

Customer Acquisition Analysis

For



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Executive Summary

- **Problem:** Identify drop-off points for customer acquisition
- **Data:**

Total 26840 rows span over 7 categories, in each category we have 8 key points of user journey, between DATE to DATE.

In which two categories (category-3, category-5) (90% of the total data), we zoomed in on analyzing those funnels
- **Steps:** Use Excel and Python to separate categories and steps, created pivot table. Performed category distribution, Conversion rate analysis, Funnel analysis.
- **Results:** Combining with external research, 4 drop-off points identified(Finished-application, entered-checkout, payment-info, Fully-complete)
- **Recommendation:**
 1. Reduce sign-on friction: try to shorten the number of questions, provide more ways to verify users, etc.
 2. Gather more data: collect more data for the other categories, cross-reference the funnels
 3. a/b test: design experiments to compare how to better optimize the user journey

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Potential drop-points identification

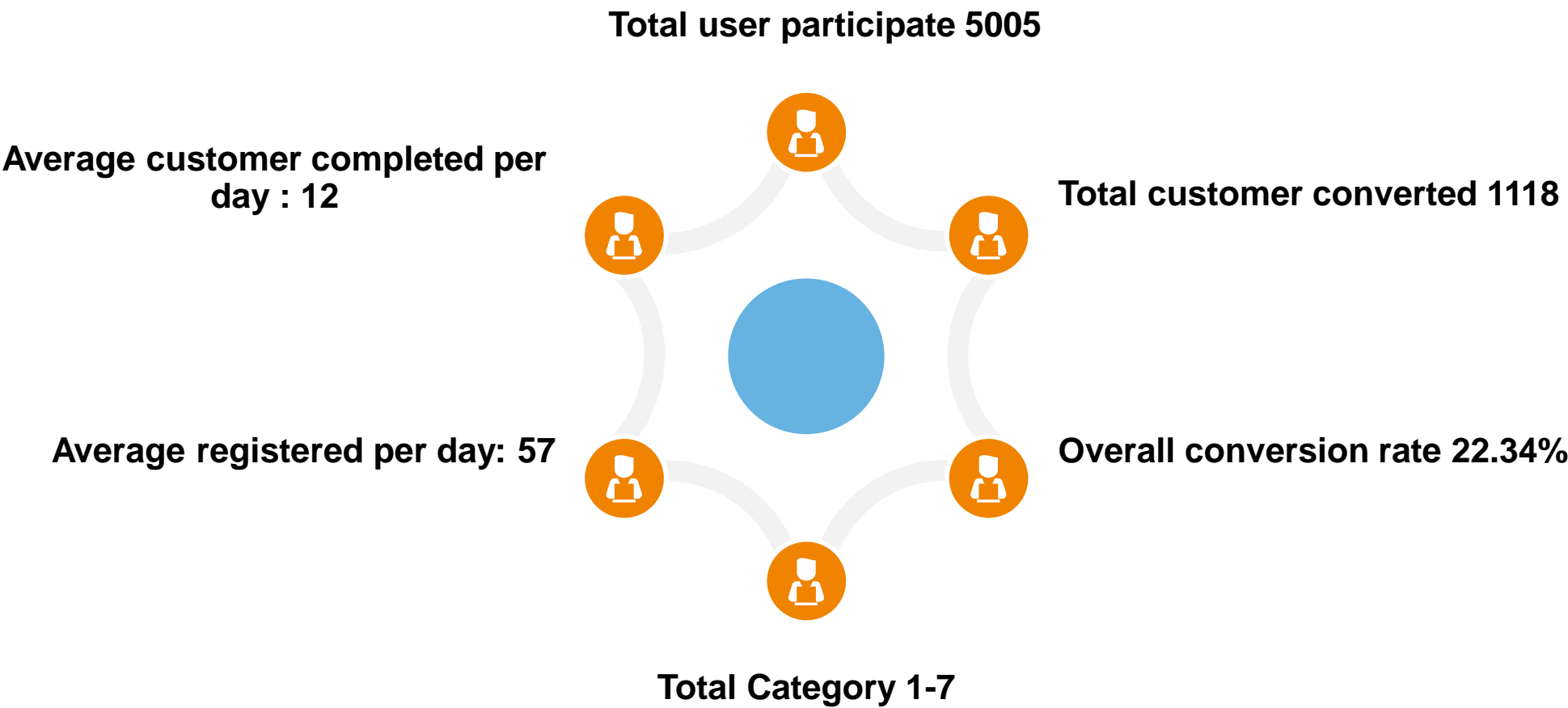
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Suggestion and optimization

