

Marketing Funnel & Conversion Analysis – Project Report

1. Project Overview

This project focuses on analyzing user behavior data to evaluate the performance of a marketing funnel. The objective was to track user movement from visitors to customers, identify drop-offs, analyze revenue patterns, and generate actionable business insights using Power BI.

2. Tools & Technologies Used

- Microsoft Excel: Initial data review and understanding
- Power BI: Data cleaning, modeling, DAX measures, and dashboard creation
- DAX: KPI calculations and funnel metrics

3. Key KPIs

- Total Visitors: 1,590
- Added to Cart: 543
- Total Checkouts: 130
- Total Customers: 32
- Total Revenue: ₹53.07K
- Overall Conversion Rate: 2%

4. Business Insights

- The funnel shows a significant drop-off between Checkout and Customer stage, indicating friction during final purchase.
- Mobile users contribute the highest share of traffic, highlighting the importance of mobile optimization.
- Fashion and Electronics categories generate the highest revenue, making them key growth drivers.
- Paid Ads and Organic traffic generate high visitors but relatively low customer conversion, indicating quality issues.
- Overall conversion rate of 2% suggests optimization opportunities across funnel stages.

5. Recommendations

- Optimize checkout flow by reducing steps and improving payment options.
- Improve retargeting strategies for users who added items to cart but did not purchase.
- Focus marketing budgets on high-revenue product categories.
- Enhance mobile user experience for faster load times and simpler navigation.
- Improve traffic quality through refined targeting and campaign optimization.

6. Conclusion

This dashboard provides a clear, data-driven view of funnel performance and revenue trends. The insights derived can help stakeholders improve conversion rates, optimize marketing strategies, and drive sustainable revenue growth.