Table for this is pathanalysis.sas7bdat

It’s a “sample” customer journey via a website. Easy to change if needed. But you can see the variable mapping in the Data Roles.

This could easily be imported as an extra table for the demo storyine?

If it’s a 1 I believe it’s a “drop-off”. Interesting to note at “Products” and “Basket”… infer reason.

