Market Funnel & Revenue Analysis Report

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Contents

1 Executive Summary

This report presents a comprehensive analysis of user conversion behavior and revenue performance across the digital sales funnel over the last 30 days.

The objective of this analysis is to:

- Identify conversion drop-off points

- Evaluate marketing channel performance

- Analyze time-to-conversion behavior

- Measure revenue efficiency

- Provide actionable business recommendations

Key Findings:

- Overall Conversion Rate: **16.12%**

- Total Revenue: **$45,224.97**

- Average Order Value: **$106.66**

- Email is the highest-performing traffic source

- Major drop-off occurs between Page View and Add to Cart

2 Funnel Performance Analysis

2.1 Funnel Breakdown

Stage	Users	Conversion Rate
Page Views	2,630	–
Add to Cart	829	31.52%
Checkout Start	580	69.96%
Payment Info	457	78.79%
Purchase	424	92.78%
Overall Conversion	–	**16.12%**

Table 1: Sales Funnel Stage Performance

2.2 Insights

- The largest drop-off occurs between Page View and Add to Cart.

- Checkout and Payment stages show strong performance.

- Payment to Purchase conversion is highly efficient (92.78%).

2.3 Business Implication

The primary opportunity lies in improving product engagement and motivating cart additions rather than optimizing payment processing.

3 Traffic Source Performance

Source	Views	Cart	Purchases	Cart Conv.	Purchase Conv.
Organic	1069	358	182	33.49%	17.03%
Paid Ads	490	187	102	38.16%	20.82%
Email	280	177	91	63.21%	32.50%
Social	791	107	49	13.53%	6.19%

Table 2: Conversion Performance by Traffic Source

3.1 Insights

- Email delivers the highest conversion rates.
- Paid Ads demonstrate strong ROI potential.
- Social media traffic shows weak conversion performance.

3.2 Strategic Recommendation

- Increase budget allocation to Email and Paid Ads.
- Optimize Social targeting and creative strategy.
- Improve landing page alignment for Organic traffic.

4 Time-to-Conversion Analysis

Metric	Value
Converted Users	424
Avg View $\rightarrow$ Cart	11.12 minutes
Avg Cart $\rightarrow$ Purchase	13.18 minutes
Avg Total Journey Time	24.3 minutes

Table 3: Customer Journey Duration Metrics

4.1 Insights

- Users complete purchases within approximately 24 minutes.
- Indicates strong purchase intent.
- Short decision window creates opportunity for real-time nudging.

4.2 Business Opportunity

- Implement real-time promotional triggers.

- Introduce abandoned cart reminders.

- Optimize mobile checkout experience.

5 Revenue Analysis

Metric	Value
Total Visitors	2,630
Total Buyers	424
Total Orders	424
Total Revenue	$45,224.97
Average Order Value	$106.66
Revenue per Buyer	$106.66
Revenue per Visitor	$17.20

Table 4: Revenue Performance Metrics

5.1 Key Observations

- Strong AOV indicates effective pricing strategy.

- Revenue per Visitor highlights monetization efficiency.

- Small improvements in conversion can drive significant revenue uplift.

5.2 Revenue Growth Scenario

If overall conversion improves from 16.12% to 18%:

$$Expected\ Buyers = 2,630 \times 0.18 = 473$$

$$Estimated\ Revenue = 473 \times 106.66 = \$50,455$$

Potential incremental revenue increase $\approx$ $5,000+.

6 Final Recommendations

1. Improve product page engagement to increase cart additions.

2. Expand high-performing Email campaigns.

3. Optimize Social traffic targeting strategy.

4. Implement behavioral retargeting within 30 minutes.

5. Introduce bundle offers to increase AOV.

7   Conclusion

This analysis provides a structured, data-driven view of funnel efficiency, marketing performance, and revenue generation.

The findings support informed decision-making across:

- Marketing budget allocation

- Conversion optimization

- Revenue strategy

- Customer experience enhancement

The current funnel demonstrates strong late-stage performance, with primary opportunity concentrated at early funnel engagement.

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Analysis Period: Last 30 Days