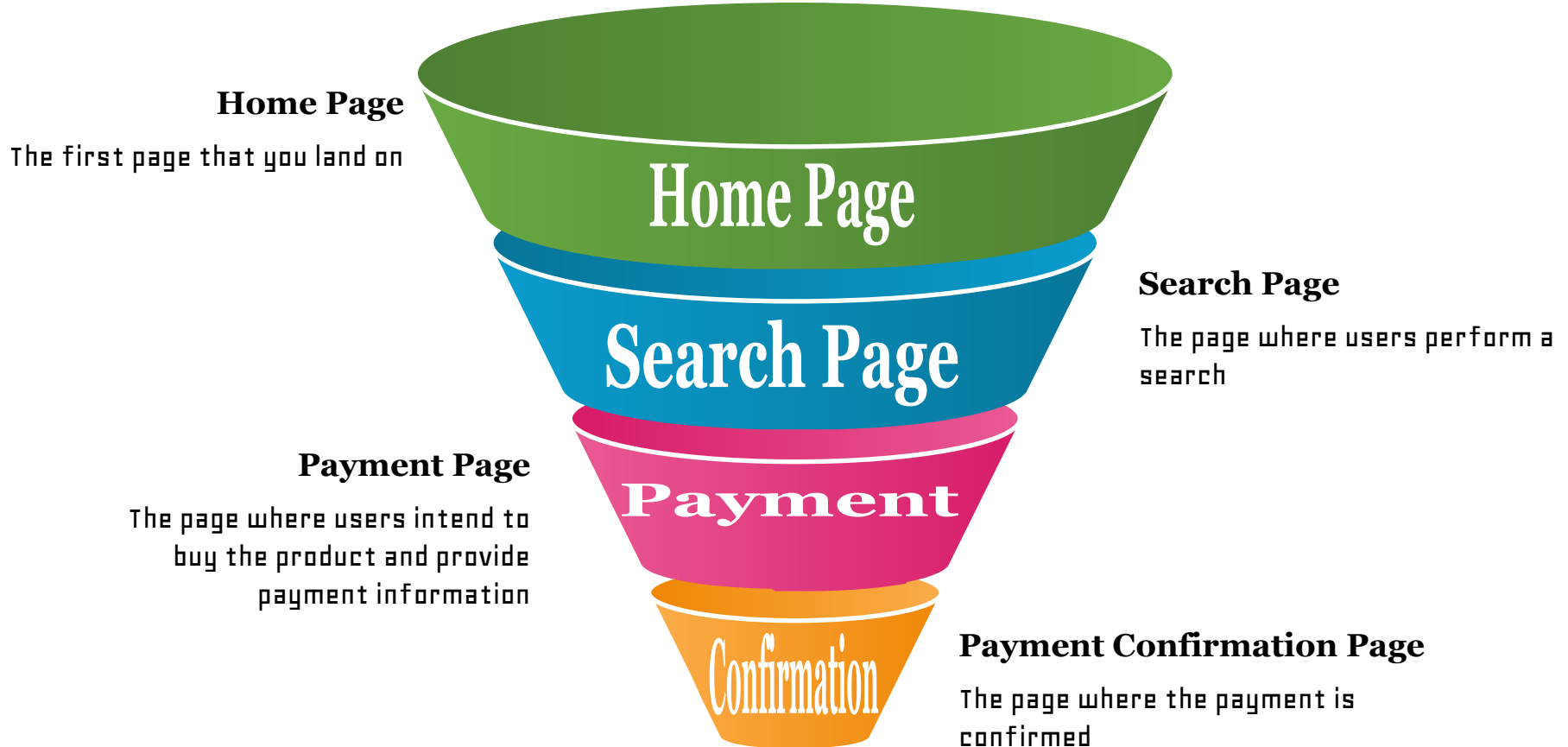


# Website Insights - Case Challenge 5

Created by: LEUNG WING YAN

# The Current Conversion Funnel



# Datasets - FACTS

The dataset contains 5 tables and is very simple

Total number of records: 90400

There are only 2 features about our users: Device & Gender


Device

Desktop	Mobile
60200 (67%)	30200 (33%)