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Summary

Data Overview



Date range: 2019 Nov 27 to 2020 Mar 16

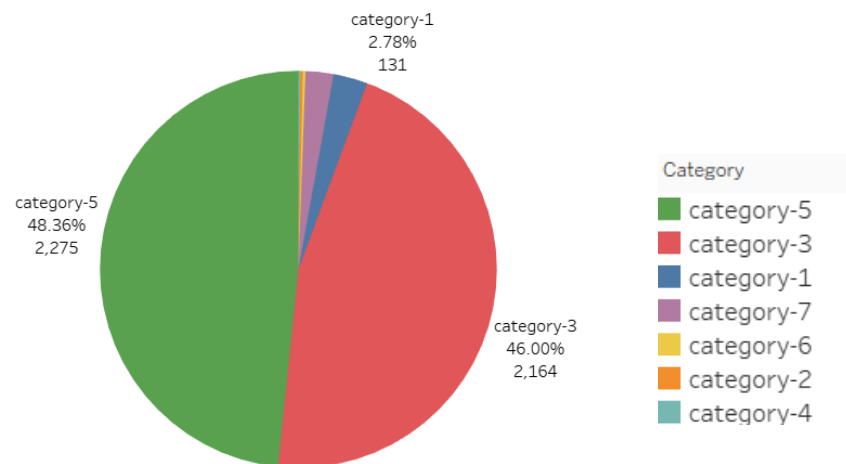
Data Validation and Cleaning

- **3 users started registration steps before the analysed time period. (Removed)**
- **298 users selected multiple categories during the process.(Removed)**
- **4705 users left for detailed analysis (94% of original data)**



Category distribution

Category	Number of Customer	Percentage
Category 5	2275	48.36%
Category 3	2164	46.00%
Category 1	131	2.78%
Category 7	107	2.27%
Category 6	10	0.21%
Category 2	10	0.21%
Category 4	7	0.15%



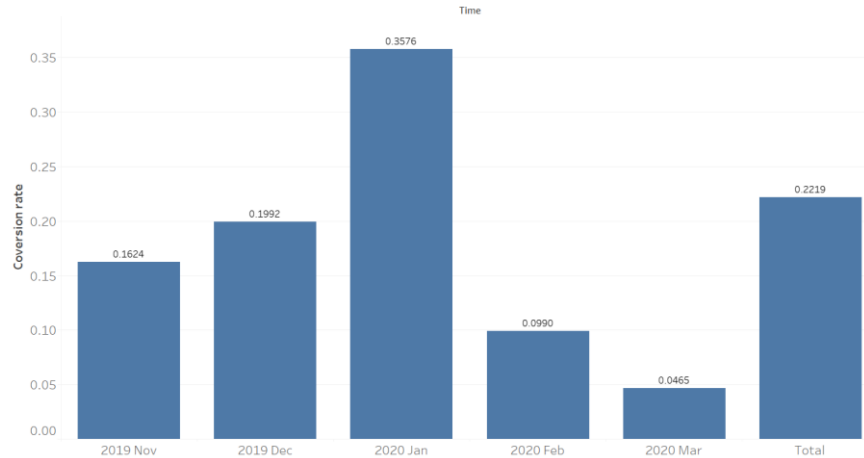
Observation:

