Assumptions:

1. Both seed files – events and purchases, will always be fully loaded
2. Events to be filtered from the events table: page\_view, quote\_start, quote\_submit, while purchase records will only come from the purchases table
3. All metrics and seed tables are wiped out on every run
4. Closed-funnel analysis is required (i.e. only users who started from step 1 and progressed through subsequent steps will be counted. This is what I did on the funnel type analysis models

Rapid Analysis:

1. Biggest drop-off on either app or web is from quote\_start to quote\_submit.
2. Email is the most effective channel with 30 percent conversion, while social media is converting below 15 percent.
3. Most users are purchasing via the app (around 40 percent conversion), compared to web (around 30 percent conversion)
   1. Certain app versions, such as 2.7.4, did better than others in terms of purchases (6 vs average app purchase of 2). But there are other factors worth considering, such as promotions and general market conditions when it was released.
   2. Summary count analysis shows that campaigns are not that effective with daily average overall user count page\_views dropping from 29.1 to 24.7. Any campaign that can improve page\_views should generally improve sales.
   3. Recommended experiments:
      1. Nudge after quote start
      2. More targeted email campaigns
4. Key takeaway: Increase number of visits and quote submit rate, and sales will improve. I haven’t seen any uptick in terms of visits from days when there were campaigns, so there is room for improvement there. Social media is not converting as well as email, so maybe further campaigns should focus on improving email instead (either to increase site visits or improve quote submission rates).