# **MyOnlineShop Internship Program**

**Team Ace** **Week 4: Funnel Analysis – From Product View to Purchase**

**Timeline**: One Week  
**Submission:** Friday, 5th August 2025

### **Welcome to Week 4: Funnel Analysis**

This week’s task is focused on building your practical understanding of one of the most commonly used analytical methods in e-commerce: **funnel analysis**. Whether you're analyzing how users move through a purchasing journey, tracking leads through a sales pipeline, or exploring the conversion path of a marketing campaign, funnels help you visualize user progression, spot drop-offs, and identify opportunities for improvement.

At **MyOnlineShop**, funnel analysis will eventually be one of the key tools we use to monitor and optimize our customers’ shopping journey, from product discovery to payment. While we’re still in pre-launch and do not yet have our own transactional data, this task allows you to practice this analysis technique using a realistic [sample dataset](https://docs.google.com/spreadsheets/d/1NlMnALF8JXDHXTMxdHWzGlg1zWBP1bee/edit?usp=sharing&ouid=104037134561489561323&rtpof=true&sd=true) that will be supplied to you, which simulates a real e-commerce business environment.

## **Objective**

By the end of this task, you should be able to:

* Understand the concept and business value of funnel analysis in e-commerce.
* Create a clear, well-labeled **funnel chart** representing user behavior across a linear journey.
* Calculate and interpret **conversion rates** and **drop-off points** across multiple funnel stages.
* Identify **hypotheses or actionable insights** that might explain user behavior at different steps in the funnel.

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## **Suggested Funnel: From Product View to Payment**

The funnel you'll be working with simulates a common customer journey:

1. **Product Viewed**
2. **Added to Cart**
3. **Proceeded to Checkout**
4. **Completed Payment**

Your analysis will explore how many users advance through each of these stages and where drop-offs occur. You’ll calculate **conversion rates between stages**, visualize the data with a funnel chart, and draw 2–3 insights based on what the data reveals.

## **Getting Started with Funnel Theory**

Before diving into the analysis, begin by developing a solid understanding of what a funnel is, how it’s used, and why it matters. The following materials are required reading/viewing:

* [What is a Funnel? – YouTube Introduction](https://www.youtube.com/watch?v=G8UFpYvEqZA)
* [Funnel Analysis from a Marketing Perspective – Google Resource](https://www.youtube.com/watch?v=iRjXccj4yRo)
* [What is Funnel Analysis? by Tomi Mester](https://data36.com/funnel-analysis/)
* [What Is Your Conversion Funnel Telling You? by Daasity](https://www.daasity.com/post/conversion-funnel-analysis)

Once you’ve reviewed the concepts, move on to learning how to visualize your data:

* [Funnel Charts in Google Sheets – Ben Collins](https://www.benlcollins.com/spreadsheets/funnel-charts/)
* [Complete Guide to Funnel Charts – Chartio](https://chartio.com/learn/charts/funnel-chart-complete-guide/)

## **Working with the Sample Data**

For this analysis, you’ll be given a dataset for which the SQL has been written to extract it from a database. Your goal is to build a realistic funnel flow and interpret it using assumptions that you clearly explain in your summary.

## **What to Submit by Friday 5th August, 2025 (Deliverables)**

At the end of the two-week period, your team should deliver the following:

1. **Funnel Chart with Category Split** A clearly structured funnel chart (built using Google Sheets, Excel, Tableau, Power BI, or any tool you prefer) that shows the number of users/products at each funnel stage. You should also include a **category split**, such as:  
   * Funnel by product category (e.g., electronics vs fashion).
   * Funnel by customer segment (if simulated).
   * Funnel by time period (if data volume allows).
2. **Insights Memo (1–2 pages)** Write a short summary of your methodology, your key findings, and 2–3 insights or hypotheses that could explain user behavior at specific stages. For example:  
   * “We observed a significant drop-off between checkout and payment for high-ticket electronics, suggesting potential friction with payment trust or affordability.”
   * “Conversion from add-to-cart to checkout was highest in the groceries category, possibly due to urgency or lower decision fatigue.”
3. **SQL Queries** Submit your cleaned queries, analysis scripts, or data transformation notes so we can understand how you worked through the task.

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## **Evaluation Criteria**

You will be evaluated on the following:

* Correct and meaningful use of data from the appropriate tables in AdventureWorks.
* Clear and well-labeled funnel chart that includes a category breakdown.
* Accuracy and clarity of calculated conversion rates and drop-offs.
* Quality and relevance of insights based on your analysis.
* Presentation design and layout: use spacing, sizing, and formatting thoughtfully.
* Demonstrated understanding of funnel analysis as a concept and its value to the business.

## **A Few Reminders**

You don’t need to build the “perfect” funnel, real-world data is rarely perfect. The goal is to show how well you can structure a logical user journey using the available data, make reasonable assumptions, and draw business-relevant conclusions from your findings. Be clear about any assumptions you’ve made (e.g., interpreting certain statuses as "checkout complete") and explain how they affect your results.

Collaborate closely as a team, some team members might lead on querying and data wrangling, while others focus on chart creation or writing up the insight

**Note:** Adding References and Citations to show your source will give your work more credibility.

#### **Submission Details:**

Each group must submit their report via email to [**gabrileyashim405@gmail.com**](mailto:gabrileyashim405@gmail.com) .

**File Naming Format:**<Team name>-<Week number>: <Group name>

**Example:**Team Ace-Week 4: Group Ace

**Important:**

* Ensure the document is set to **“Anyone with the link can view”** before submitting.
* Ensure to list the name of every Group member that participated, and copy them on the email.
* The email **subject line** should be: **"Team Ace - Week 4 Submission: [Full Name]"**.