

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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Data Overview

Average customer completed per day: 12 **Total customer converted 1118** Average registered per day: 57 **Overall conversion rate 22.34% Total Category 1-7**

Total user participate 5005

Date range: 2019 Nov 27 to 2020 Mar 16

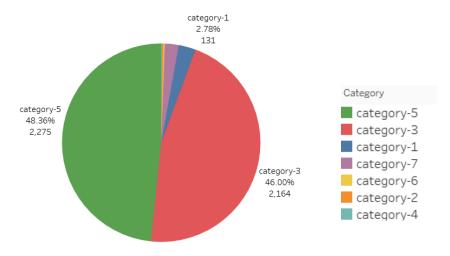
Data Validation and Cleaning

- 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% |

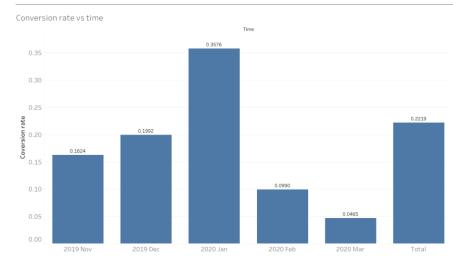


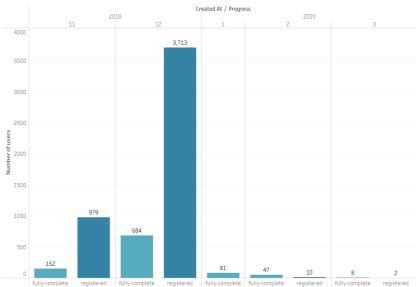
Observation:

- . 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





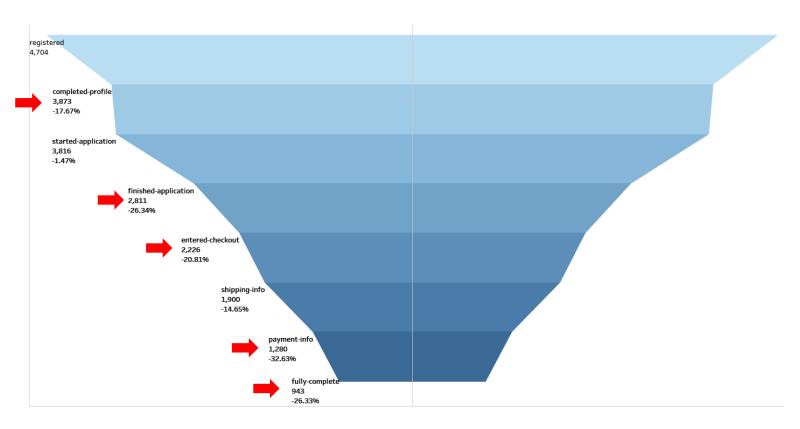
Observation

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

Suggestion:

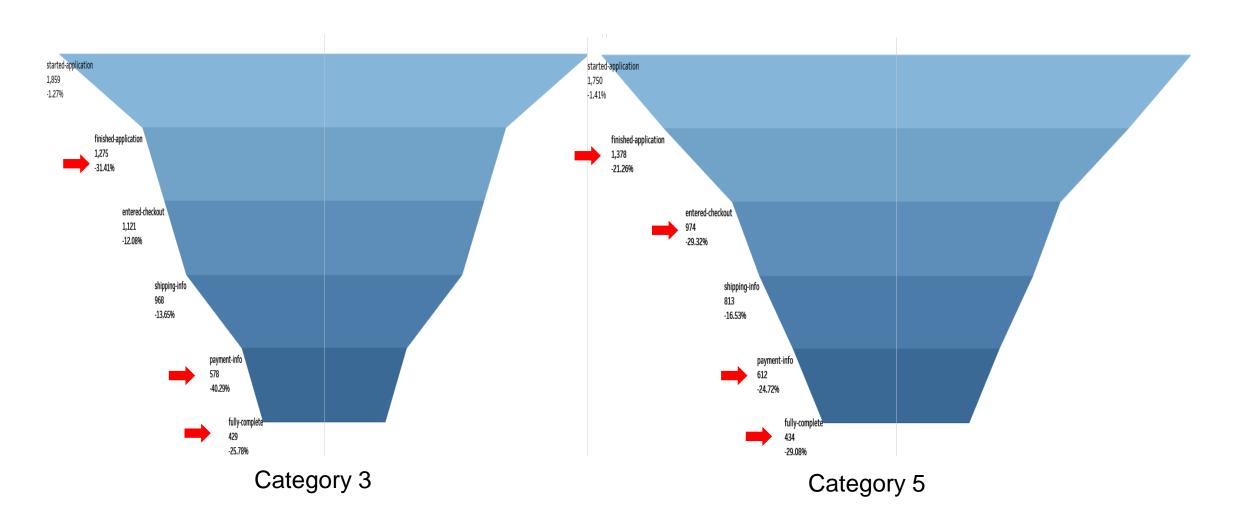
- 1. Run post Xmas New Year Day marketing campaign.
- 2. Offer discounts on top selling product during holiday season.

