

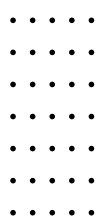
Customers Onboarding Funnel Analysis

- Analytics Report

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CONTEXT:

A digital wallet application is seeing strong app downloads but low user activation. The onboarding process consists of multiple optional and required steps that may cause friction or confusion, leading to user drop-off before first use. This project investigates where users drop off and whether incentive programs are effectively driving conversions.

OBJECTIVES:

- Identify user drop-off points in the onboarding funnel.
- Measure conversion and drop-off rates across each onboarding step.
- Evaluate the impact of incentive flows (e.g., rewards for bank linking and top-up) on funnel progression.

SCOPES:

- Analyze user events data across key onboarding steps
- Analyze step conversion, incentive response, and segment behavior (e.g., by referral source or device).

OUTCOMES:

- A visualized onboarding funnel showing user progression and drop-off.
- Quantified conversion rates and drop-off percentages between key steps.
- Insights on where incentives are effective (e.g., do rewards boost bank linking or top-up?).
- Actionable recommendations to optimize onboarding for better activation and engagement.

TOOLS:



Azure
Data Studio



Power BI

Table: onboarding_events.csv

Field Name	Data Type	Description
user_id	UUID/String	Unique identifier for each user
event_name	String	Onboarding step event name
event_timestamp	Datetime	Timestamp of when the event occurred
device_type	String	Device type used by the user
referral_source	String	Acquisition channel
city	String	User's city
email	String	User's email address
session_id	String	Unique session identifier
incentive_eligible	Boolean	Indicates whether user was eligible for the incentive
incentive_participant	Boolean	True if user entered the incentive code to participate

Table: incentive_flow.csv

Field Name	Data Type	Description
user_id	UUID/String	Unique identifier for each user
entered_code	Boolean	True if user entered the incentive code
linked_bank	Boolean	True if user linked a bank account during the incentive process
topped_up	Boolean	True if user topped up their wallet during the incentive process
reward_earned	Boolean	True if user completed all 3 steps and earned the reward
incentive_start_time	Datetime/NULL	Timestamp when user entered the incentive code (NULL if not entered)

1. OVERALL FUNNEL PERFORMANCE

- **High Initial Conversion:** 75.18% of users who register go on to complete KYC, indicating strong early intent and trust.
- **Critical Drop-Off Points:** The funnel experiences sharp drop-offs at two key stages:
 - KYC → Bank/Card Linking: 61.52% of users abandon here — the biggest single drop.
 - Biometrics → First Feature Use: 60.86% of users verify identity but never activate features.
- **Feature Activation is Low:** Only 6.24% of registered users complete the funnel and perform a first feature use (e.g., top-up or bill payment).

2. SEGMENTATION ANALYSIS

- **Device Type:**
 - Android users make up ~70% of completions, but iOS users show a slightly higher step-by-step progression rate.
- **Referral Source:**
 - Organic and Paid channels dominate volume and maintain similar conversion behavior.
 - Referral sign-ups drop from 20.5% at registration to 20.2% at biometrics, suggesting potential for better activation.
- **City Insights:**
 - Ho Chi Minh City leads in user volume (~35%) and performs well across steps.
 - Hai Phong and Can Tho show lower conversion rates, suggesting a need for localized support or UX refinement.

3. INCENTIVE IMPACT

- **Incentives Work:** Users engaging in the full incentive funnel (code + bank + top-up) outperform others across most steps.
 - Lowest drop-offs in KYC → Bank (40.66%) and Bank → Biometrics (45.25%).
- **No Incentive = High Abandonment:** Users with no incentive activity drop off most during KYC → Bank (70.43%).
- **Referral Code Alone Helps:** “Code Only” users have the lowest drop-off from Biometrics → First Feature Use (31%), showing even small incentives improve progression.

4. ACTIVATION GAP

- Despite successful registration, KYC, and even biometrics, many users don't reach app value.
- This suggests a lack of strong call-to-action, value clarity, or guidance between verification and product experience.

1. Redesign the bank linking experience to reduce friction.

- Simplify the UI and add trust-building elements like partner bank logos and security indicators.
- Show users how close they are to unlocking rewards (e.g., “1 step away from ₹50K”).

