



# SALES FUNNEL ANALYSIS

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Ryan Lewis - 8/6/21



## USERS

- ~90K users visits between 1/1/15 through 4/30/15



## VISITS BY DEVICE

- Desktop = 60K
- Mobile = 30K

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# WEBSITE TRAFFIC

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## VISITS BY GENDER

- Male = 45K
- Female = 45K



## TOTAL CONVERSIONS

- 452 sales
- 0.5% conversion rate

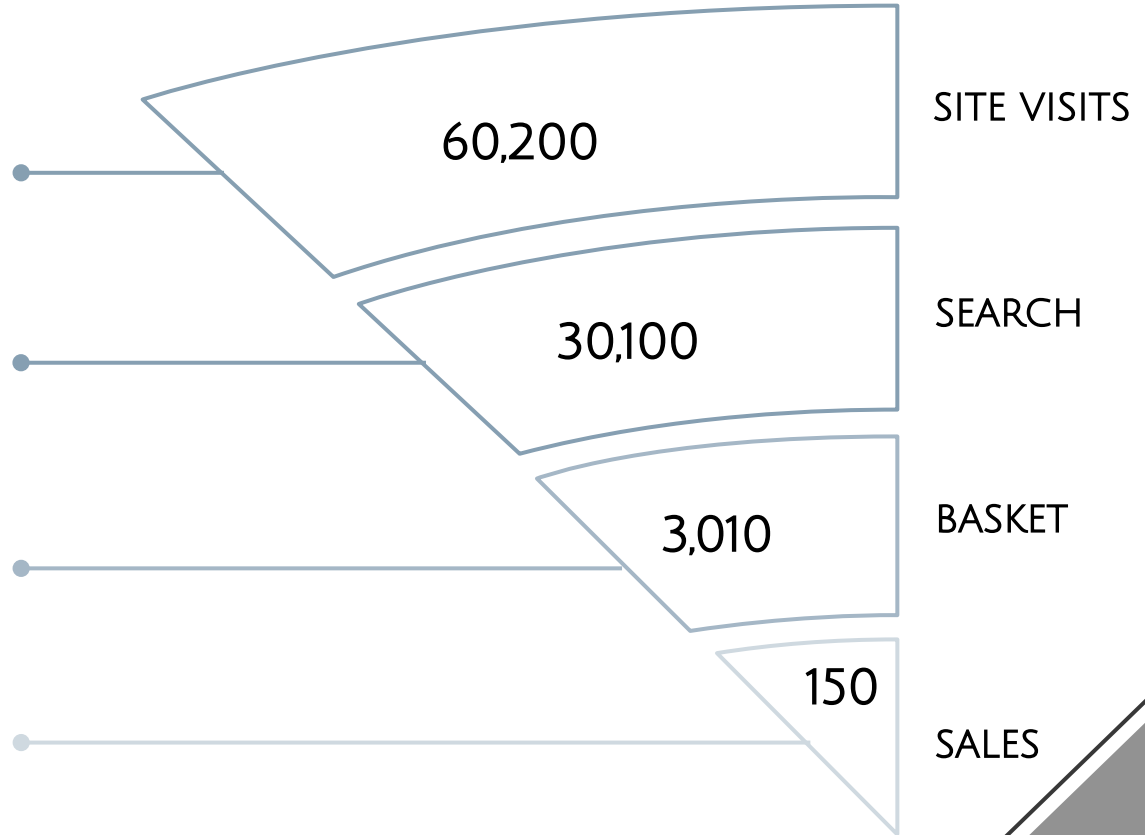
# SALES FUNNEL BY DESKTOP #'S

DESKTOPS REPRESENT  $\frac{2}{3}$  OF  
WEBSITE TRAFFIC

**50%** OF VISITORS CONTINUE TO  
SEARCH FOR AN ITEM

FROM SEARCHES **10%** SELECT AN  
ITEM TO PURCHASE

ONCE AN ITEM IS SELECTED TO  
PURCHASE, **5%** COMPLETE SALE.  
**TOTAL CONVERSION = 0.25%**



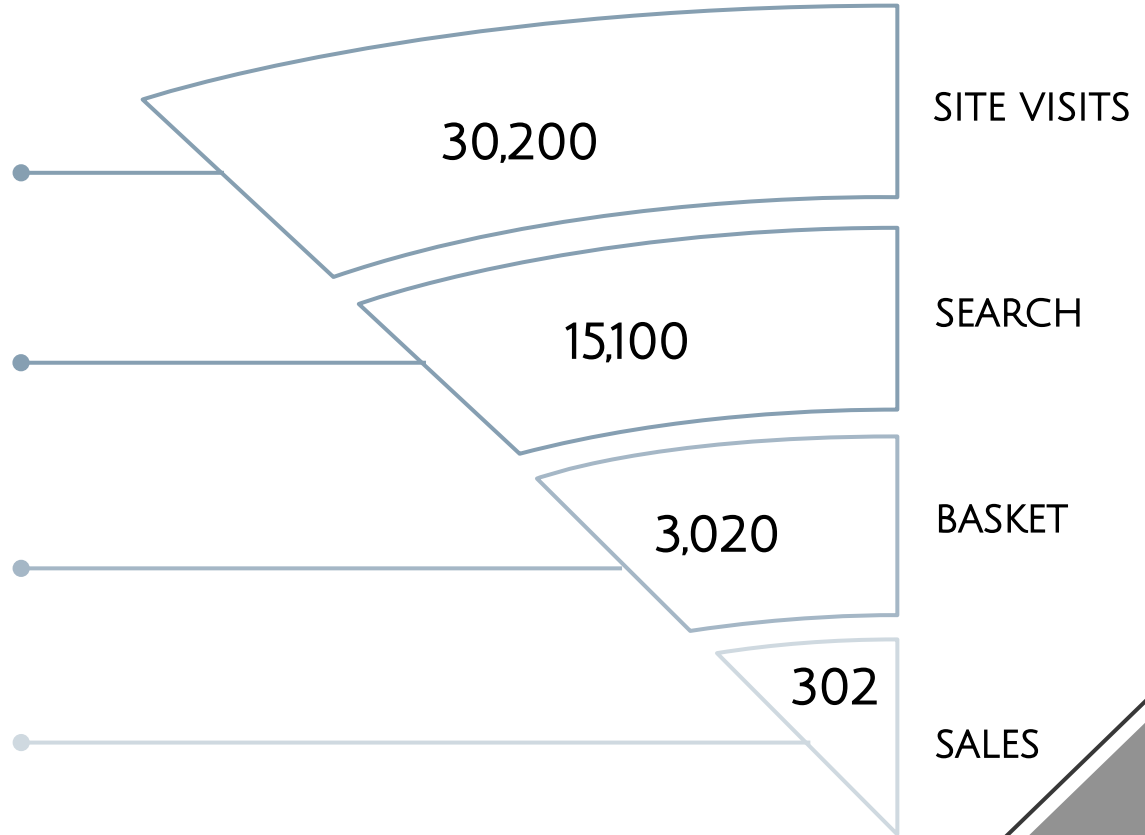
# SALES FUNNEL BY MOBILE #'S

MOBILE REPRESENT  $\frac{1}{3}$  OF  
WEBSITE TRAFFIC

**50%** OF VISITORS CONTINUE TO  
SEARCH FOR AN ITEM

FROM SEARCHES **20%** SELECT  
AN ITEM TO PURCHASE

ONCE AN ITEM IS SELECTED TO  
PURCHASE, **10%** COMPLETE SALE.  
TOTAL CONVERSION = **1%**



# DEVICE FUNNEL TAKEAWAYS

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66%