Funnel Analysis Customer Acquisition

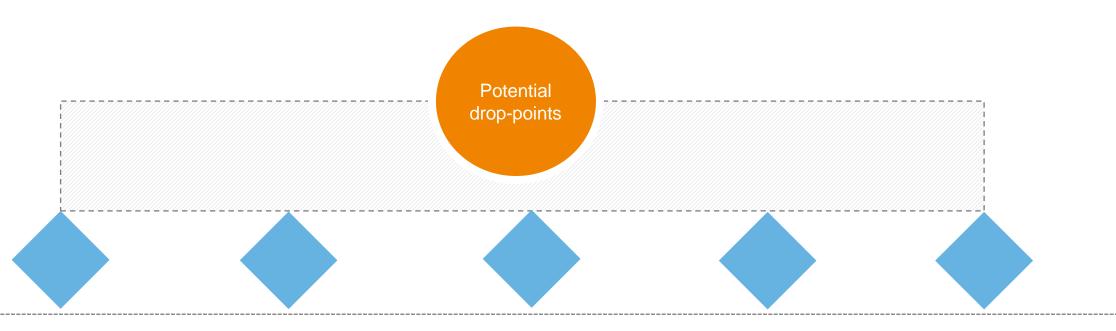


All Categories

Funnel Analysis for most popular category



Potential drop-points



Completed profile

Since the question and options are really simple already, this might be caused by random visitor

Finished application

- The number of application questions might be too many.
 Some answers are written in
- 2. Some answers are written in professional medical terminology

Entered Checkout

- 1.Multiple packages plans without advance for targeted patient.2. Individual product are missing
- Individual product are missing introductive information. (e.g. Function, Type)

Payment-info

- Mandatory to provide picture of ID right at the moment.
- Payment methods does not include the popular options.(e.g., Paypal, Alipay)

Fully-complete

Might be too many information (long list) to review, users are frustrated.

Suggestion and Optimization

Reduce fraction and provide information to provide customer experience.

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









Finished application

1. Try to reduce the fraction

(e.g., number of question.)

Add explanation for medical terminology

Entered Checkout

1. Give advice for each different package.

2.Briefly introduce each individual medical product.

Payment-info

1.Could allow user to load photo later for convenience.2..Include more popular

payment option.(e.g., PayPal, Alipay)

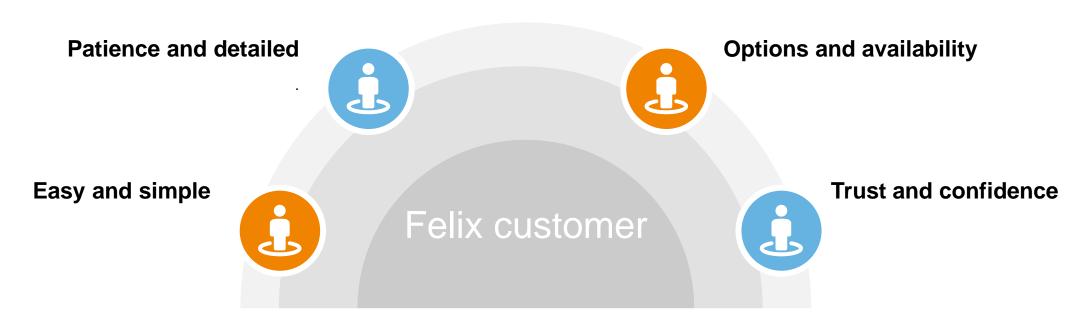
Fully-complete

Attach an educational video by the review page, give user more information about the treatment plan and build their confidence.



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)