- **Most popular category: 5 and 3**
- **Less popular category: 1 and 7**
- **Category barely registered: 2,4 and 6**

- 1. Marketing budgets could distribute more evenly among all categories in order to boost category with potential.**
- 2. Create informational video on social media to introduce those treatment which are less popular.**

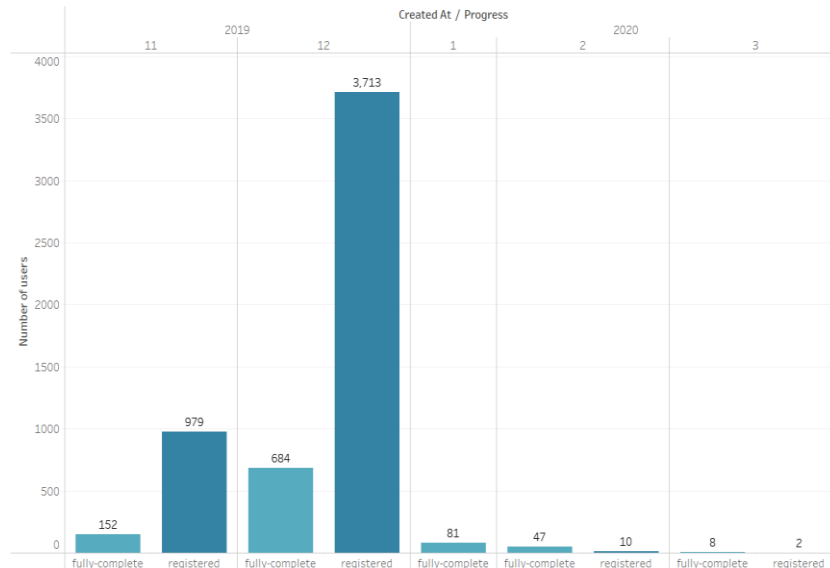
Conversion rate overview

Conversion rate vs time



Observation

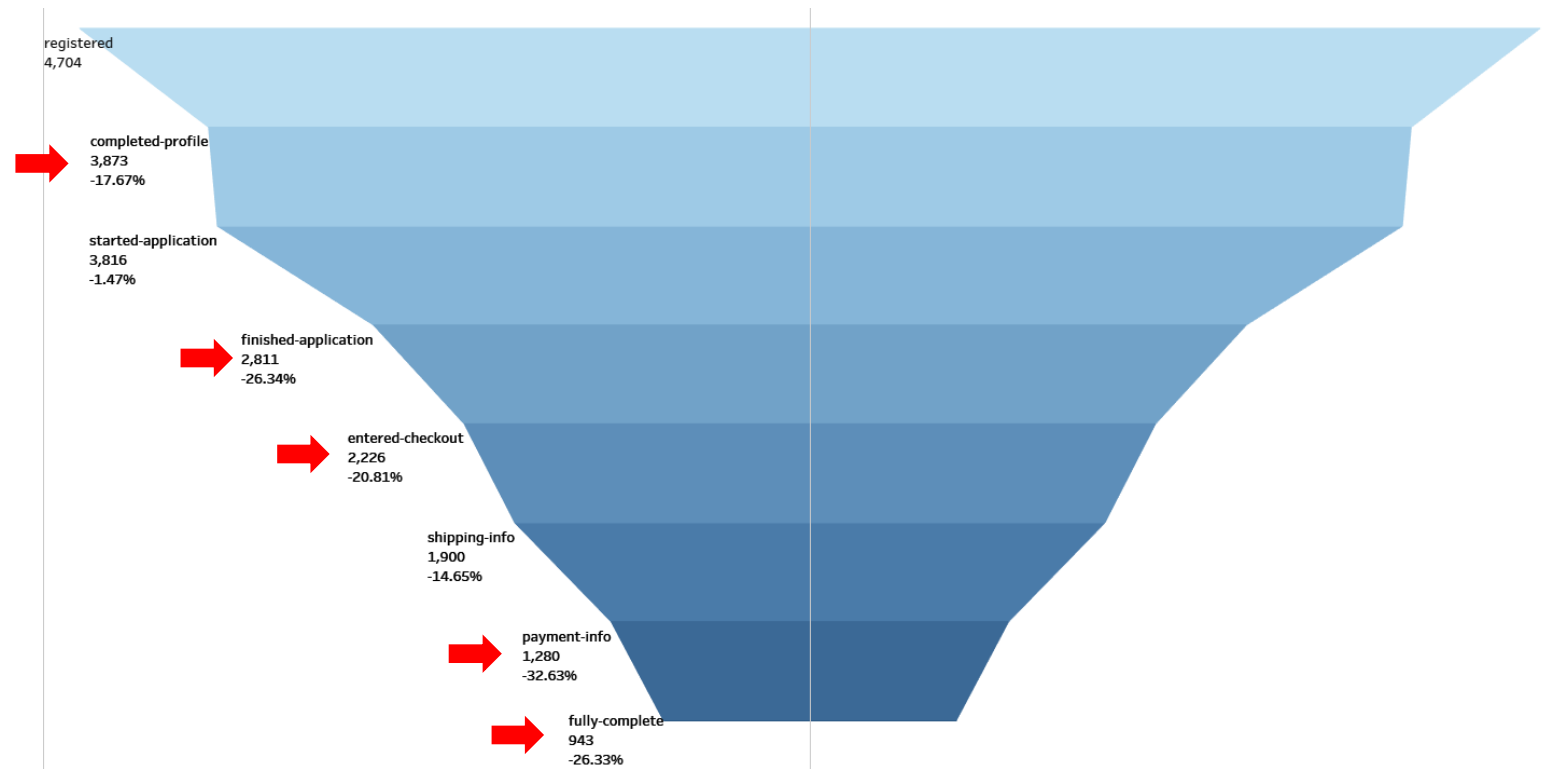
1. There is a significant increase by the end of 2019 for both conversion rate and number of conversion mainly due to holiday promotions.
2. The after-holiday gap is obvious