## MOBILE % OF TOTAL SALES

Despite making up only a **third** of overall traffic compared to desktop, mobile represents 66% of total confirmed payments

10%

## SEARCH TO BASKET

Desktop converts at **half the rate** of Mobile for customers searching for an item to clicking to purchase (10% v 20%) -- representing an area for opportunity

5%

## BASKET TO PAYMENT CONFIRMATION

Again, Desktop only converts at **half the rate** as mobile for customers checking out to actually confirming payment (5% v 10%) -- representing an area for opportunity

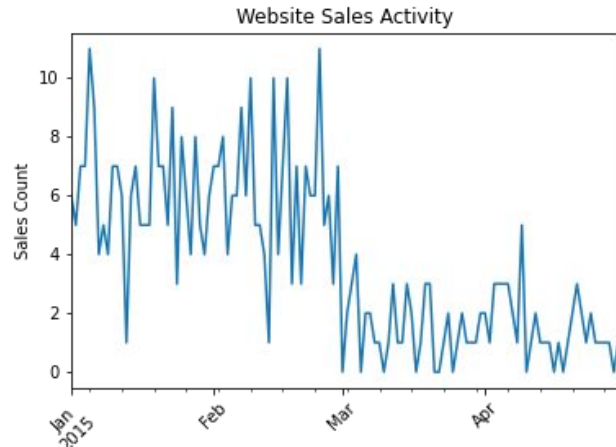
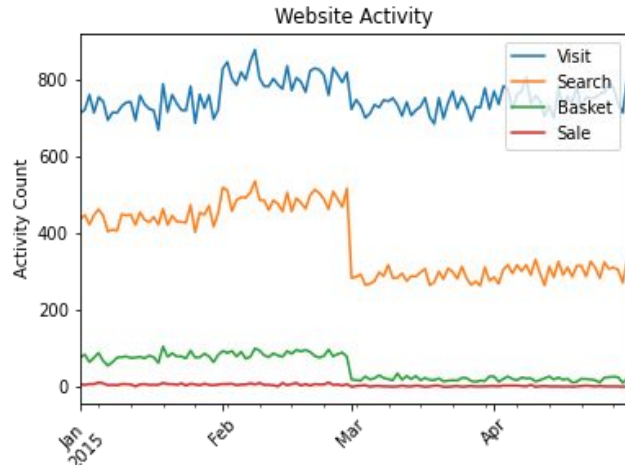
# GENDER BREAKDOWN

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DEVICE & GENDER	VISIT	SEARCH	BASKET	SALE
DESKTOP FEMALE	29,997	15,091	1,530	74
DESKTOP MALE	30,203	15,009	1,480	76
MOBILE FEMALE	15,078	7,585	1,570	167
MOBILE MALE	15,122	7,515	1,450	135

- THE SALES FUNNEL DISTRIBUTION BETWEEN MEN AND WOMEN IS UNIFORM FROM VISIT TO BASKET
- **SIGNIFICANT INCREASE** IN SALE CONVERSION FOR FEMALES ON MOBILE COMPARED TO MEN ON MOBILE

# WEBSITE ACTIVITY OVERTIME



- SEARCH ACTIVITY DRASTICALLY DROPPED AT BEGINNING OF MARCH
  - PRODUCT CHANGE?
  - END OF PROMO?
- SEARCH DROP RESULTED IN SIGNIFICANT DROP IN SALES FROM MARCH ON