

Business Report — E-Commerce Funnel & Conversion Analysis

Period Analyzed: Last 6 months

Total Website Visits: 120,000+ sessions

Overall Funnel Performance

When we looked at how visitors move through the store:

- Around **8 out of 10 visitors** who land on the website actually check a product page.
- However, only about **3 out of 10 people** who view a product actually add it to their cart.
- Once someone adds a product to their cart and starts checkout, about **half of them complete the purchase**.

Key Takeaway: Most of the lost potential sales happen **before adding to cart**. If we can make that step easier and more convincing, we could sell a lot more without bringing in extra visitors.

Drop-Offs by Traffic Source

Looking at where visitors come from:

- **Paid Ads** bring the largest number of people, but many leave without adding products to cart — imagine **23,000 potential buyers walking away**.
- **Organic search** and **social media** visitors also leave without buying, though in smaller numbers.
- **Email campaigns** convert better — fewer people drop off here.

What this means: Paid Ads drive volume, but the website or product pages might not be persuasive enough. Organic and social visitors are easier to convince with small nudges.

Mobile vs Desktop Visitors

- Most visitors use **mobile devices**. But a lot of them leave without buying — roughly **7 out of 10 mobile visitors** drop off at the product page.

- Desktop users drop off less often, but there are far fewer of them.

Action: Focus on **making the mobile experience seamless** — fast loading, clear buttons, and easy navigation could recover thousands of potential purchases.

Campaign Types

- **Discount campaigns** attract many visitors and generate high sales, but they also have a lot of people leaving before adding items to the cart.
- **New product launches** do fairly well, and **influencer campaigns** bring a smaller but more engaged audience.

Insight: Discounts work, but the product page needs to **show the value clearly** — images, descriptions, reviews — otherwise people leave even when a discount is offered.

Monthly Trends

- Conversion rates were mostly stable across months.
- **September** saw a spike in purchases — likely due to seasonal interest.
- Revenue drops slightly in **November and December**, even though traffic is steady.

Action: Plan **promotions and campaigns** during peak months, and test incentives during slower months to maintain revenue.

Impact of Discounts

- Every visitor who got a discount ended up buying — imagine **all 4,400 discounted visitors making a purchase**.
- The rest of the visitors, who didn't see a discount, mostly left without buying.

Takeaway: Discounts are extremely powerful. If we **strategically offer them to the right visitors**, we could convert many more users without increasing traffic.

Overall Insights

- The **main problem** is convincing people to add products to their cart.
 - **Mobile users and paid ads** have the biggest lost opportunity.
 - **Discounts work**, but they're underused.
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Recommendations

1. Improve Product Pages

- Better images, detailed descriptions, and visible reviews.
- Clear "Add to Cart" buttons and stock/urgency cues like "Only 3 left!"

2. Optimize Mobile Experience

- Fast loading pages, simple navigation, easy checkout flow.

3. Campaign Adjustments

- Paid Ads → focus on high-intent traffic and improve landing pages.
- Discount campaigns → refine messaging and urgency to reduce drop-offs.

4. Use Discounts Strategically

- Target users who are likely to leave without buying.
- Monitor revenue to ensure discounts increase profit, not just sales.

5. Ongoing Monitoring

- Track how many users drop off at each step.
 - Look at mobile vs desktop, and channel performance regularly.
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Conclusion

The store loses most potential buyers **at the product page**, especially on mobile and for paid campaigns. Discounts are a strong tool but underutilized. By **improving product pages, mobile experience, and strategically using discounts**, the store could **significantly increase sales without attracting more traffic**.