



퍼널  
문서의  
기본

# 퍼널 분석하기

데이터 분석의 시작



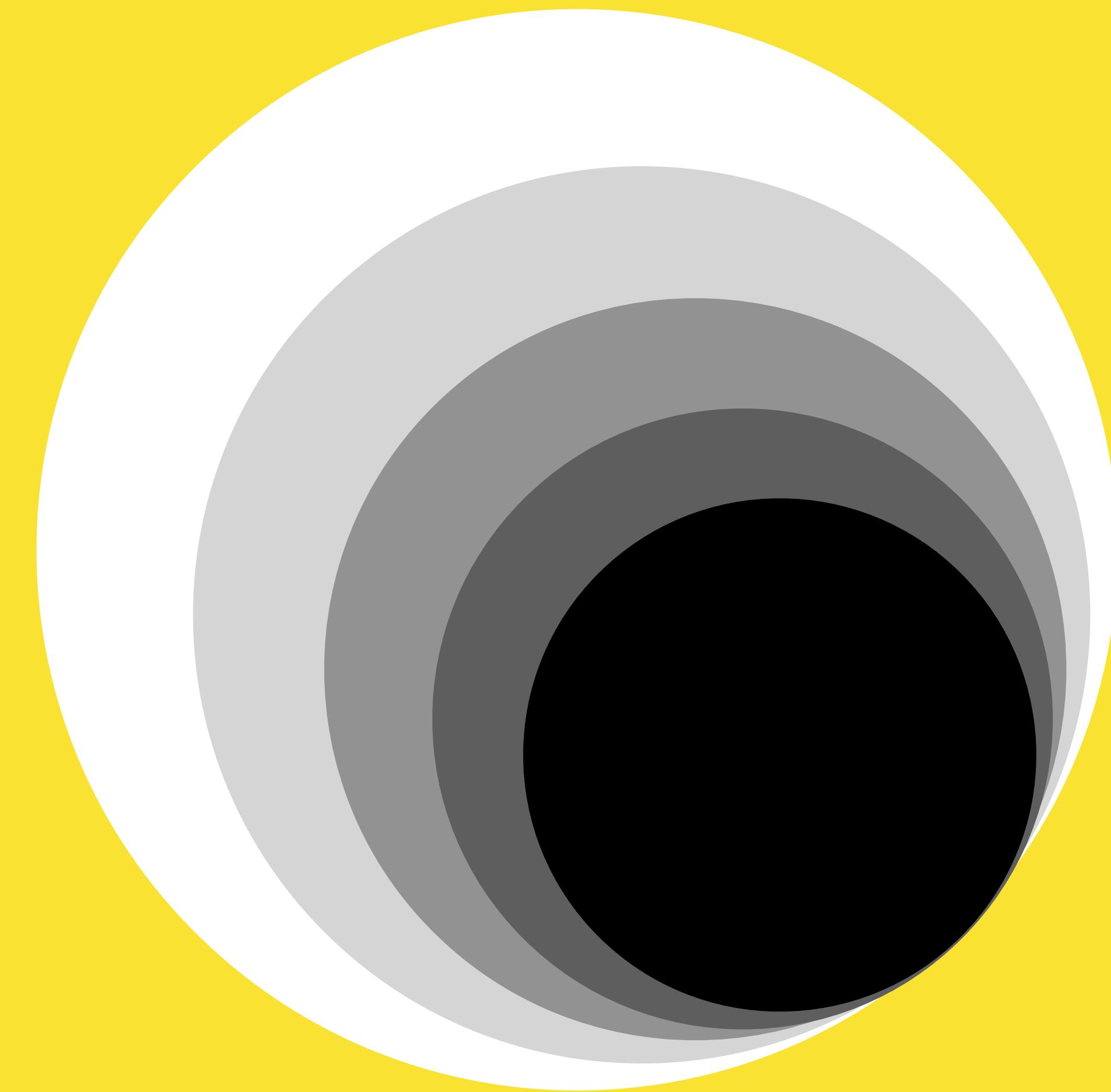
퍼널 분석, 이렇게 시작하자

# 집합의 포함 관계



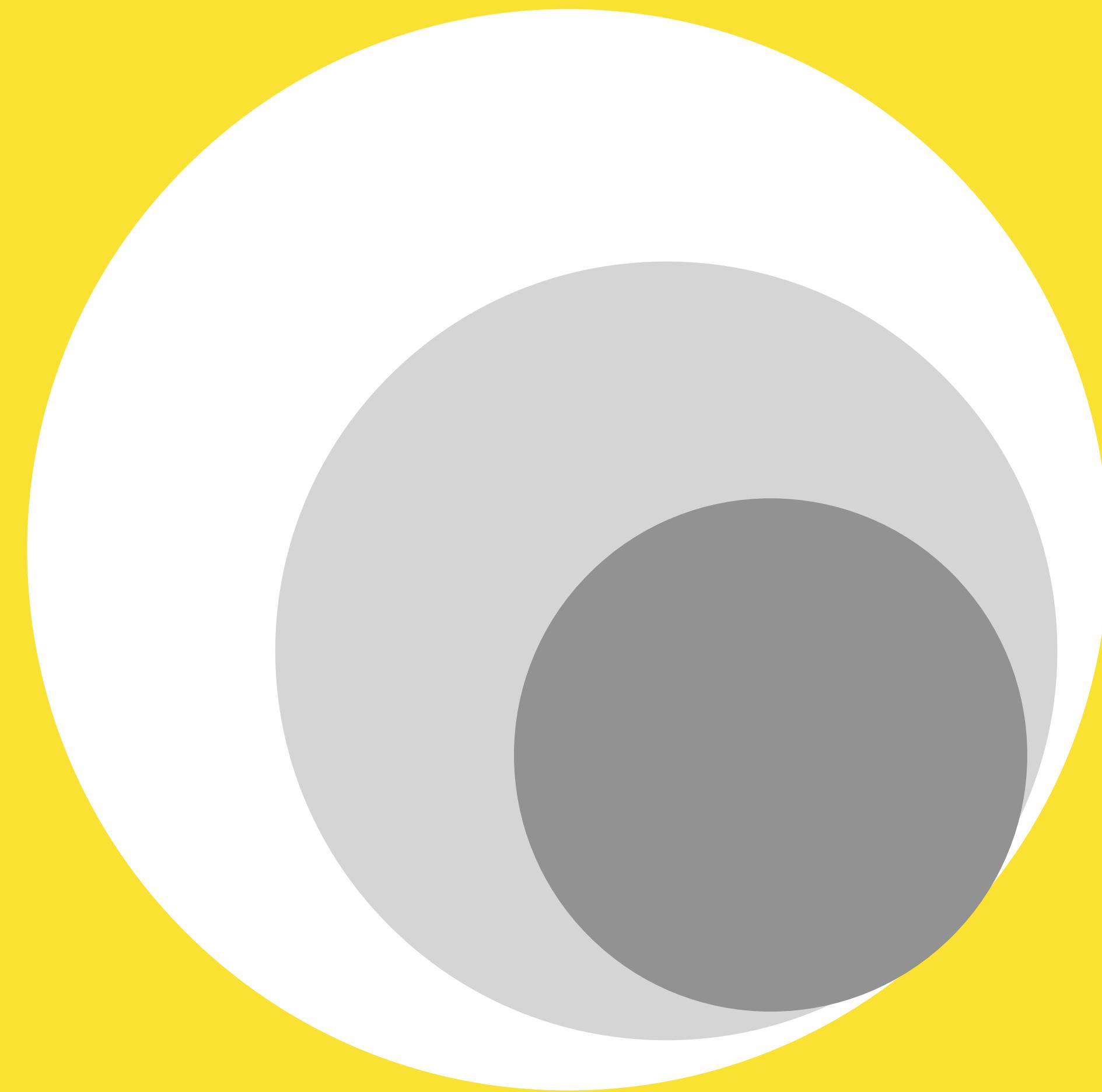
내방객  $\geq$  구매 고객

# 집합의 포함관계



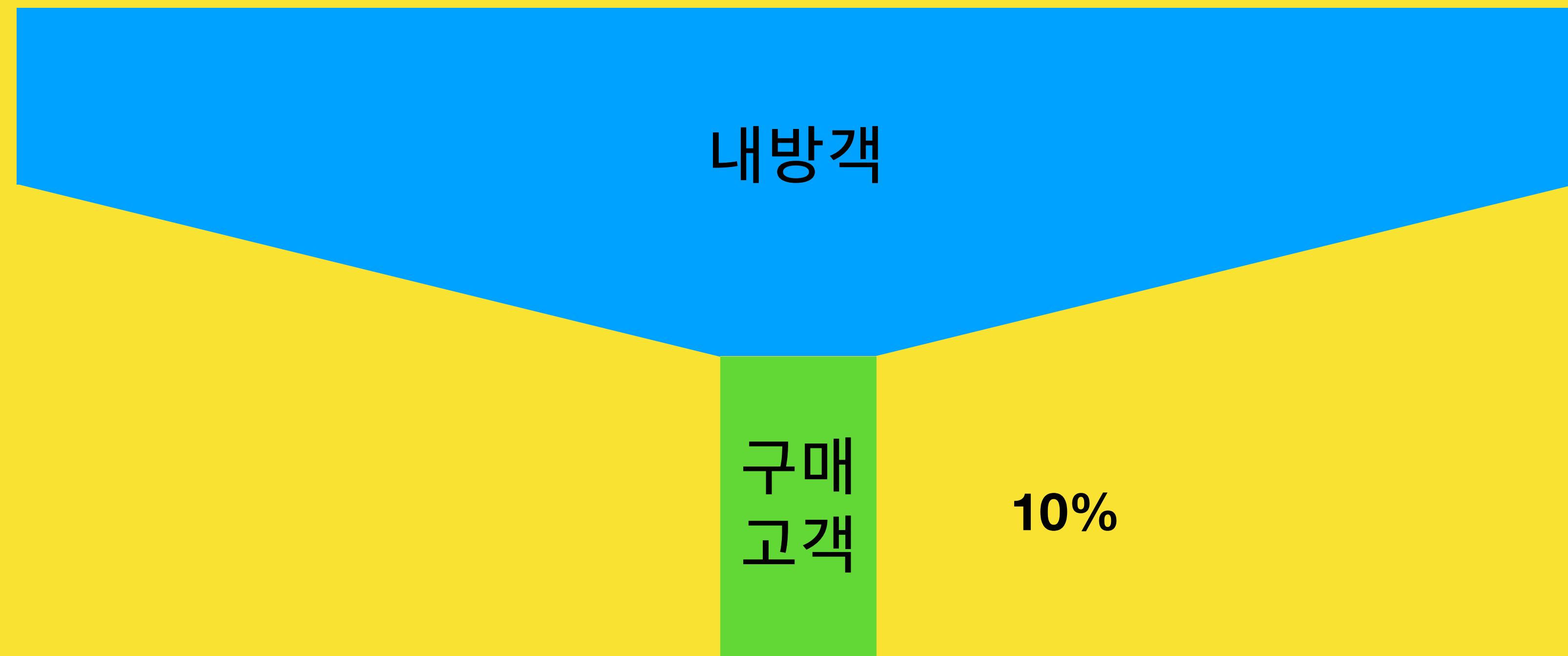
다음 행동으로 나아갈수록 그 수는 작아진다.