Gender

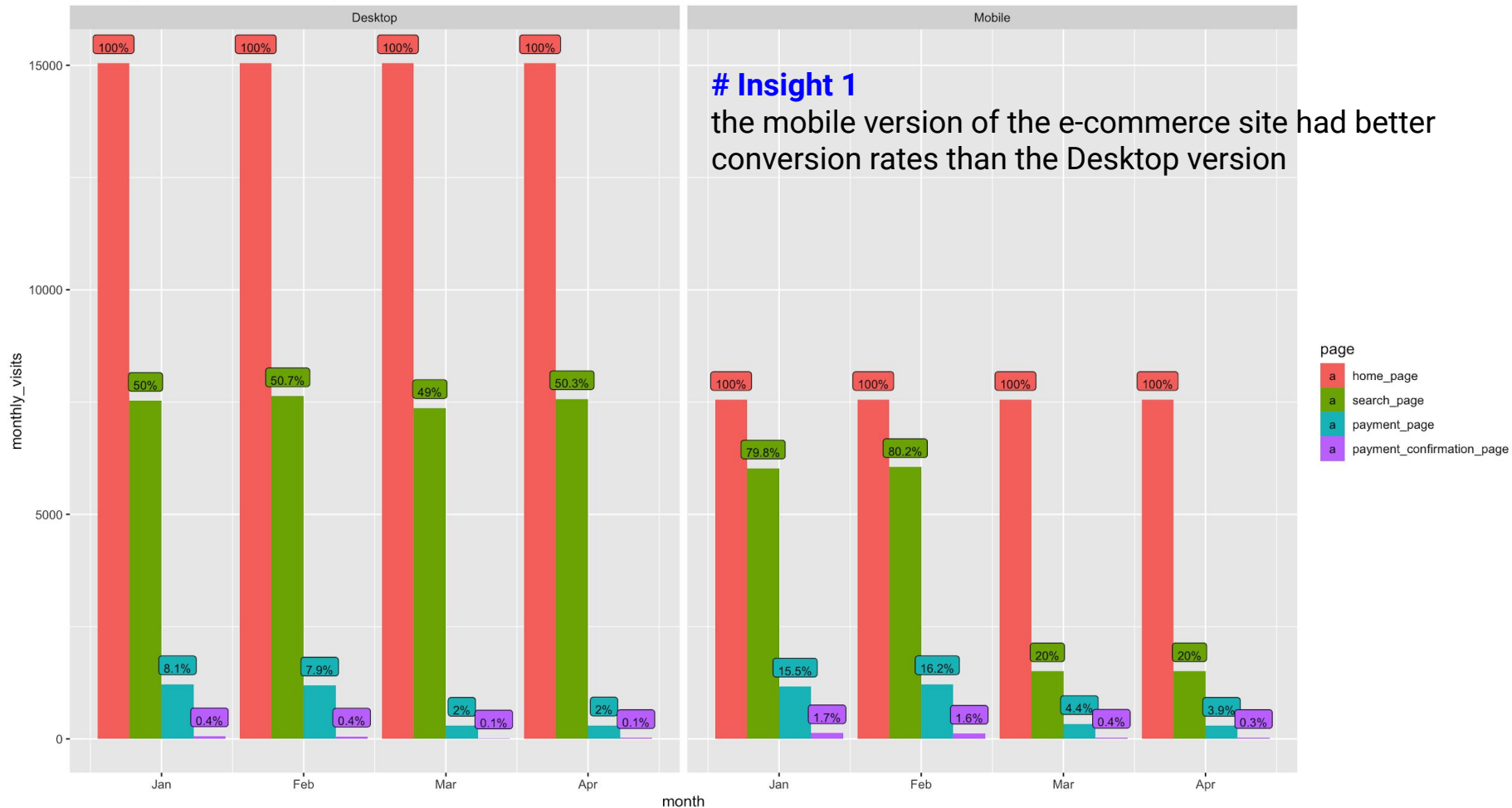
Desktop	Mobile
45075 (50%)	45325 (50%)

It contains one-time users only. It seems that the e-commerce site is not very effective for retaining users