Suggestion:

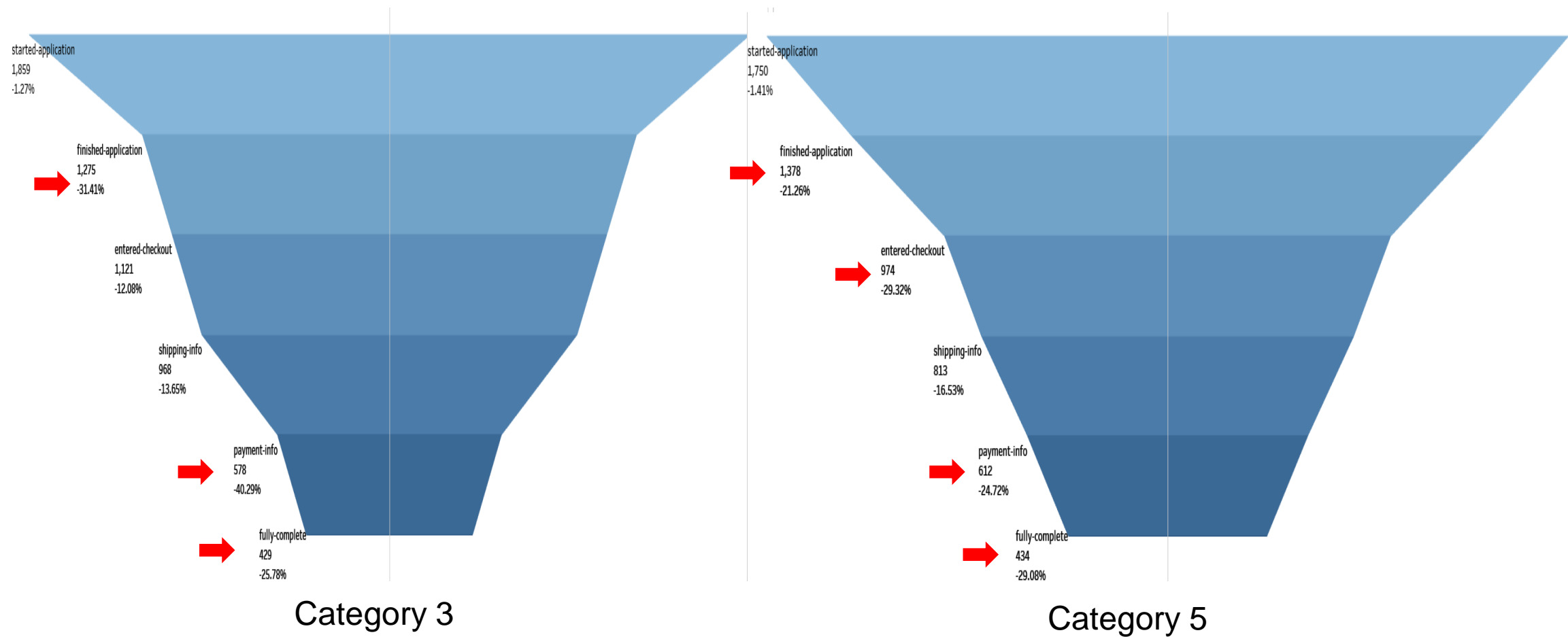
1. Run post Xmas New Year Day marketing campaign.
2. Offer discounts on top selling product during holiday season.

