

Aerodynamic E-Commerce Funnel Analysis

Springboard Capstone 3

Logan Grote

Project Proposal

Funnel analysis of the customer journey for an e-commerce platform. The analysis will start from first user interaction with the website, following through each step until purchase.

1. Home Page
2. Internal Search Page
3. Purchase Page
4. Purchase Confirmation

I'll make note of the conversion rates between each step, the overall conversion rate, and any notable features of the users that affect those outcomes. Additionally, I will perform a timeline analysis to see if these features are consistent over time, or if they differ depending on the date and time the users interact with the site (time of day, day of the week, quarter, etc).

Finally, I'll create a public dashboard of this information to provide an interactive element that will be included in the final presentation. I'll use Tableau Public for data visualization, which will make this analysis easily discoverable and highly interactive so that others can look for insights as well.