# 집합의 포함 관계

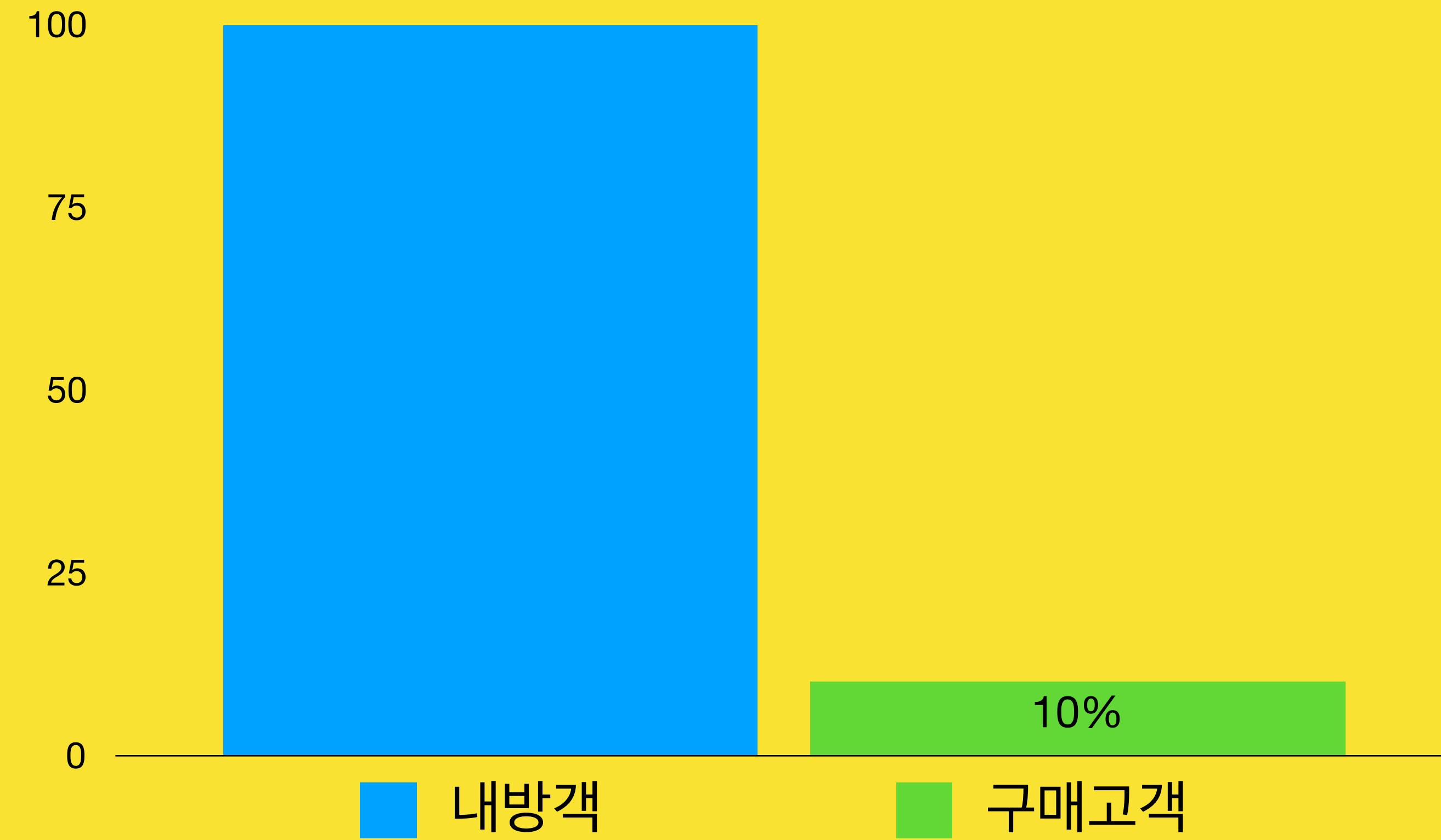


다음 행동으로 나아갈수록 그 수는 작아진다.

