

# Funnel KPI Analysis – Executive Summary

Objective: Analyze a user funnel (visit → signup → activate → purchase) to identify conversion drop-offs and revenue opportunities.

Tools Used: Excel, Power BI, Basic SQL

Key Insights: Highest drop-off between signup and activation. Referral and Email channels show higher conversion.

Recommendations: Improve onboarding flow, prioritize high-performing channels, investigate mobile activation friction.