Funnel Analysis Customer Acquisition

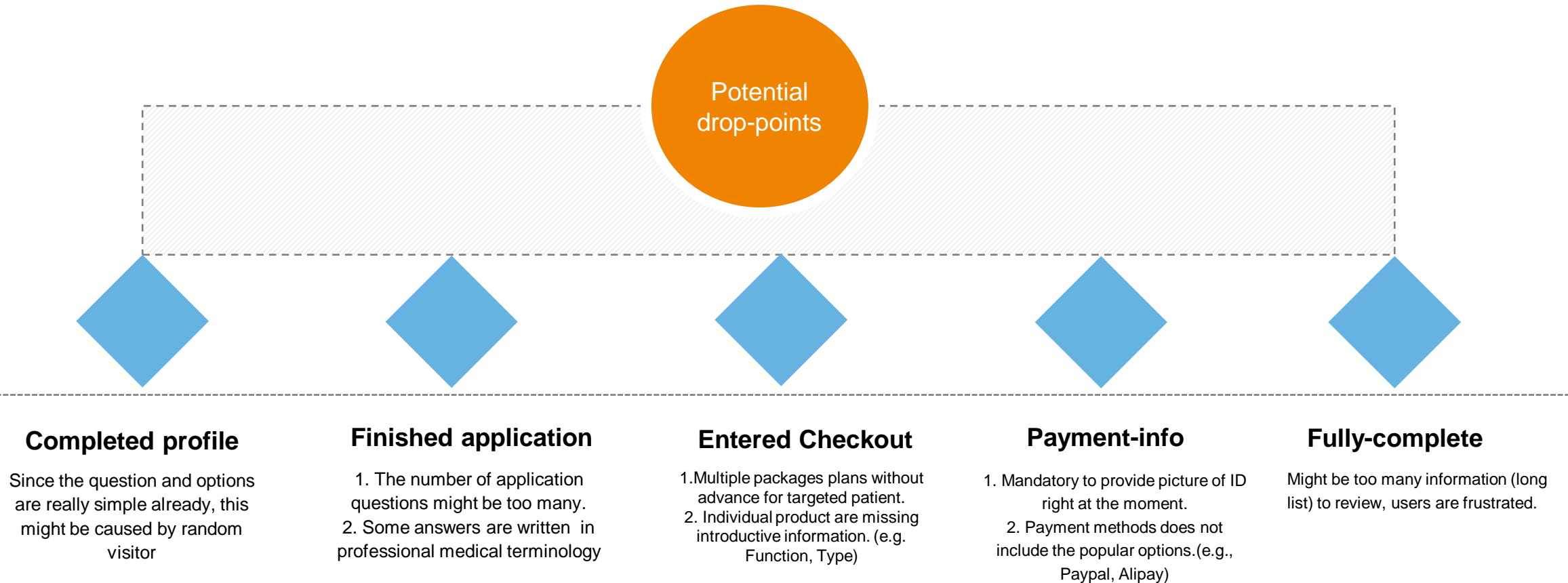


All Categories

Funnel Analysis for most popular category



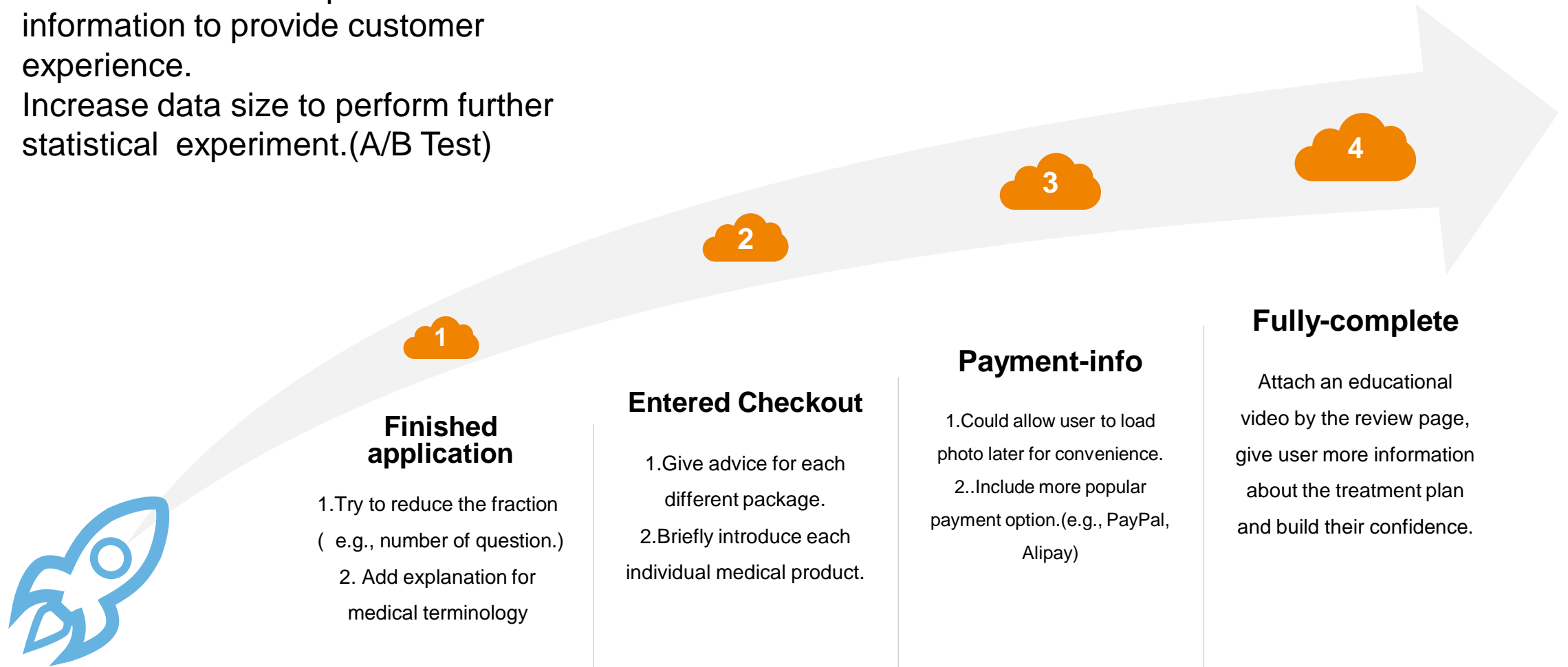
Potential drop-points



Suggestion and Optimization

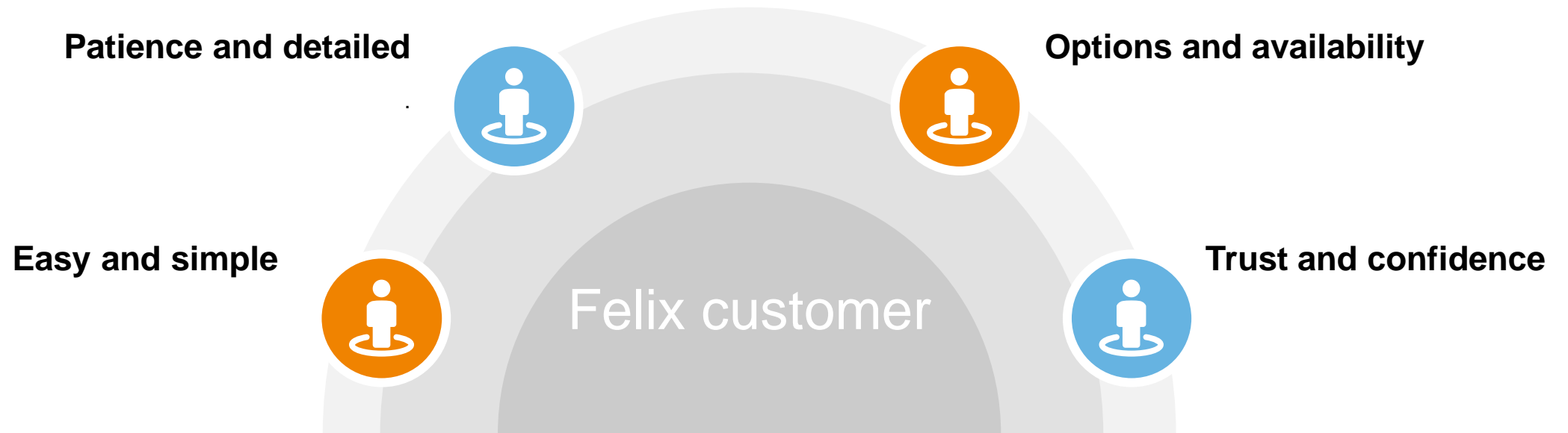
Reduce fraction and provide information to provide customer experience.

Increase data size to perform further statistical experiment.(A/B Test)



Summary

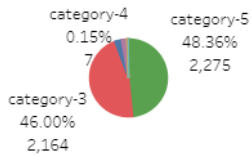
1. Events from started-application to full-complete are more critical since it is more related with customer experience.
2. Based on the data analysis, there are still a lot of space for the conversion rate to grow.



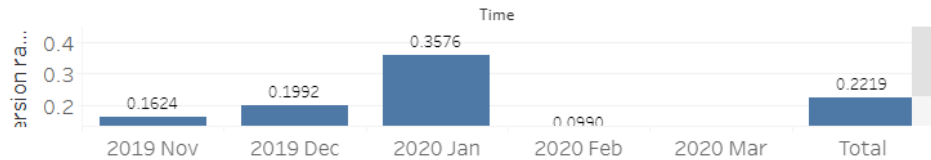
Development(Tableau Dashboard)