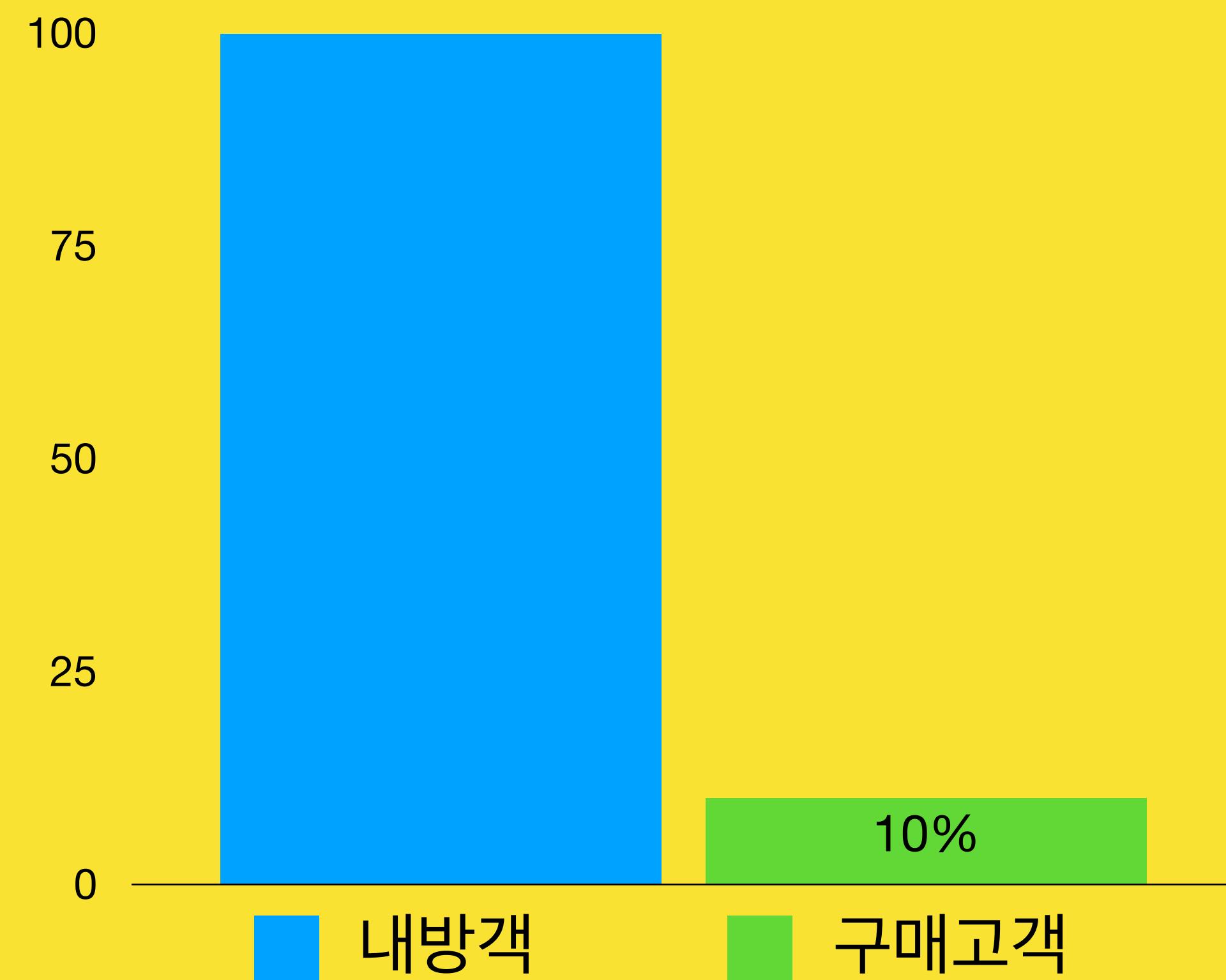
# 퍼널 = 깔때기



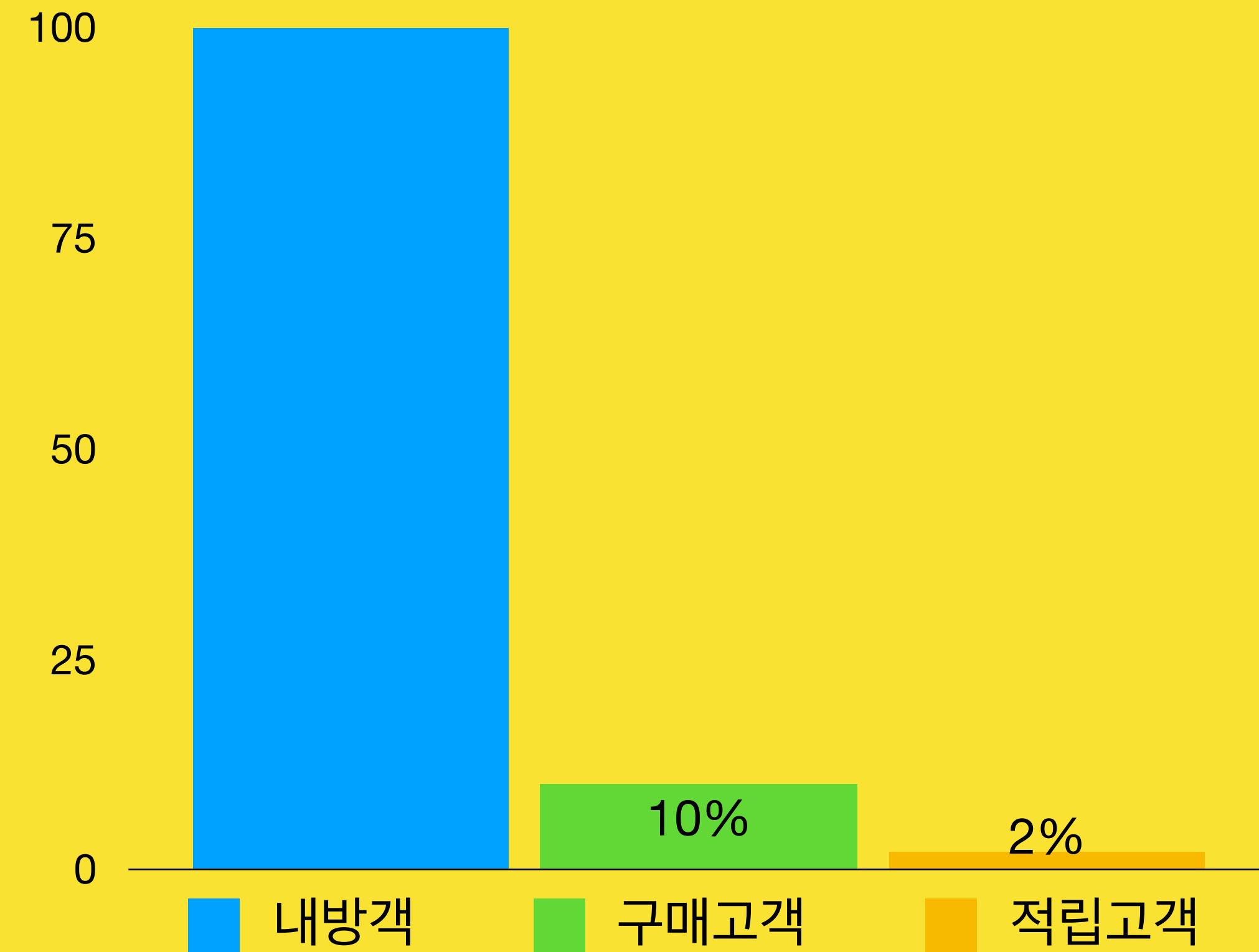
## 2단계 퍼널



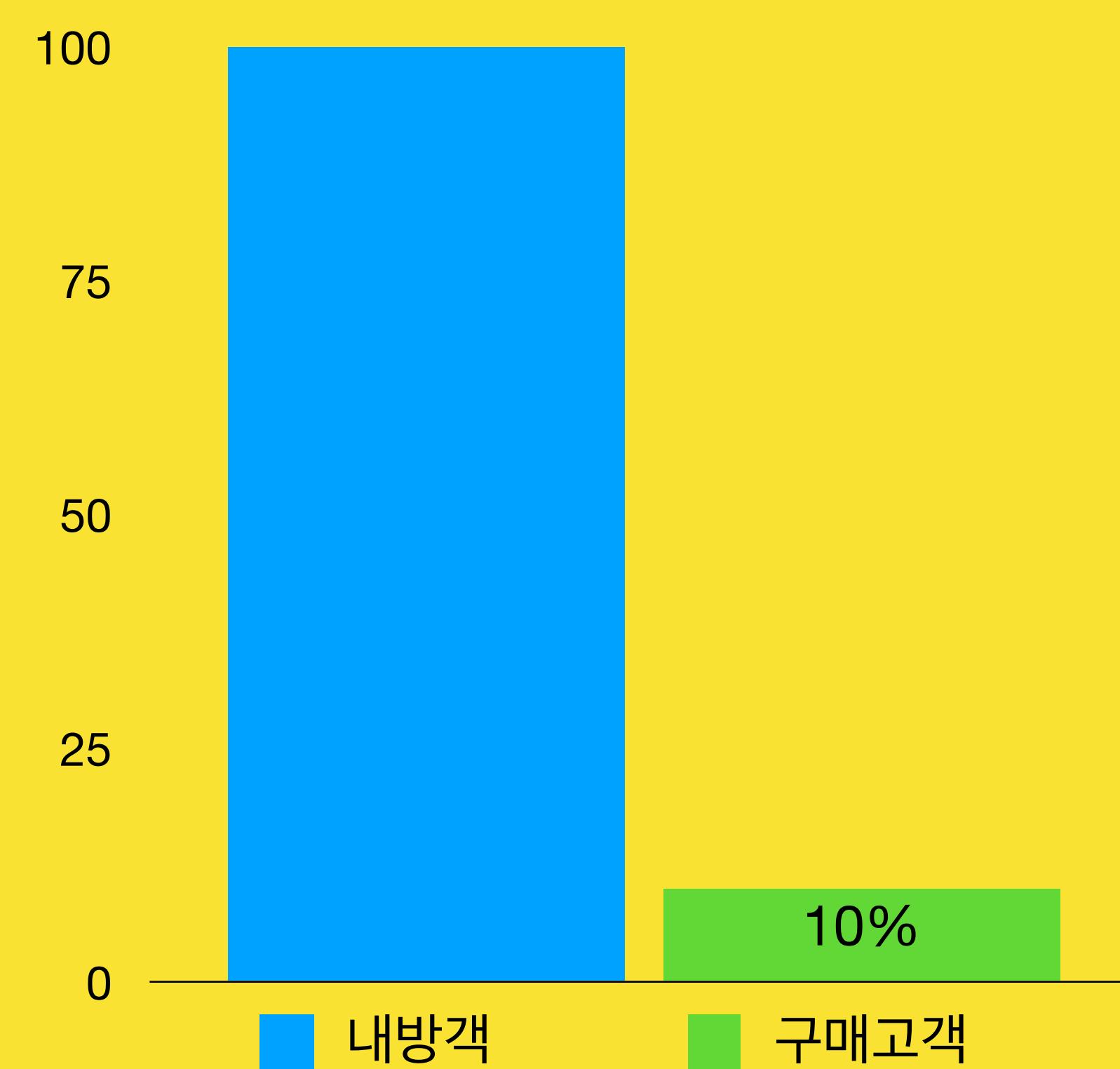
## 2단계 퍼널



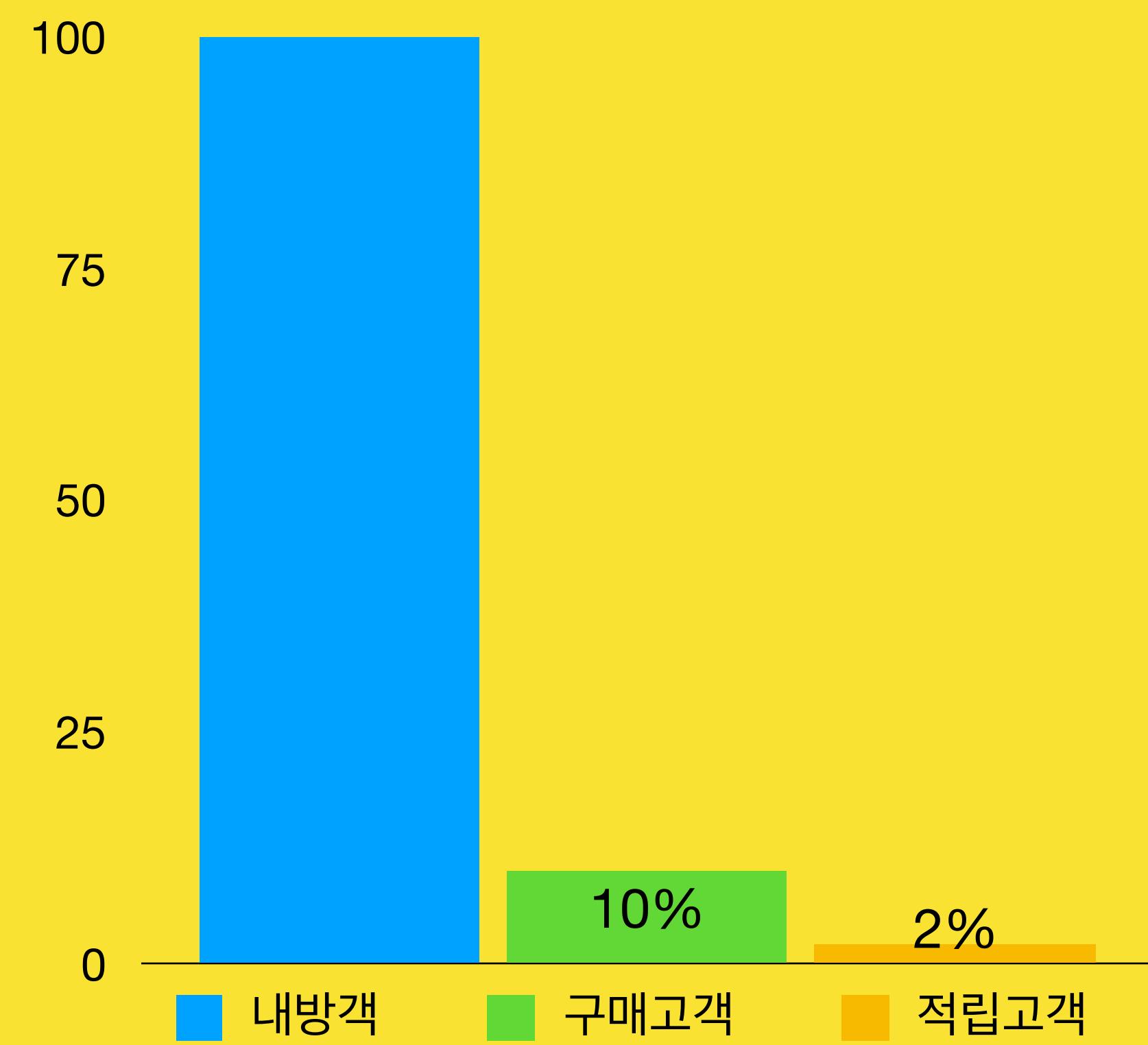