2. Enable early feature access immediately after KYC.

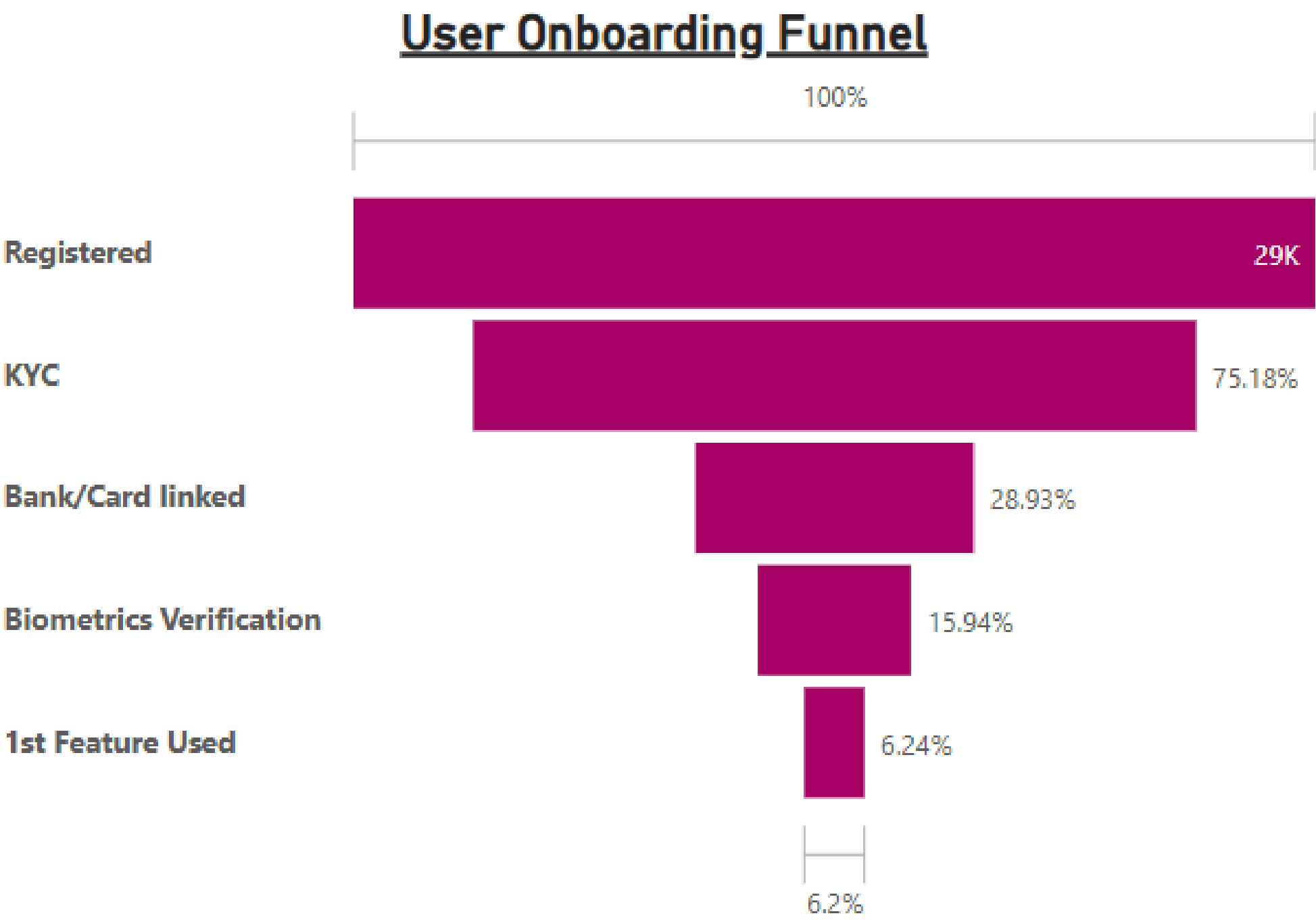
- Allow limited actions (like top-ups or bill payments) before bank linking or biometrics.
- Offer an “Explore First” option with simulated or previewed actions to build confidence.

3. Re-engage verified users who haven't used a feature.

- Send time-based nudges (e.g., 48 hours post-KYC) with micro-rewards to prompt action.
- Use personalized push/email campaigns that link directly to simple feature flows.

