

Customer Journey Analysis Report

Customer Journey Analysis

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This report contains an analysis of customer journey data using a Sankey diagram and various statistical measures.

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Introduction

This report presents an analysis of customer journey data using a Sankey diagram. The data represents the flow of customers through different stages of their journey, from various sources to final outcomes. The analysis includes distribution statistics for each stage and a conversion funnel showing the progression of users through the journey.

Data Overview

The dataset contains 1000 customer journey records. Each record represents a customer interaction with the following attributes: source, medium, campaign, device, and outcome.

Source Distribution

Distribution of customer sources:

Mobile App: 34.3%
Social Media: 23.8%
Website: 19.1%
Email: 12.6%
Referral: 10.2%

Medium Distribution

Distribution of customer mediums:

Organic: 34.9%
Paid: 34.3%
Direct: 21.1%
Referral: 9.7%

Campaign Distribution

Distribution of customer campaigns:

Brand: 29.8%
Generic: 29.6%
Retargeting: 20.1%
Seasonal: 10.4%
Product: 10.1%

Device Distribution

Distribution of customer devices:

Desktop: 52.0%
Mobile: 38.4%
Tablet: 9.6%

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Outcome Distribution

Distribution of customer outcomes:

Browse: 30.2%

Add to Cart: 29.5%

Purchase: 20.8%

Bounce: 19.5%

Conversion Funnel

The conversion funnel shows the progression of users through the customer journey:

Total Users: 1000

Add to Cart Users: 295 (29.50%)

Purchase Users: 208 (20.80%)

Cart to Purchase Rate: 70.51%

Sankey Diagram

The Sankey diagram is available as an interactive HTML visualization at: [sankey_diagram.html](#)

Conversion Funnel Visualization

The conversion funnel is available as an interactive HTML visualization at: [conversion_funnel.html](#)