## 3단계 퍼널



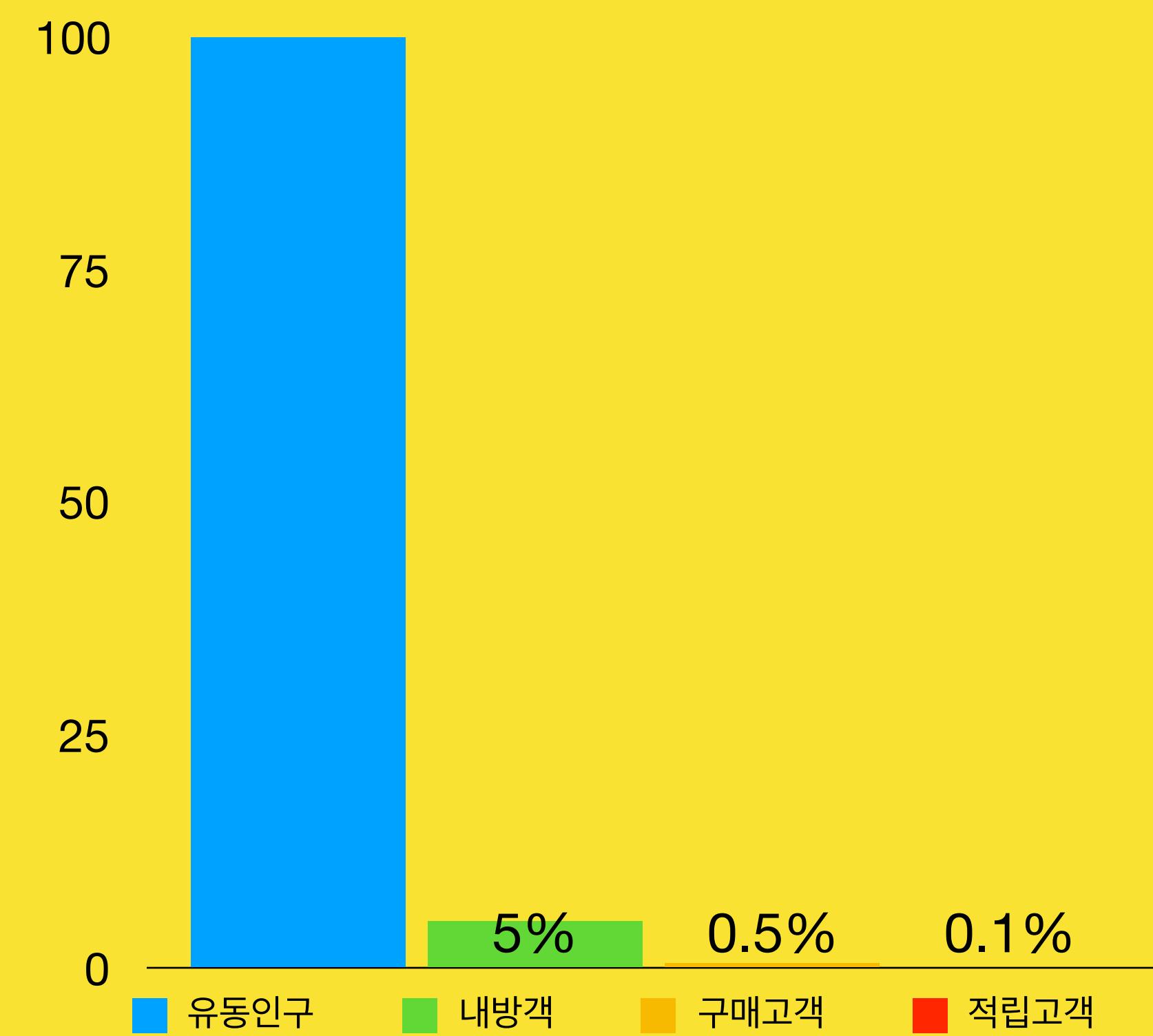
## 2단계 퍼널



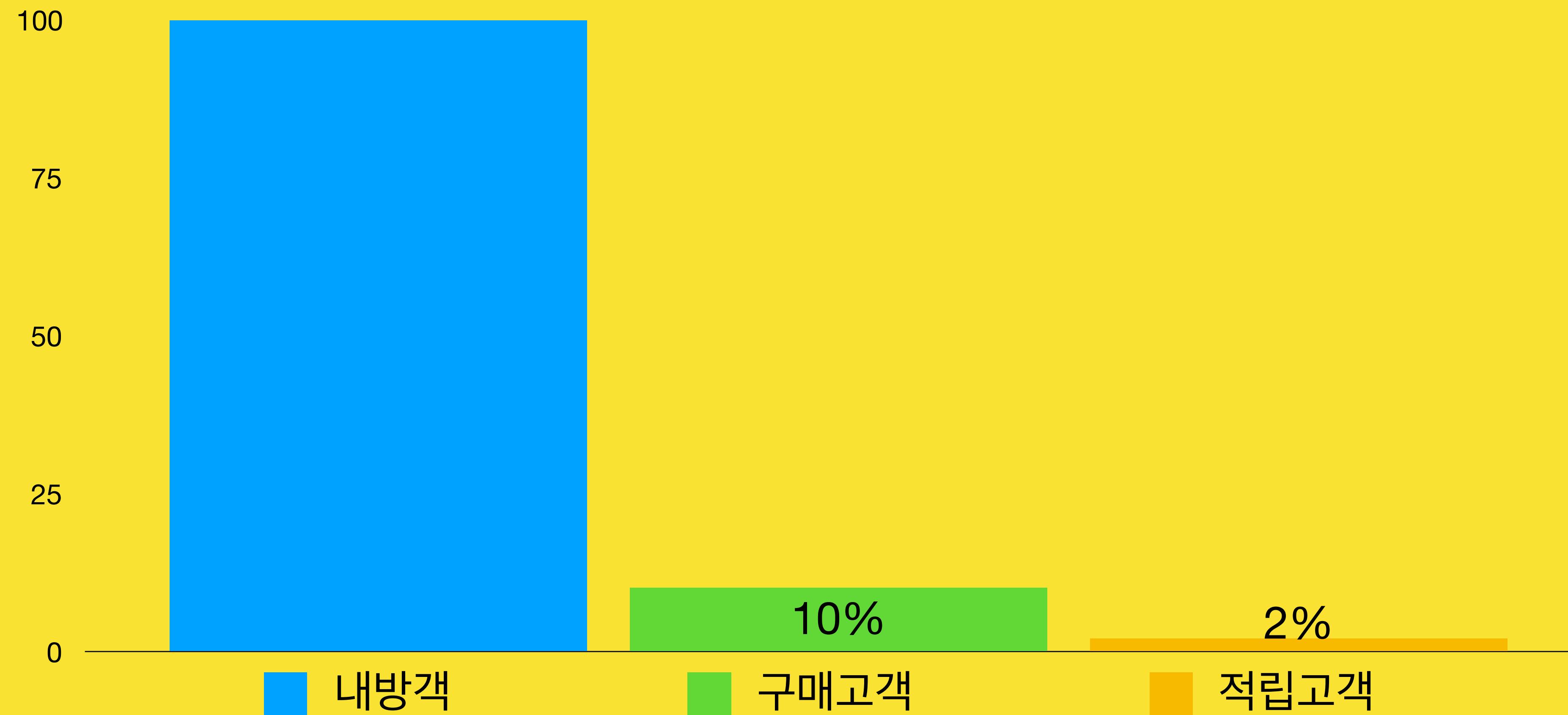
## 3단계 퍼널



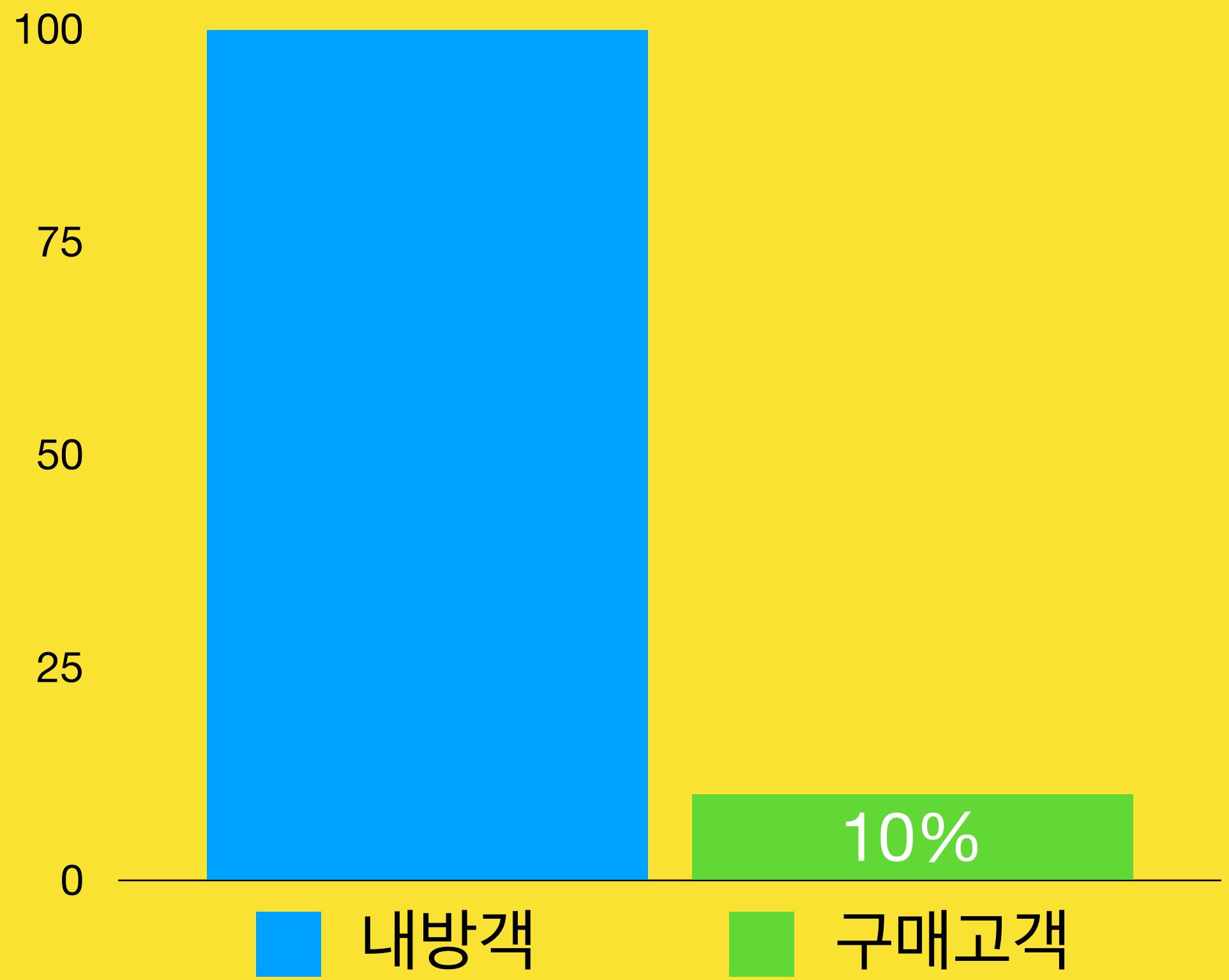