• **User Onboarding Funnel Analysis — Where Users Drop Off?**

While registration and KYC conversion are strong, **critical user drop-offs occur during bank linking**

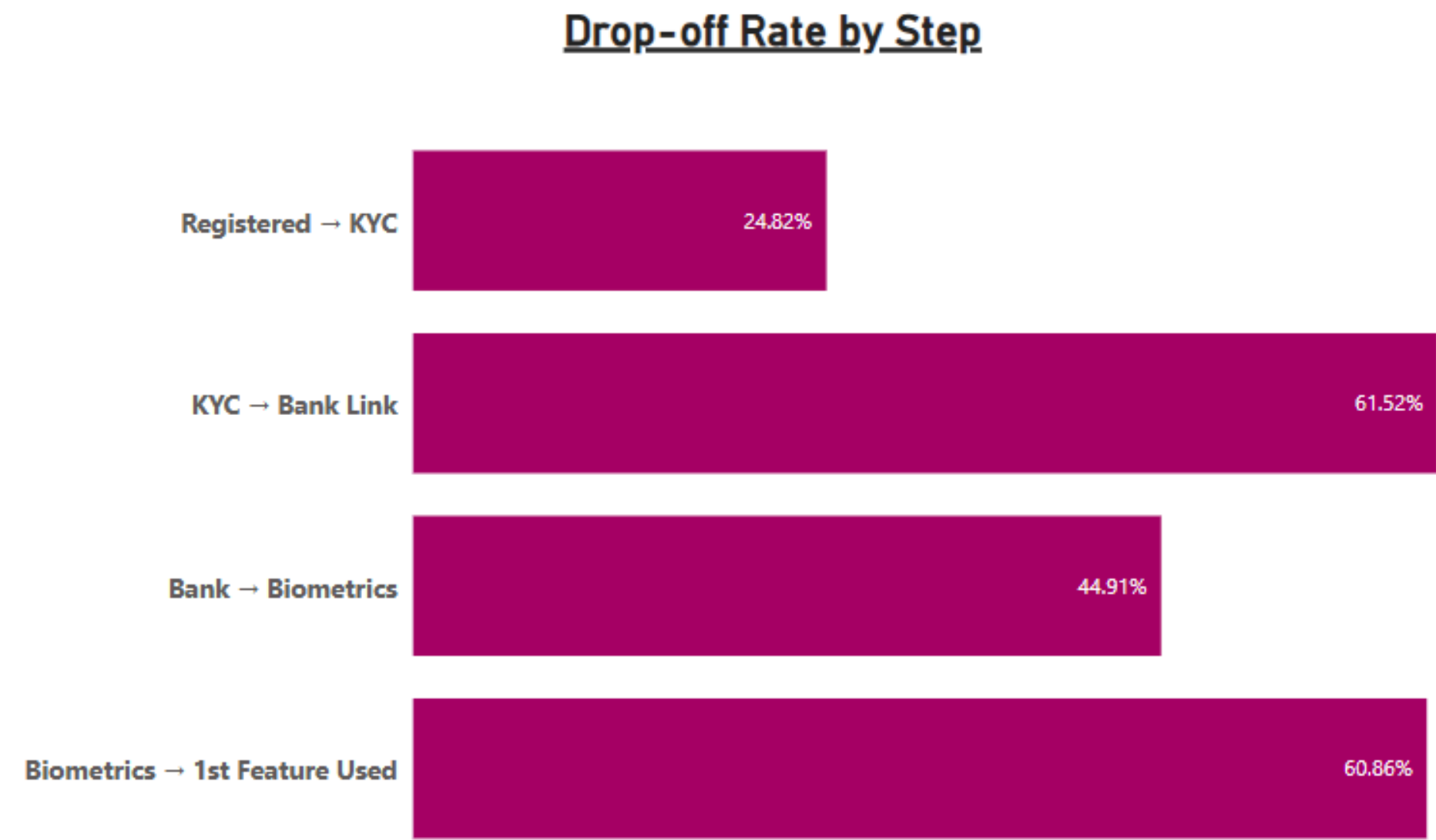


Takeaways:

- **High Initial Conversion:** 75.18% of users who register complete KYC, showing strong early intent and compliance.
- **Major Drop at Bank Linking:** Only 28.93% of registered users link a bank or card.
- **Feature Activation is Low:** Just 6.24% of users reach first feature usage

• **User Onboarding Funnel Analysis — Where Users Drop Off?**

The biggest barriers in the onboarding funnel occur between **KYC and bank linking**, and again **before users reach their first feature**

