# Funnel KPI Analytics – Executive Dashboard Overview

## What This Project Demonstrates

This project replicates a real Business Analyst workflow: ingesting event-level data, building KPI summaries, visualizing funnel performance, and translating metrics into clear business recommendations.

## Dashboard Views Included

• Funnel volume and conversion by step
• Revenue performance and trends
• Channel and campaign quality indicators
• Device-level activation differences

## Key Business Takeaways

• Activation remains the primary bottleneck
• Email and Referral users generate higher revenue per user
• Desktop experience drives stronger activation outcomes
• Retargeting campaigns outperform prospecting on ROI

*Dashboards were built using Excel and Power BI to mirror how analytics teams report insights to stakeholders.*