## 4단계 퍼널



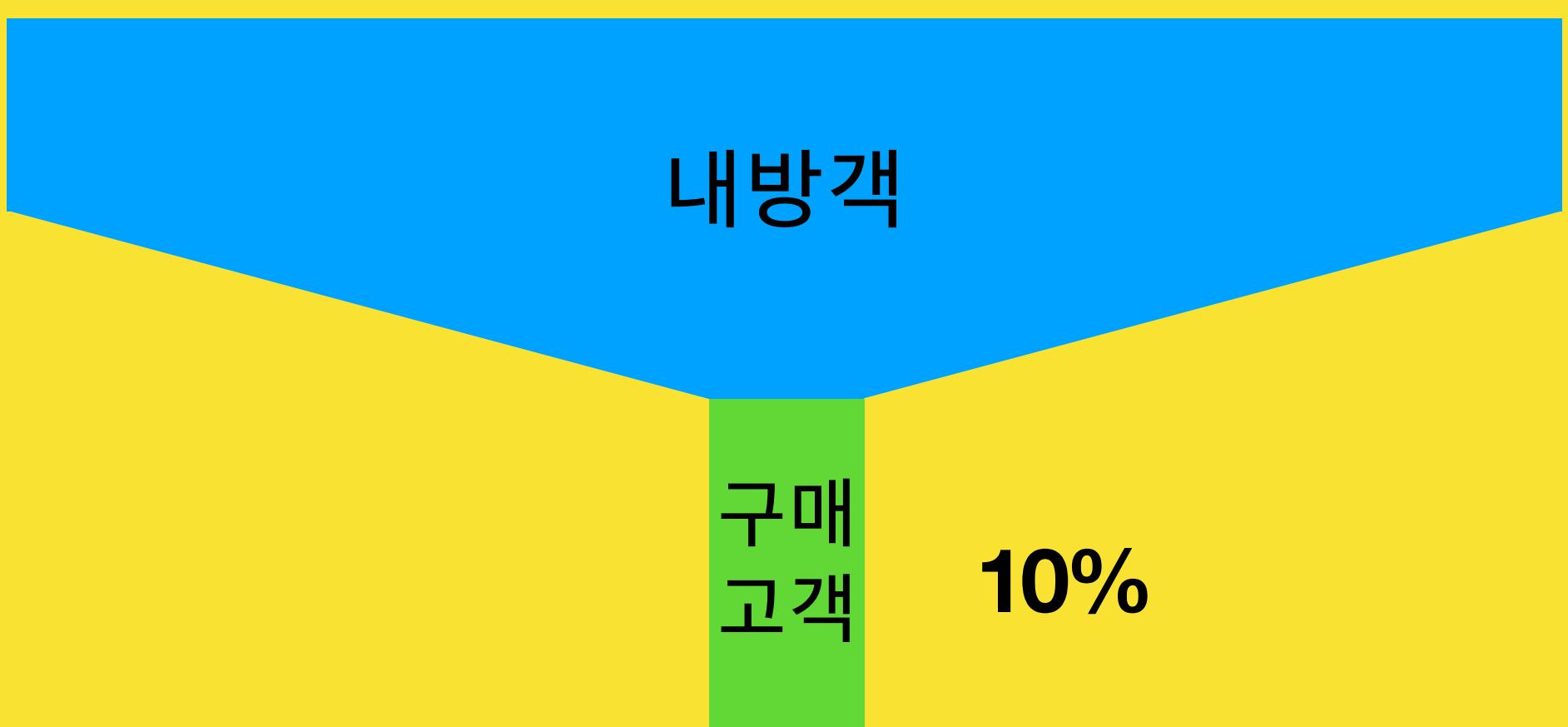
# 3단계 퍼널



## 가로형

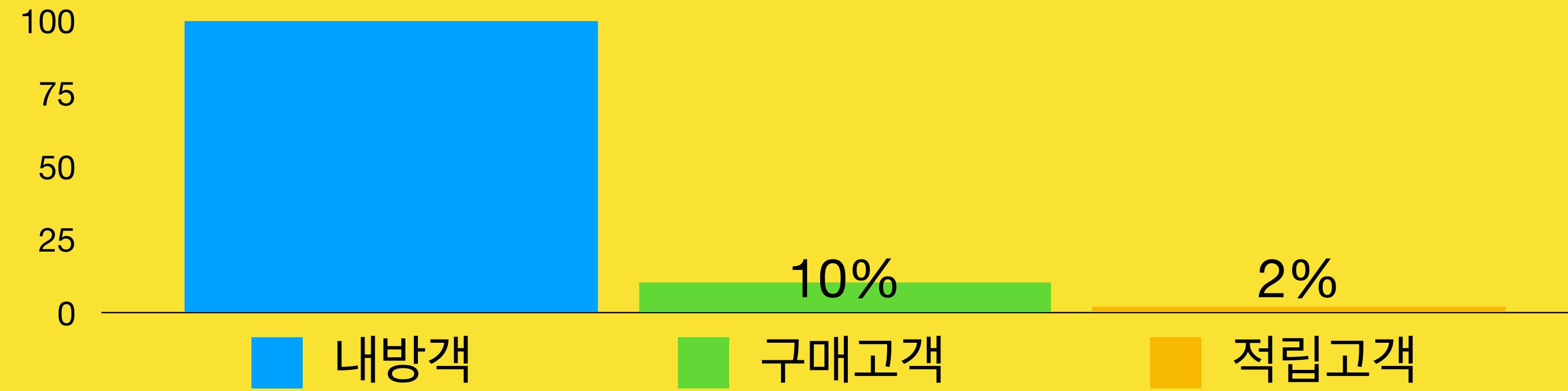


## 세로형

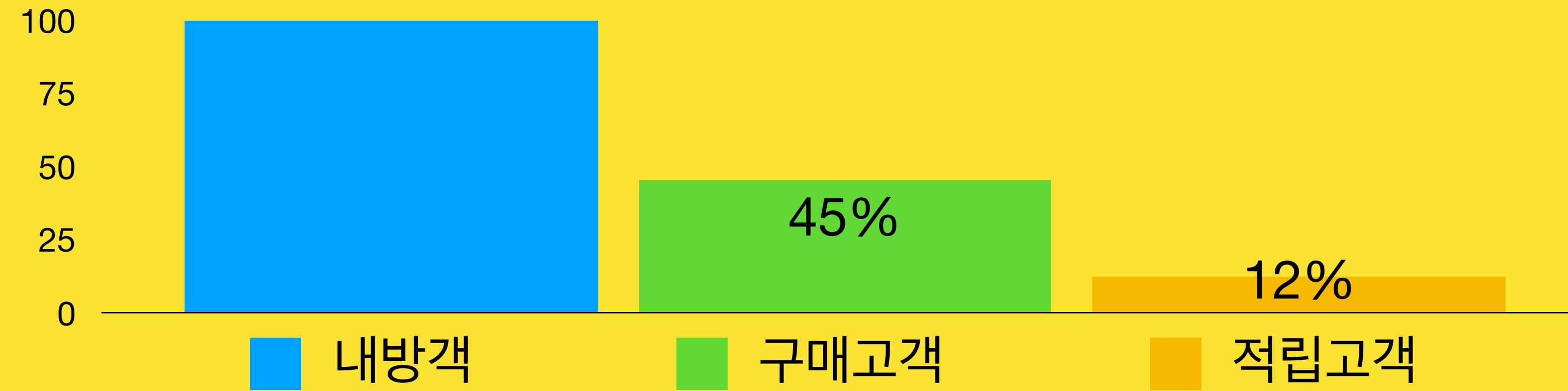


# 2개의 퍼널 비교

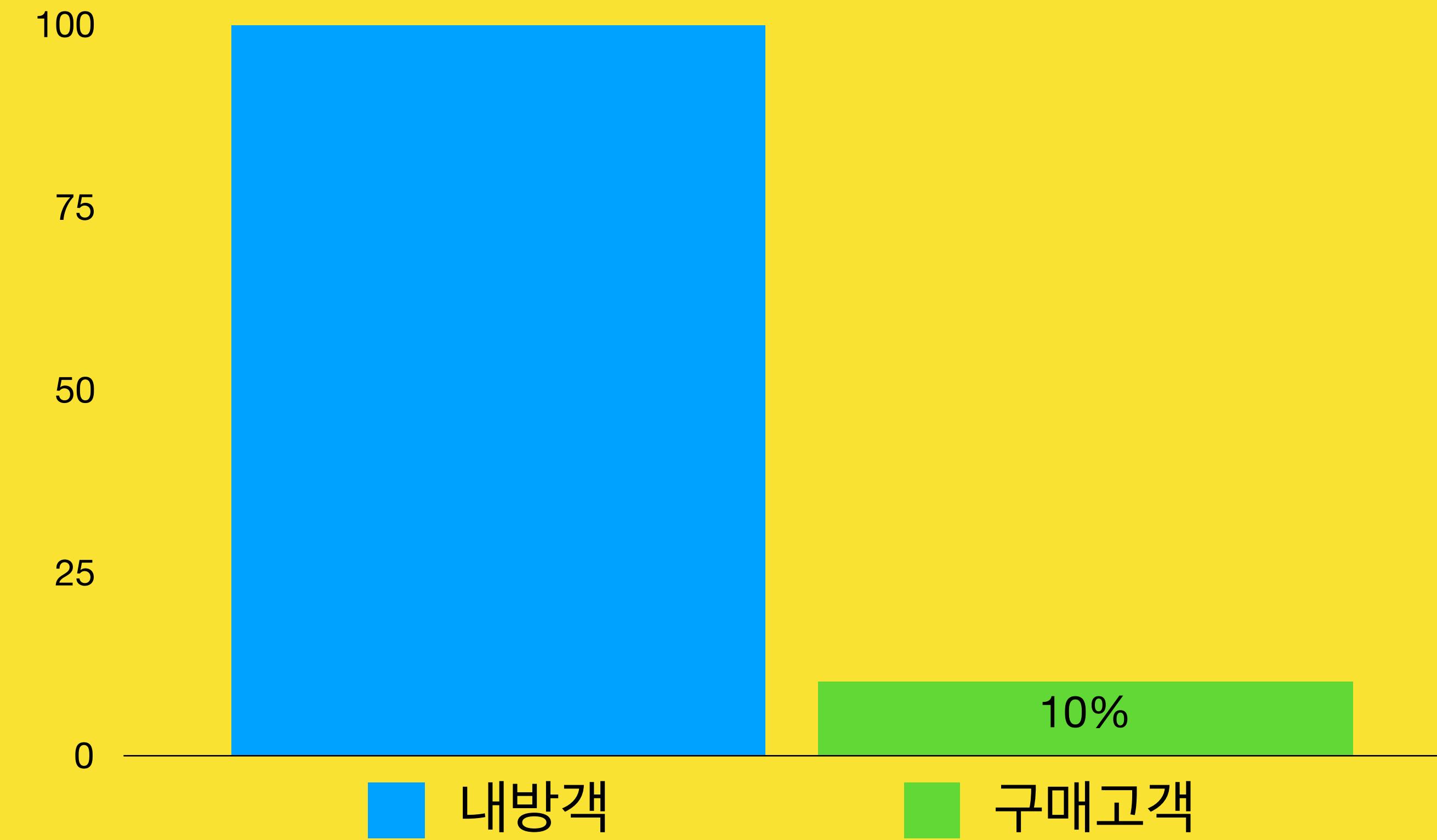