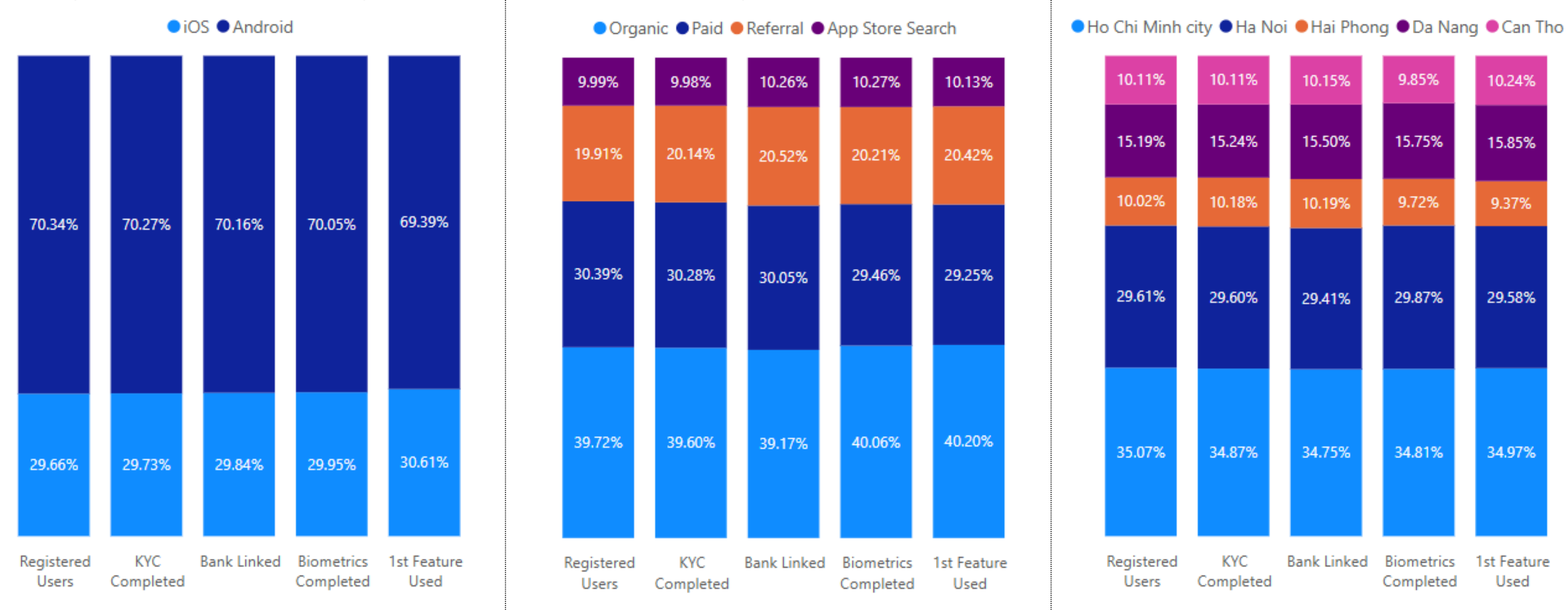


Takeaways:

- **Largest Drop at KYC → Bank Linking:** 61.52% of users abandon the flow at this stage, indicating potential trust, complexity, or motivation issues.
- **High Drop Post-Biometrics:** 60.86% of users who verify biometrics never engage with the app's features.
- **Strong Start, Weak Finish:** The lowest drop-off is from registration to KYC (24.82%), showing initial willingness but steep fall-offs afterward.

