6 %
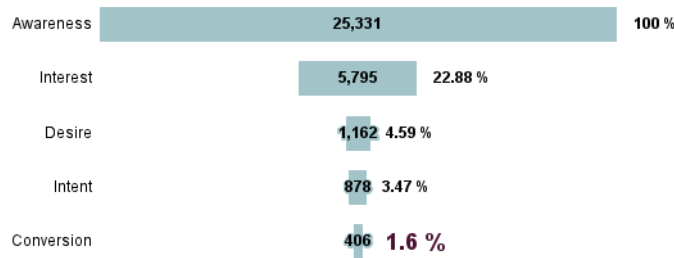
Beyond geography, the device used also plays a significant role in conversions. By observing the performance across devices, we find similar conversion rates between desktop and mobile, and clear weak conversion on tablet, at just 1.41%, the lowest among all devices (Figure 5-7).

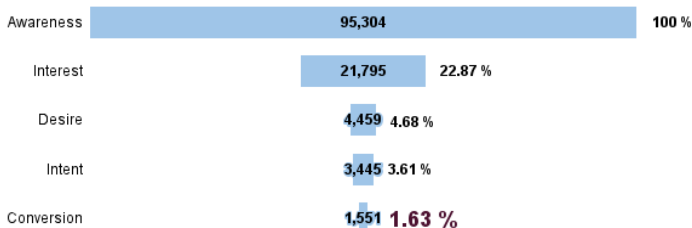Figure 5. Desktop Number of Events (Thousands) and Conversion Rate (%)

Stage	Events	Conversion Rate
Awareness	95,304	100 %
Interest	21,795	22.87 %
Desire	4,459	4.68 %
Intent	3,445	3.61 %
Conversion	1,551	1.63 %

Figure 6. Mobile Number of Events (Thousands) and Conversion Rate (%)

Stage	Events	Conversion Rate
Awareness	64,916	100 %
Interest	14,734	22.7 %
Desire	3,127	4.82 %
Intent	2,380	3.67 %
Conversion	1,100	1.69 %
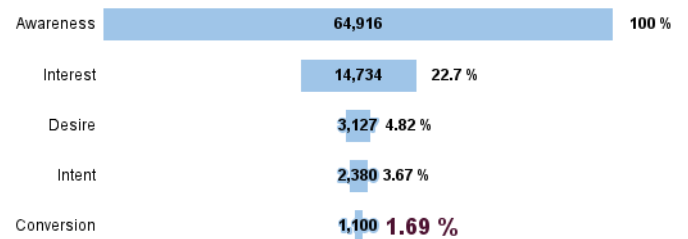
Figure 7. Tablet Number of Events (Thousands) and Conversion Rate (%)

Stage	Events	Conversion Rate
Awareness	3,686	100 %
Interest	872	23.66 %
Desire	172	4.67 %
Intent	127	3.45 %
Conversion	52	1.41 %
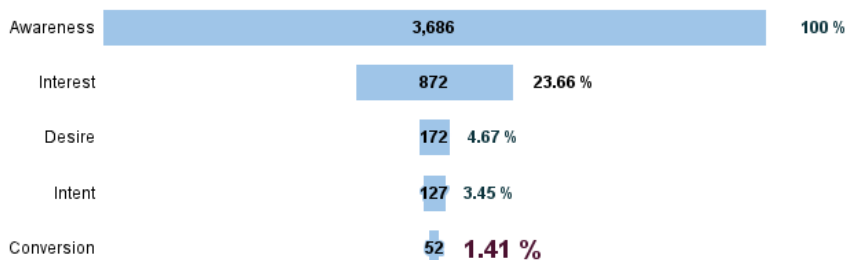
This raises an important question: What's keeping tablet users back? Was the website not optimised for tablet screens, or were there navigational difficulties slow load times, and problems at checkout? Smoothing out these UX points could make tablet traffic a more significant revenue driver.

3. **What's next? How to Optimize the Funnel**

To improve conversion rates, the final stage of the funnel—especially checkout abandonment—needs deeper analysis. By finding the major pain points, friction can be minimised and more purchases completed.

- If not already implemented, guest checkout could smooth out the process by **not forcing the creation of an account**. Also, the **transparency of pricing regarding tax and shipping** will avoid last-minute surprises driving users away.

Having a variety of payment options creates convenience for different user preferences, reducing drop-offs even further.

- Analyse **conversion rates for different payment methods** (credit card, PayPal, digital wallets, etc.). Identify which payment methods have **higher/lower success rates** and potential friction points.

The other key step is encouraging users to add items to the cart.

- Using persuasive **CTAs** like *"Shop Now"* or *"Limited-Time Offer"* will drive urgency into the action. **A/B** testing of the placing and wording of a call-to-action will provide the best practices, while closely watching how such changes affect conversion at every stage of the funnel is what ensures continuous optimisation.

Addressing these areas will make the sales funnel seamless for better engagement and higher conversions.