매장 A



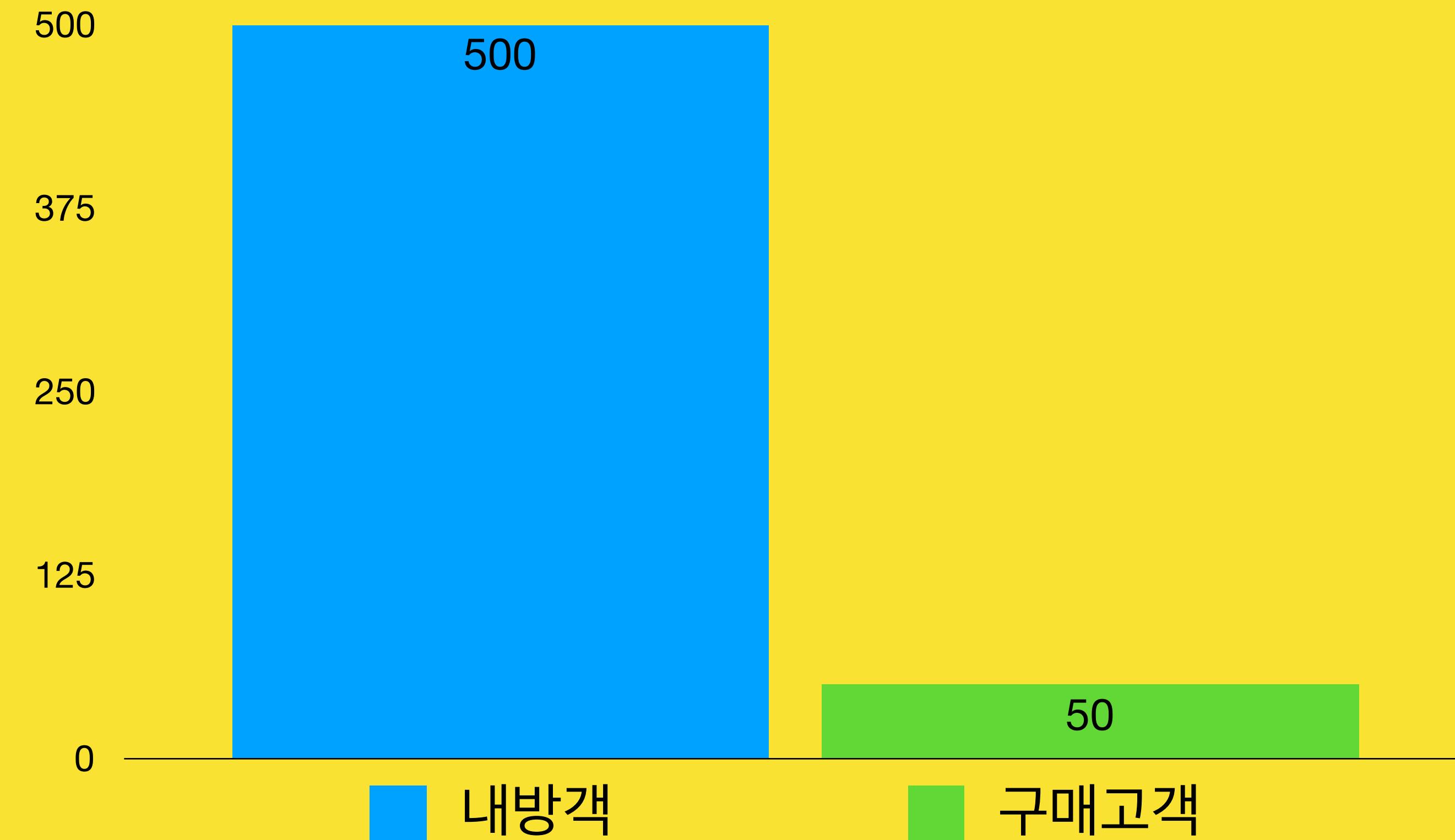
매장 B



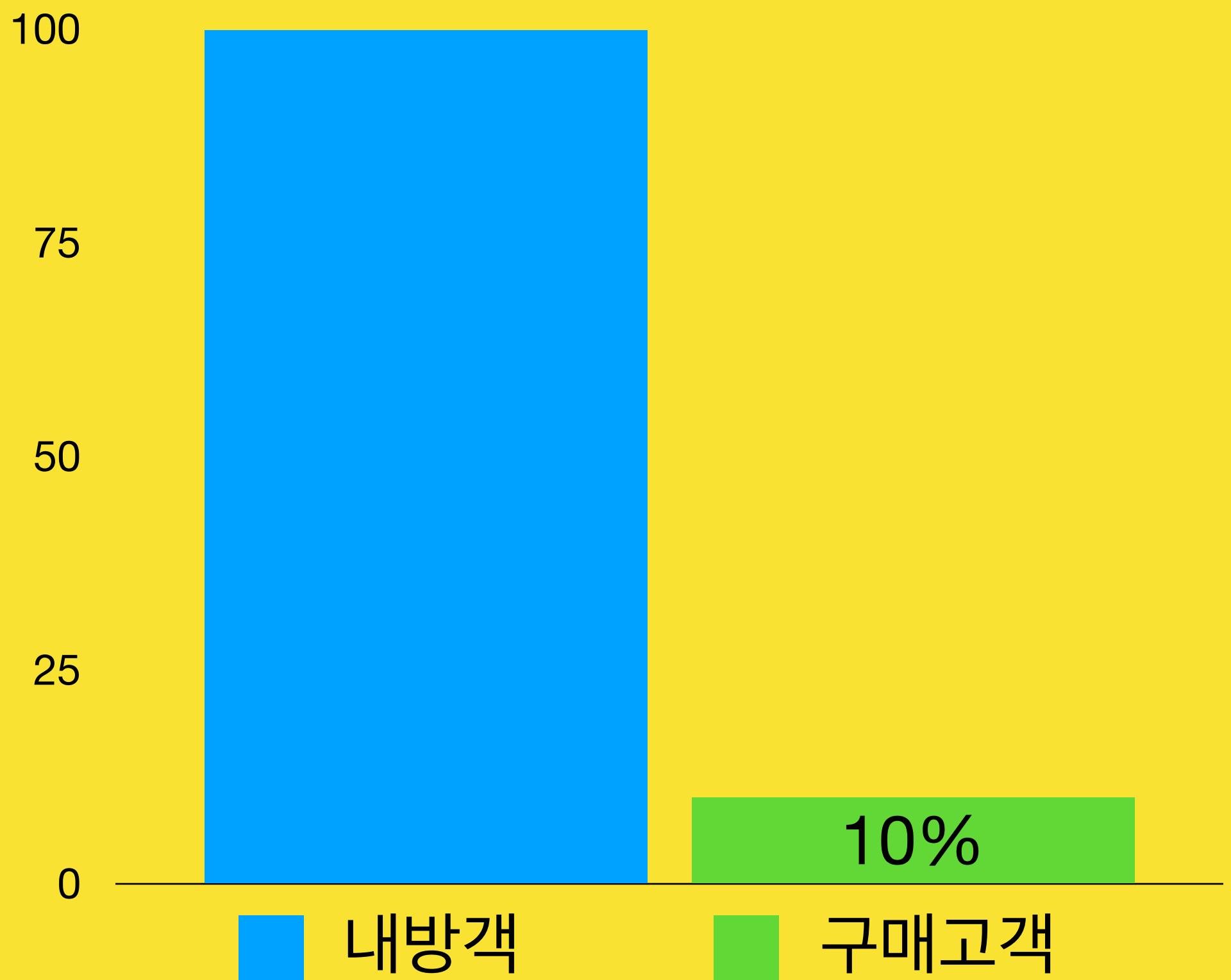
# 상대값으로 표시



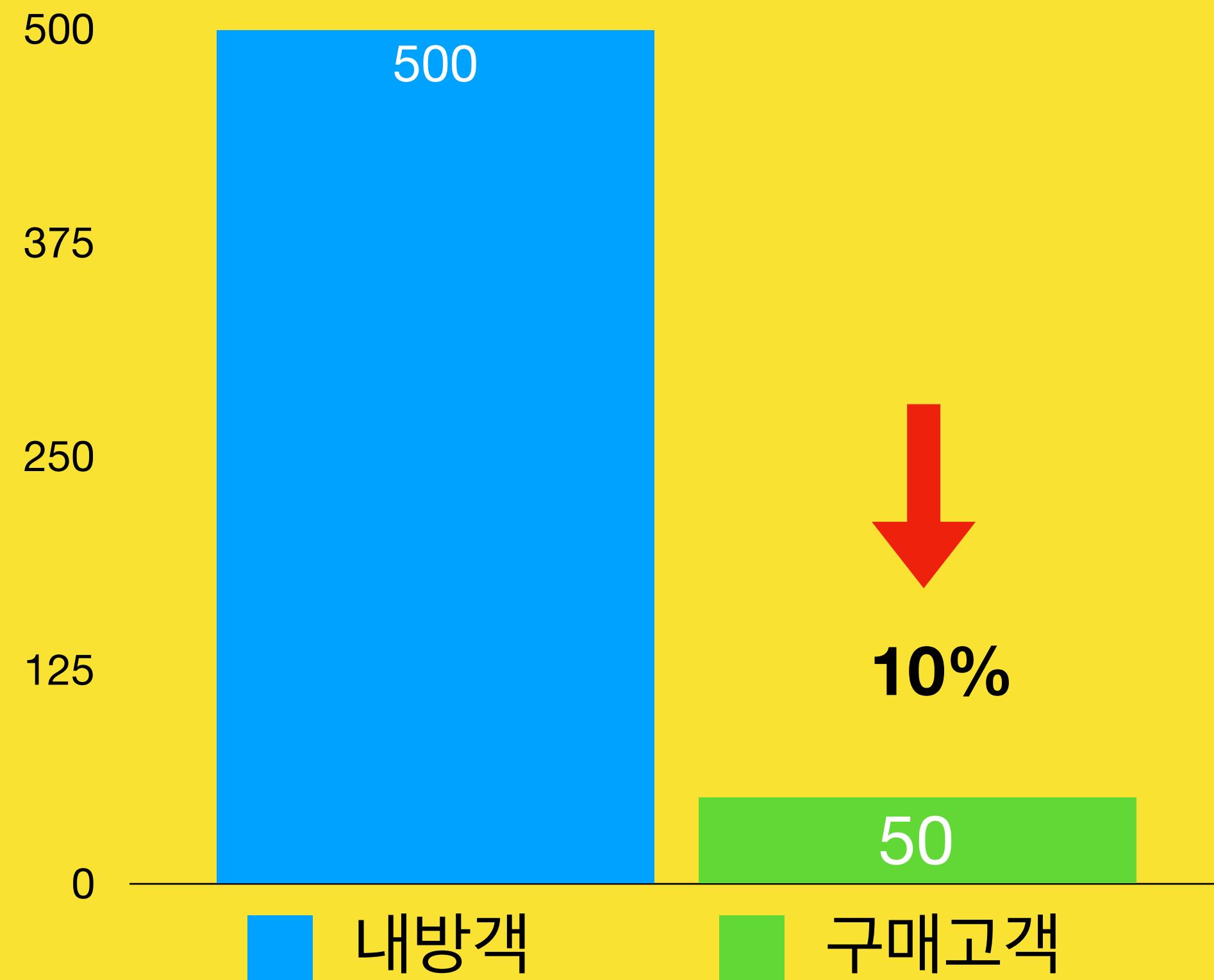
# 절대값으로 표시



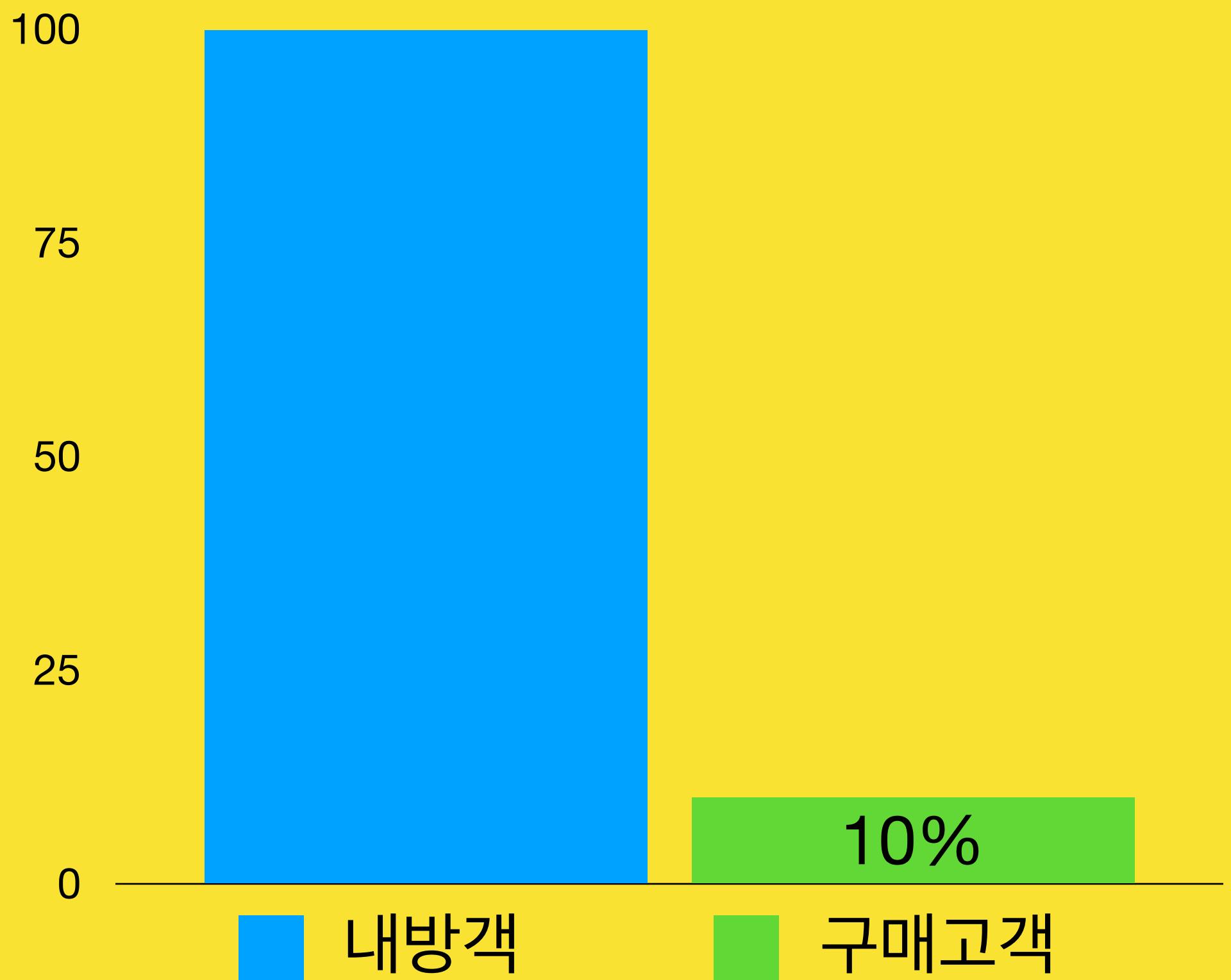