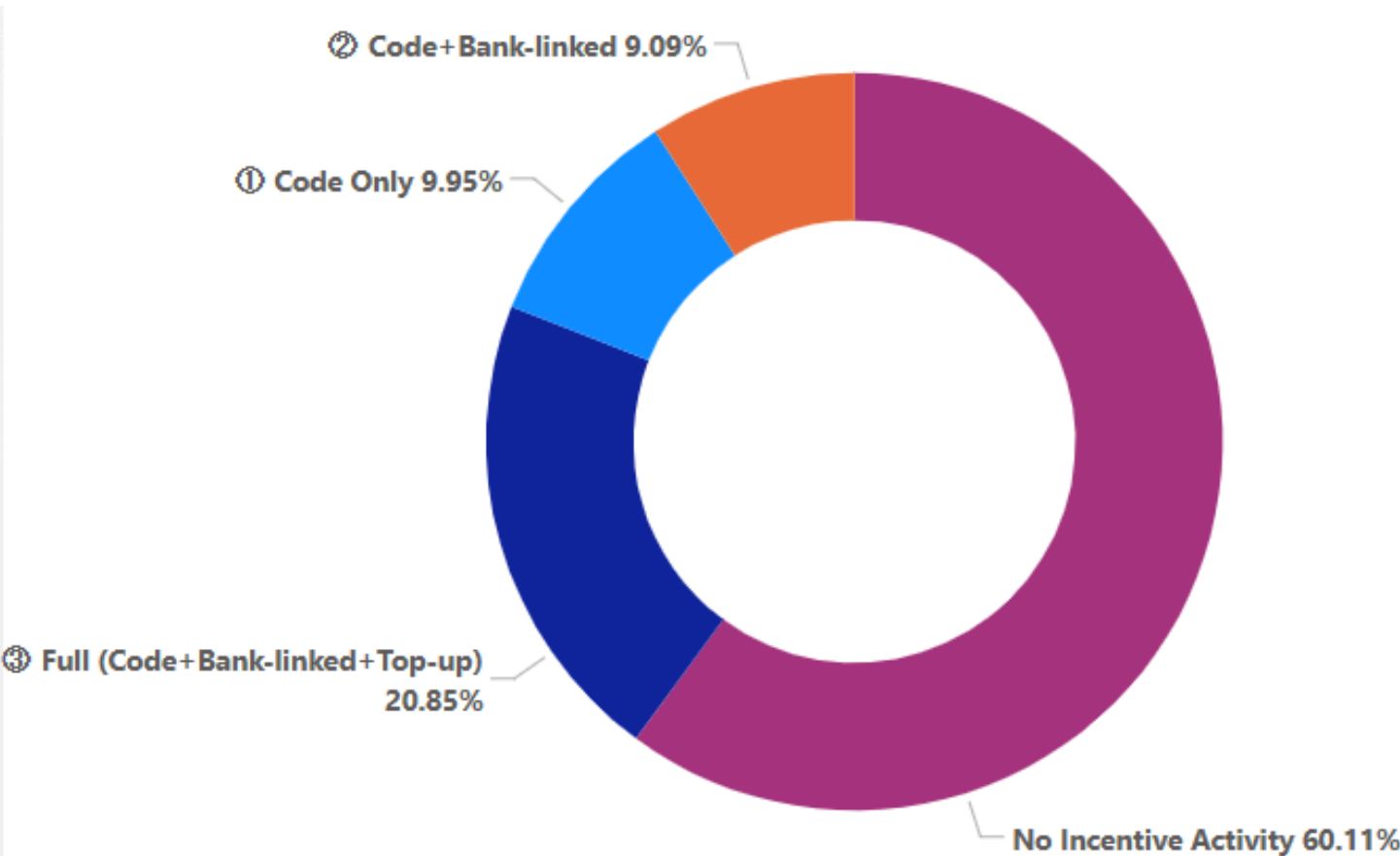
• **Segmentation Analysis — Which user segments drop off more?**

The user onboarding funnel shows **consistent drop-off patterns** across device types, referral channels, and geographic segments, revealing opportunities for targeted improvement.



- Takeaways:**
- **Device Type:** Android users consistently make up ~70% of completions across all steps, showing a strong dominance. However, iOS users maintain a slightly higher progression rate from registration to feature usage.
 - **Referral Source:** Organic and Paid channels contribute the majority of users throughout the funnel. Referral-based sign-ups show a gradual drop from 20.52% at registration to 20.21% at biometric completion—indicating room to improve their activation.
 - **City-Level Insights:** Ho Chi Minh City leads in user volume at every step (~35%), while other cities contribute evenly. Hai Phong and Can Tho have relatively lower conversion rates and could benefit from localized onboarding enhancements.

Incentive Funnel Participation & Drop-Off Comparison



FunnelStage	Registered → KYC	KYC → Bank Link	Bank → Biometrics	Biometrics → 1st Feature Used
① Code Only	24.32%	69.58%	44.96%	69.00%
② Code+Bank-linked	25.64%	40.80%	45.08%	63.99%
③ Full (Code+Bank-linked+Top-up)	25.36%	40.66%	45.25%	50.67%
No Incentive Activity	24.59%	70.43%	44.61%	65.49%

Takeaways:

- Users with **full incentive flow** (code, bank, top-up) consistently perform better in most steps:
 - Lowest drop-off in KYC → Bank (40.66%) and Bank → Biometrics (45.25%)
 - However, post-biometrics drop is higher (49.33% drop) than “Code Only” or “No Incentive” groups.
- **No Incentive = Higher Abandonment**
 - Users with no incentive activity have the highest drop-off rate from KYC → Bank (70.43%)