

Website Engagement Funnel Analysis

Behavioral Funnel using Web Analytics Data

channel	<input type="checkbox"/>
(Other)	<input type="checkbox"/>
Affiliates	<input type="checkbox"/>
Direct	<input type="checkbox"/>
Display	<input type="checkbox"/>
Organic Search	<input type="checkbox"/>
Paid Search	<input type="checkbox"/>
Referral	<input type="checkbox"/>
Social	<input type="checkbox"/>

617K

Total Visitors

804K

Total Sessions

98K

Returning Visitors

Website Engagement Funnel

Sessions may exceed visitors due to repeat visits

Total Sessions

100%

Total Visitors

804K

Returning Visitors

617K

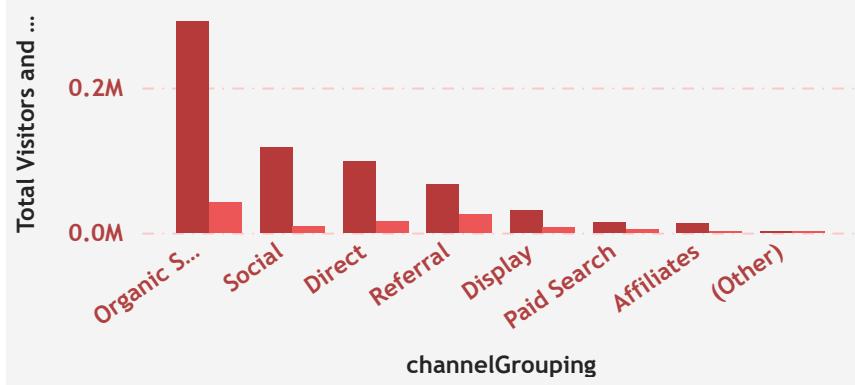
98K

12.2%

Visitor Engagement Gap	Visitor Engagement Gap	Session to Returning %	Engagement Drop-off %
1.30	-0.30	0.12	0.88

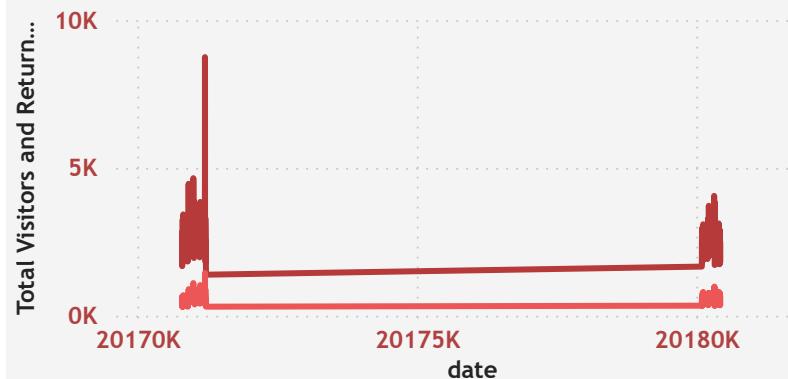
Channel-wise Funnel Performance

● Total Visitors ● Returning Visitors



Engagement Trend Over Time

● Total Visitors ● Returning Visitors



- High drop-off after first visit.
- Organic & Direct channels show higher retention.
- Paid traffic needs engagement optimization.