# 상대값



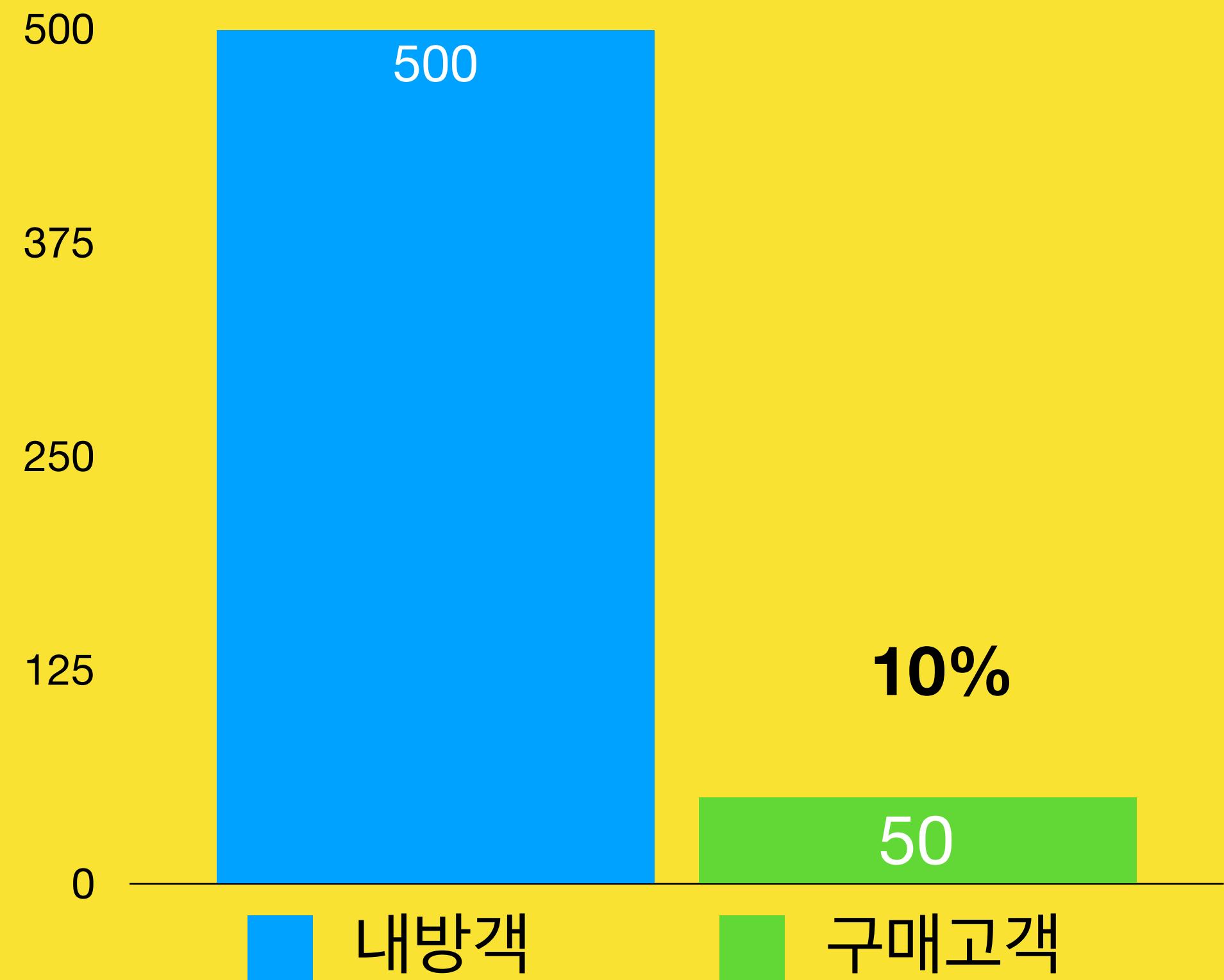
# 절대값



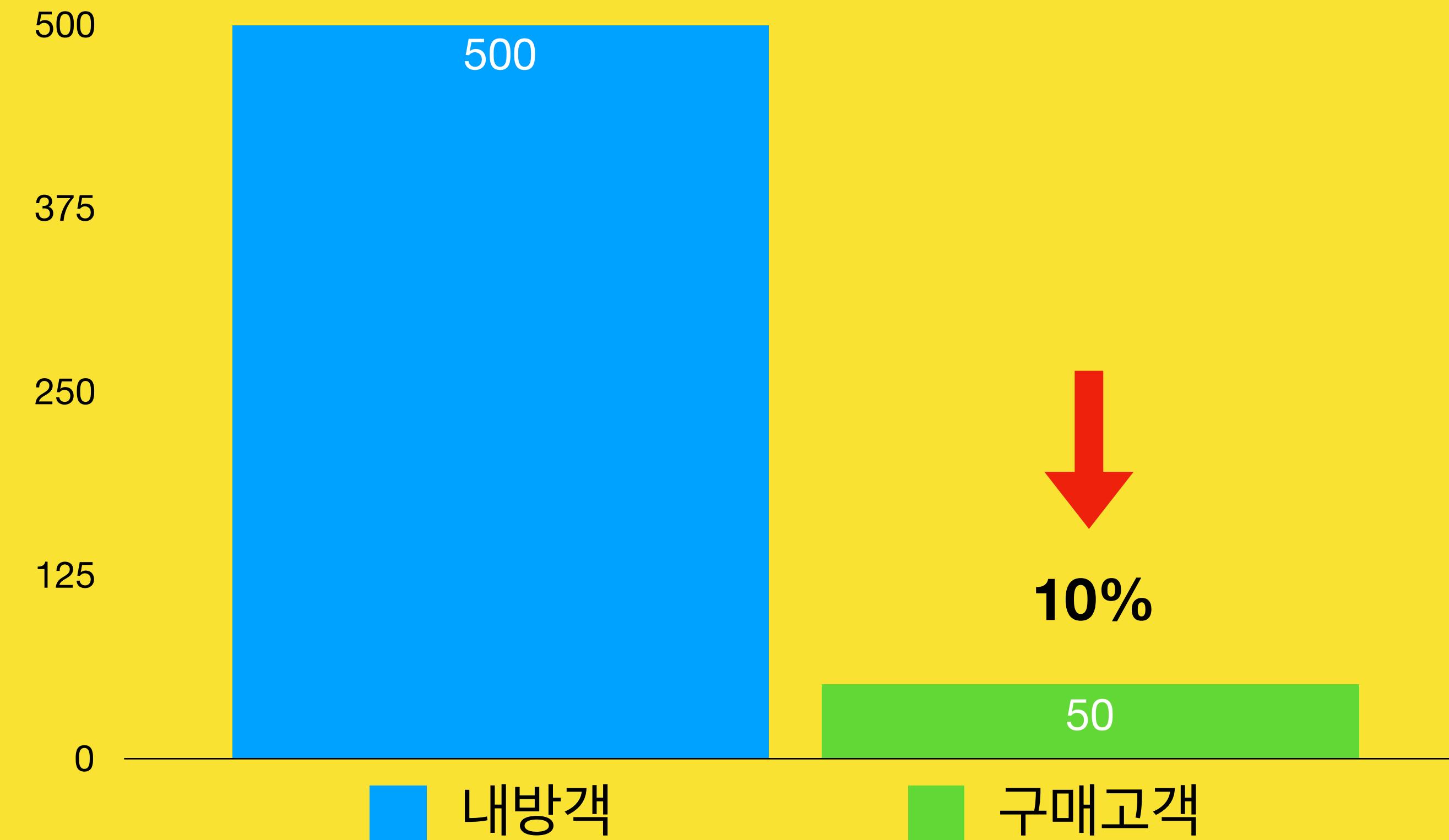
# 상대값



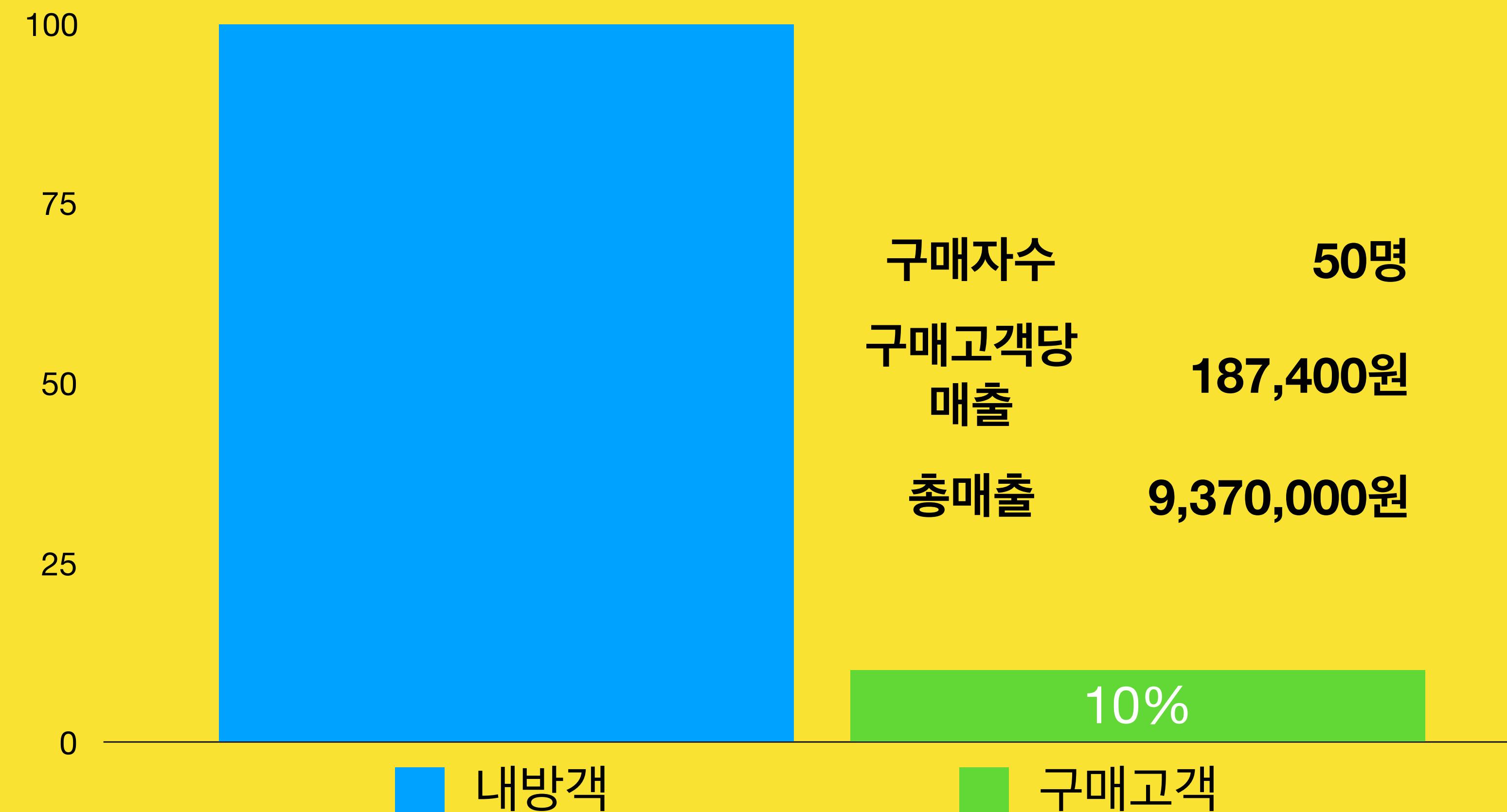
