

Customer Journey Analysis Report

Customer Journey Analysis

Generated on: 2025-04-05 13:34:18

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

Customer Journey Analysis Report

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%)

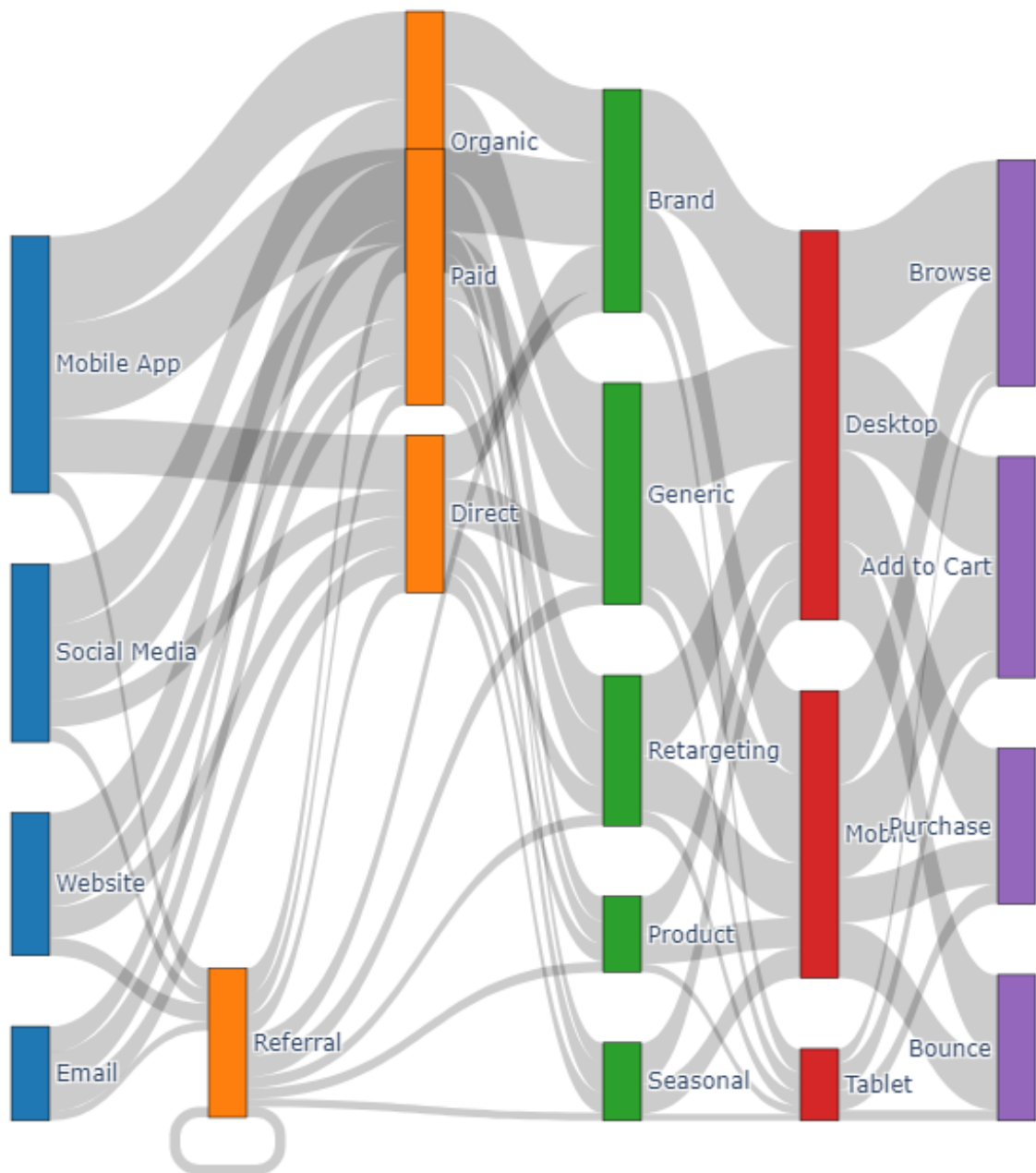
Purchase Users: 208 (20.80%)

Cart to Purchase Rate: 70.51%

Sankey Diagram

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Customer Journey Sankey Diagram

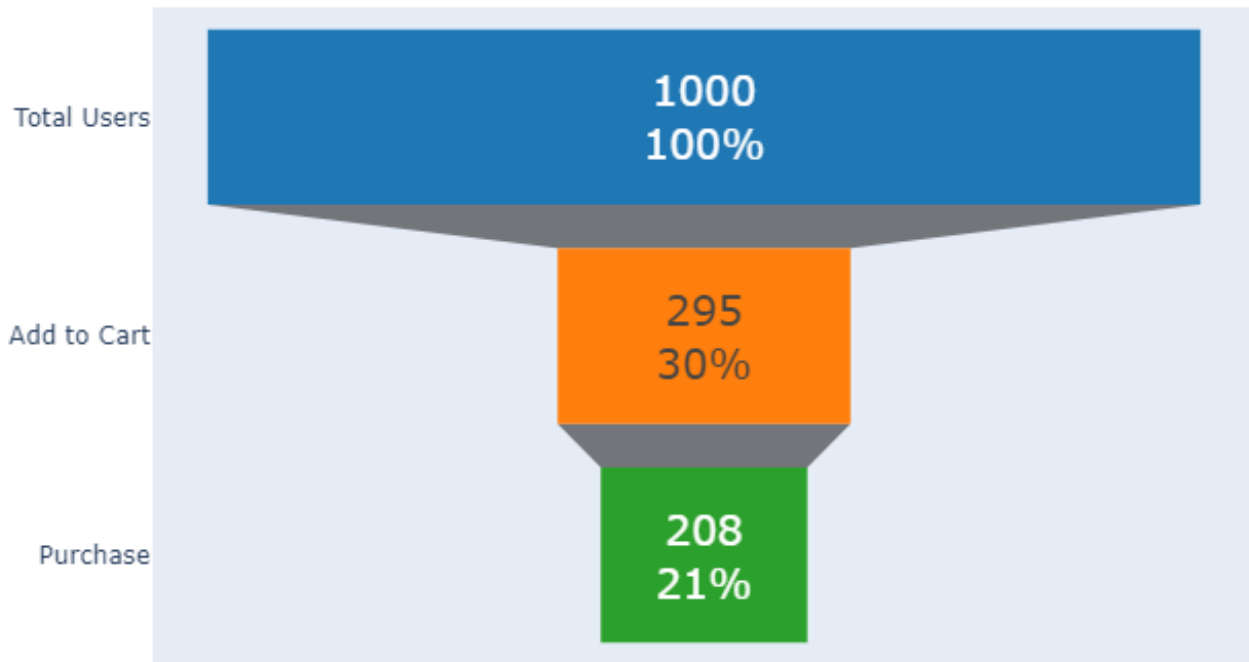


The Sankey diagram above visualizes the flow of customers through different stages of their journey. The width of each link represents the volume of customers flowing from one stage to another.

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Conversion Funnel Visualization

Conversion Funnel



The conversion funnel above shows the progression of users through the customer journey, from initial visit to purchase. The width of each stage represents the number of users who reached that stage.