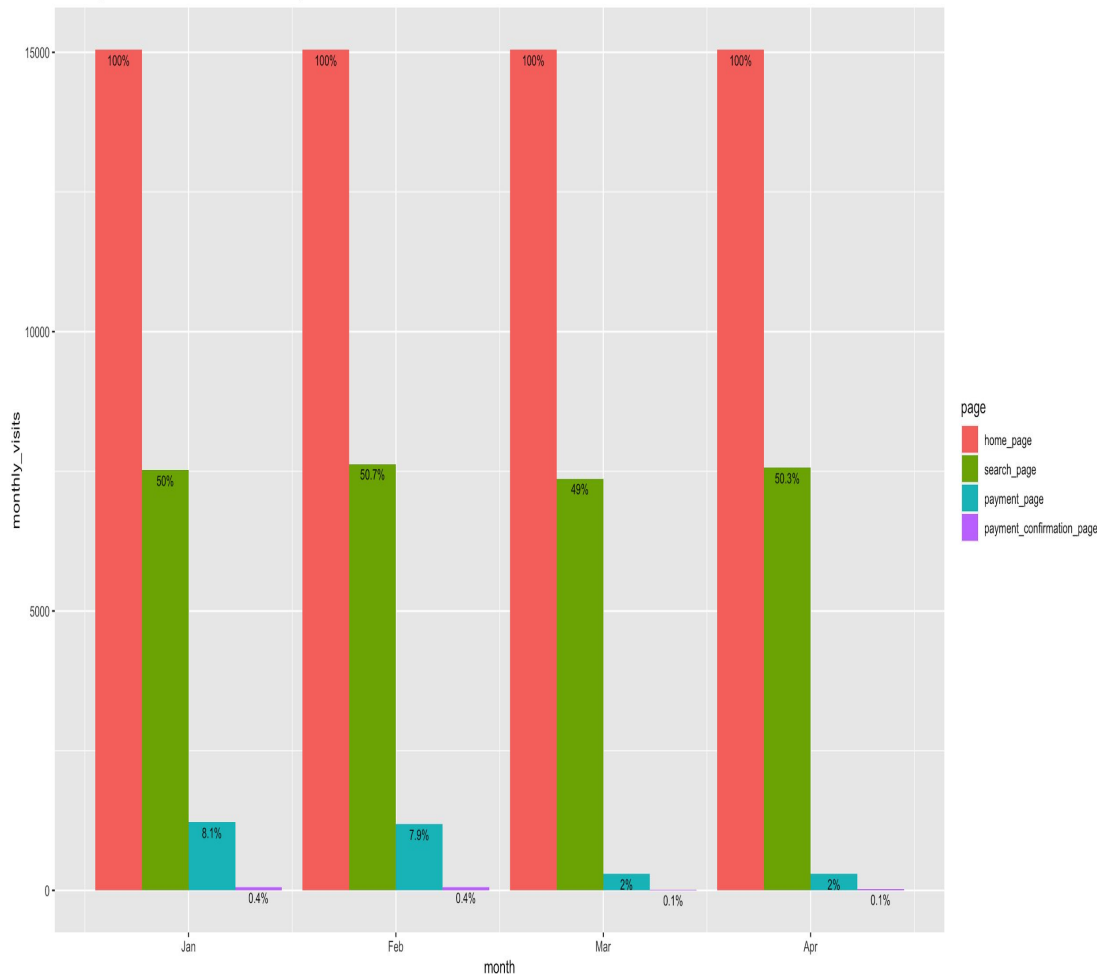


# Findings

Funnel performance over time by Device



Funnel performance over time on Desktop



## # Insight 2

\* Conversion from Home-to-Search page is very stable over time

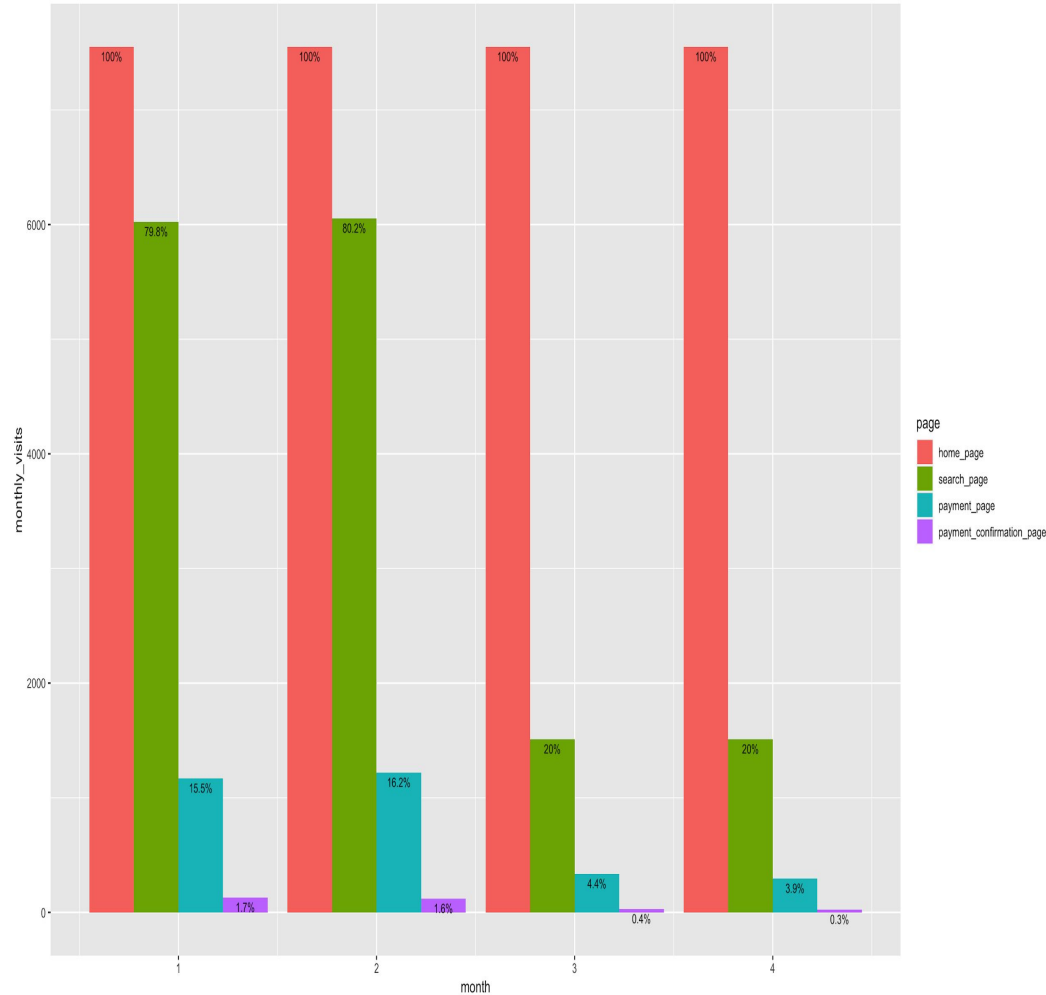
\* Starting from March, Search-to-payment conversion dropped from 49% to **2%**, compared to 50.7% to **7.9%** in previous month

\* Conversion from payment-to-confirmation is very low (**<0.4%**) over time

## # Insight 3

\* Conversion from Home-to-Search page is very stable from Jan to Feb, but starting from Mar, it dropped significantly to **20%** (80.2% in Feb) which in turn further lowered the conversion from Search-to-Payment-to-Confirmation page

\* Conversion from payment-to-confirmation is low (**<1.7%**) over time



## Recommendation 1

8.4% Desktop

**Improvement on Payment-to-Confirmation process**

Is there a bug or UI issue in the checkout process that's preventing users from purchasing? Credit card or shipping info issue?

Hotjar, heatmap, etc. to know why?



# Recommendation 1

115.75% Mobile

## Improvement on Payment-to-Confirmation process

Is there a bug or UI issue in the checkout process that's preventing users from purchasing? Credit card or shipping info issue?

Hotjar, heatmap, etc. to know why?

## Recommendation 2

> 8515% Desktop Mobile

### Improvement on Home-to-Search-to-Payment process

Is there a bug or UI issue in the Search process that's preventing users from finding the right products? Are we attracting the right users to land on our home page to begin with?

Hotjar, heatmap, etc. to know why?

The background is a solid pink color. In the top right corner, there is a decorative pattern of overlapping geometric shapes, including triangles and squares, in various shades of pink and magenta.

Thank you

# Appendix

Funnel performance over time by Gender

