User Interaction & Conversion Analysis Report

Executive Summary

This SQL-based analytics project examines user interaction and purchasing behavior over the last 30 days. The goal is to identify business growth opportunities by analyzing conversion funnels, traffic sources, user journey time, and revenue KPIs. The analysis reveals a 16.18% overall conversion rate and total revenue of 52,560 with an Average Order Value (AOV) of 107.

Funnel Conversion Analysis

Stage	Users
Page View	3040
Add to Cart	964
Checkout Start	675
Payment Info	529
Purchase	492

Key Performance Indicators (Last 30 Days)

Metric	Value
Total Users	3040
Total Orders	492
Revenue	52,560
Average Order Value (AOV)	107
Overall Conversion Rate	16.18%

Traffic Source Performance

Email traffic shows the highest conversion rate at 34.13%, while social traffic shows the lowest at 5.73%. This indicates email marketing is highly effective and social campaigns require optimization for better targeting and landing page alignment.

User Journey & Time Analysis

Average time from Page View to Cart: 11 minutes. Average time from Cart to Purchase: 13 minutes. Total average purchase journey: 24 minutes. Users take time before finalizing purchases, suggesting opportunities for retargeting campaigns and checkout simplification strategies.

Strategic Recommendations

- Optimize product pages to improve Page-to-Cart conversion.
- Strengthen email marketing automation and personalization.
- Improve social media targeting strategies.
- Simplify checkout process to reduce drop-offs.
- Promote top-performing products (Product ID 205 leads purchases).

Conclusion

The business currently maintains a healthy conversion rate of 16.18%. However, optimizing early funnel stages and leveraging high-performing traffic sources can significantly increase revenue. This SQL analysis provides clear, actionable insights for data-driven decision-making.