User Funnel Drop-Off Analysis

SaaS product Analysis

Background

A SaaS product observed strong signup volume but lower-than-expected trial and subscription conversion. The goal of this analysis was to identify where users abandon the onboarding funnel and recommend data-driven improvements.

Objective

Answer the question: Where do users drop off in the onboarding journey, and how can the product team improve conversion?

Funnel Steps Analyzed:

Step	Event
1	Signup
2	Email Verified
3	Profile Completed
4	Trial Started
5	Subscription Started

Each step represents a key milestone in activation and monetization.

Methodology

- Used event-level user data with device and acquisition channel segmentation
- Built a step-based funnel using distinct user counts
- Calculated drop-off % between consecutive steps
- Compared conversion patterns across devices and channels

Key Insights

1. Major Drop-Off at Trial Start
   a. A large portion of users who completed their profile did not begin a trial, indicating friction in the upgrade step.
   b. Implication: The trial CTA may lack clarity or urgency.

2. Email Verification Causes Early Loss
   a. A significant percentage of users failed to verify their email after signup.
   b. Implication: The verification flow may be inconvenient or poorly communicated.

3. Referral Users Convert Better
    a. Users from referral channels showed higher progression to trial and subscription.
    b. <u>Implication</u>: High-intent users from referrals represent strong growth opportunities.

Recommendations

Opportunity	Recommendation	Expected Impact
Email verification drop	Add one-click verification and reminders	Increase early-stage retention
Trial conversion drop	Improve CTA messaging and show value before trial	Boost trial starts
High-performing referral users	Invest in referral incentives and tracking	Higher-quality user acquisition

Tools Used:
- Tableau for funnel visualization and drop-off analysis
- SQL-style event modeling logic
- Behavioral segmentation by acquisition channel and device