**User Drop-Off (BOP or CA)**

**LOB**: BOP

**Overall User Drop-Off Statistics**

* Total Unique Pages with User Drop-Offs: Count of distinct PageName values where drop-offs occurred.
* Total User Drop-Offs Across All Pages: Sum of UserDropOffCount from all pages.

**Page-Wise Breakdown**

* User Drop-Offs Per Page:
  + Lists each PageName along with its corresponding UserDropOffCount.
  + Helps identify specific areas where users are leaving the process.

**High-Impact Areas**

* + Page with the Highest Drop-Offs: The PageName with the maximum UserDropOffCount.
  + Most Frequent Step Where Users Abandon the Process: Identifies the most commonly occurring PageName in drop-off cases.

**Error & Drop-Off Correlation**

* Common Error Types Leading to Drop-Offs: Extracts unique values from ErrorType, showing error patterns associated with user abandonment.
  + Validation Errors Associated with Drop-Offs: Drop-offs due to validation failures.
  + UW (Underwriting) Block Errors Encountered: Drop-offs due to underwriting-related errors from ErrorType.
  + Security Errors Contributing to Drop-Offs: Drop-offs due to security-related errors in ErrorType.

**Revenue Impact Analysis**

* + Estimated Revenue Loss Due to Drop-Offs: Sum of TotalRevenueLost across all pages.
  + Page with the Highest Revenue Impact Due to Drop-Offs: The PageName with the highest TotalRevenueLost.
  + Correlation Between Drop-Off Rates and Revenue Loss: Analyzes trends between UserDropOffCount and TotalRevenueLost.

**Actionable Insights & Recommendations**

* + Pages Needing Improvement to Reduce Drop-Offs: Lists PageName values with highest UserDropOffCount and significant ErrorCount.
  + Potential UX or Technical Improvements: Suggests solutions based on ErrorType.

**Summary of Drop-Off Trends**

* **Maximum drop-off page**: Identifies the page with the highest UserDropOffCount.
* **Minimum drop-off page**: Identifies the page with the lowest UserDropOffCount.
* **Top 5 pages with highest drop-offs**: Lists the most impacted pages with corresponding drop-off counts.
* **User behaviour clustering**: Highlights trends in user exits based on drop-off location and trend.
* **Time period**: Shows drop-off trends for the selected date range.

**Key Prompts**

1. Which page had the most users who dropped off?
2. Which page had the highest drop-off rate per user session?
3. Which users encountered the most errors before dropping off?
4. Which page had the least drop-offs in total?