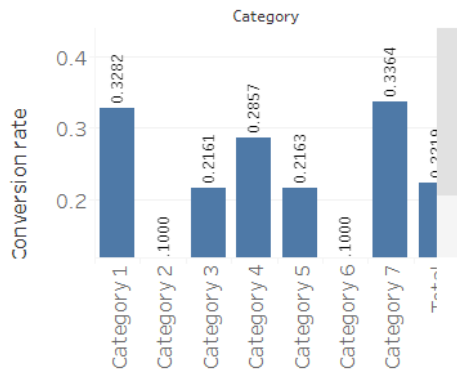
category



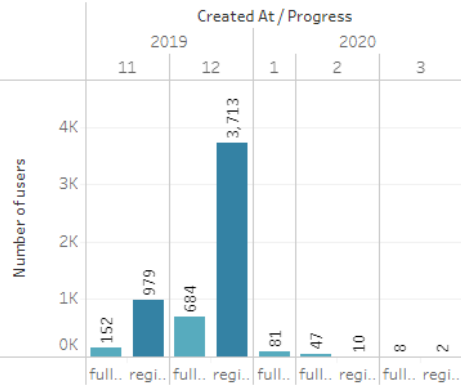
Conversion rate vs time



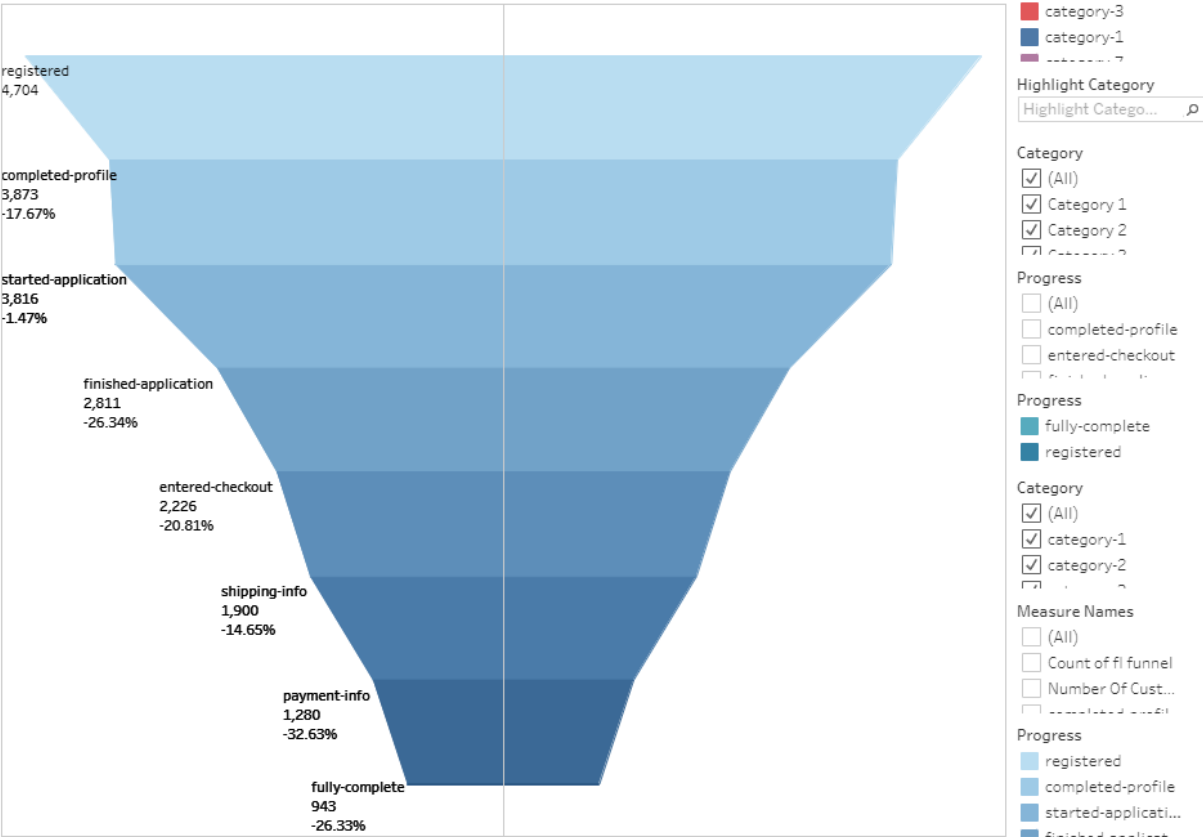
Conversion rate vs category



time progress



funnel



Thanks.

Rui Li

May 30, 2022