# 절대값



# 절대값으로 표시

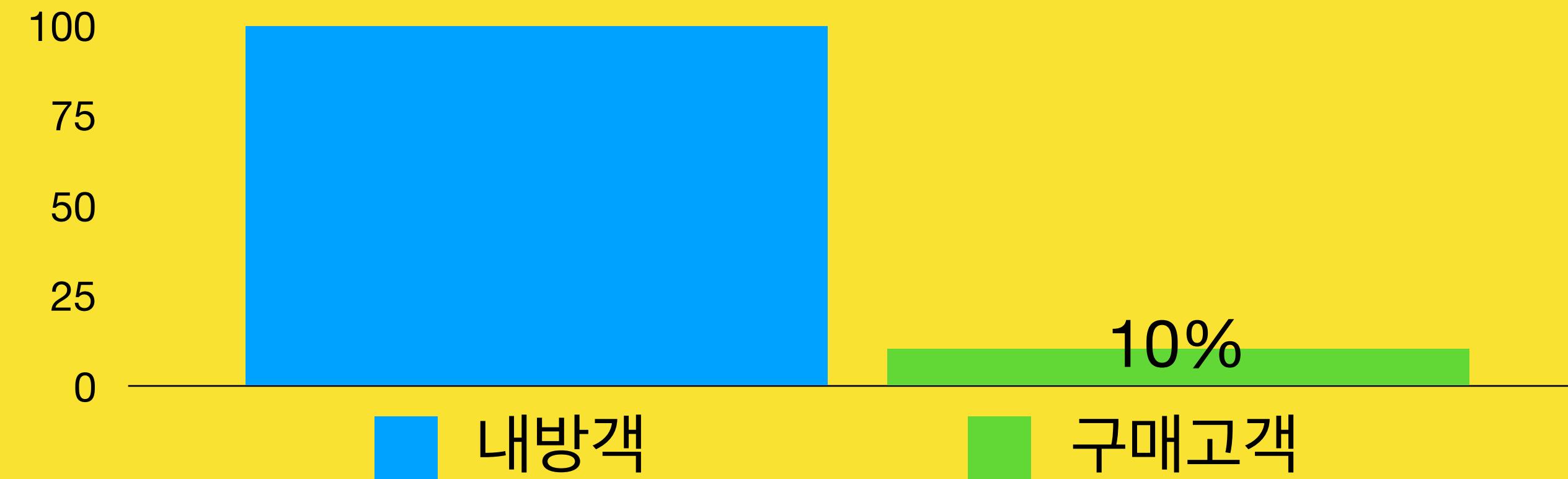


# 퍼널과 매출



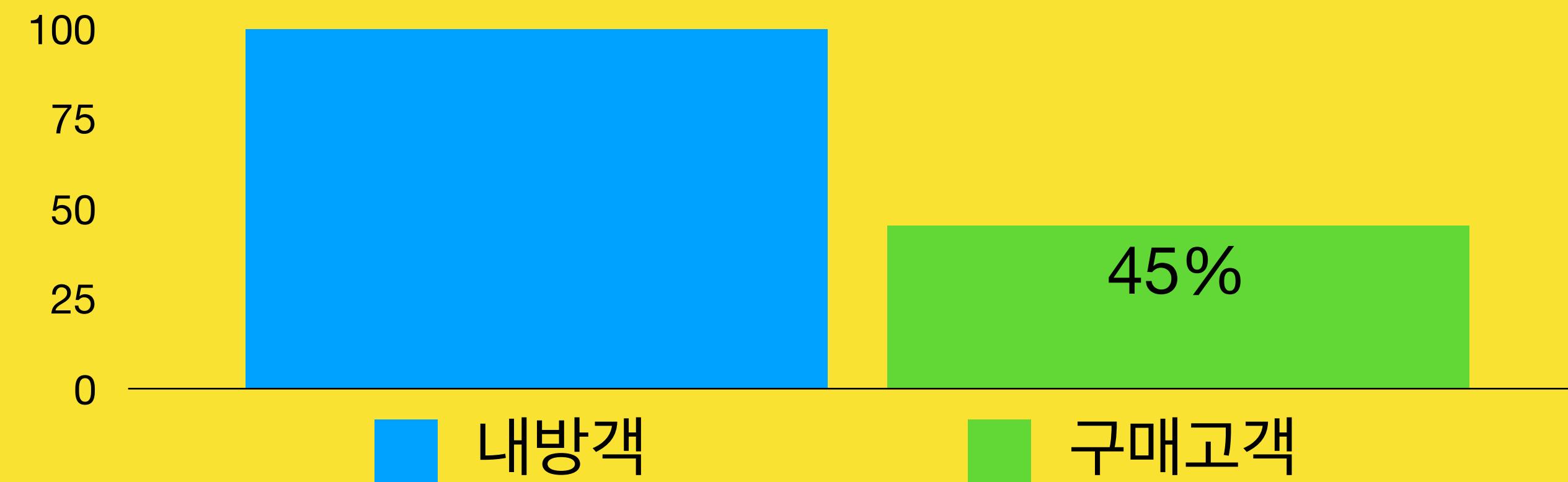
# 매장 간 비교

매장 A



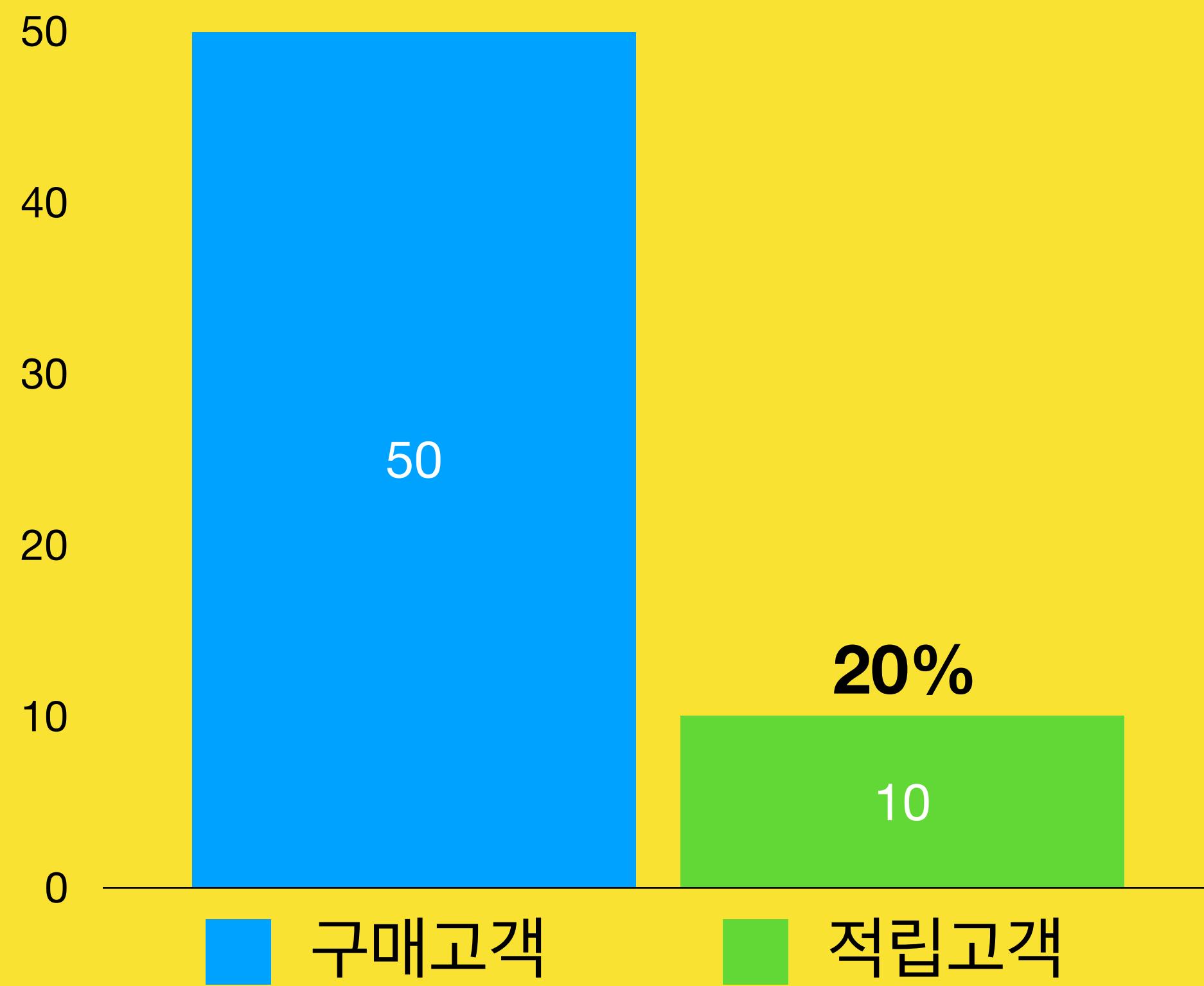
**187,400원**  
구매고객 1인당 매출

매장 B

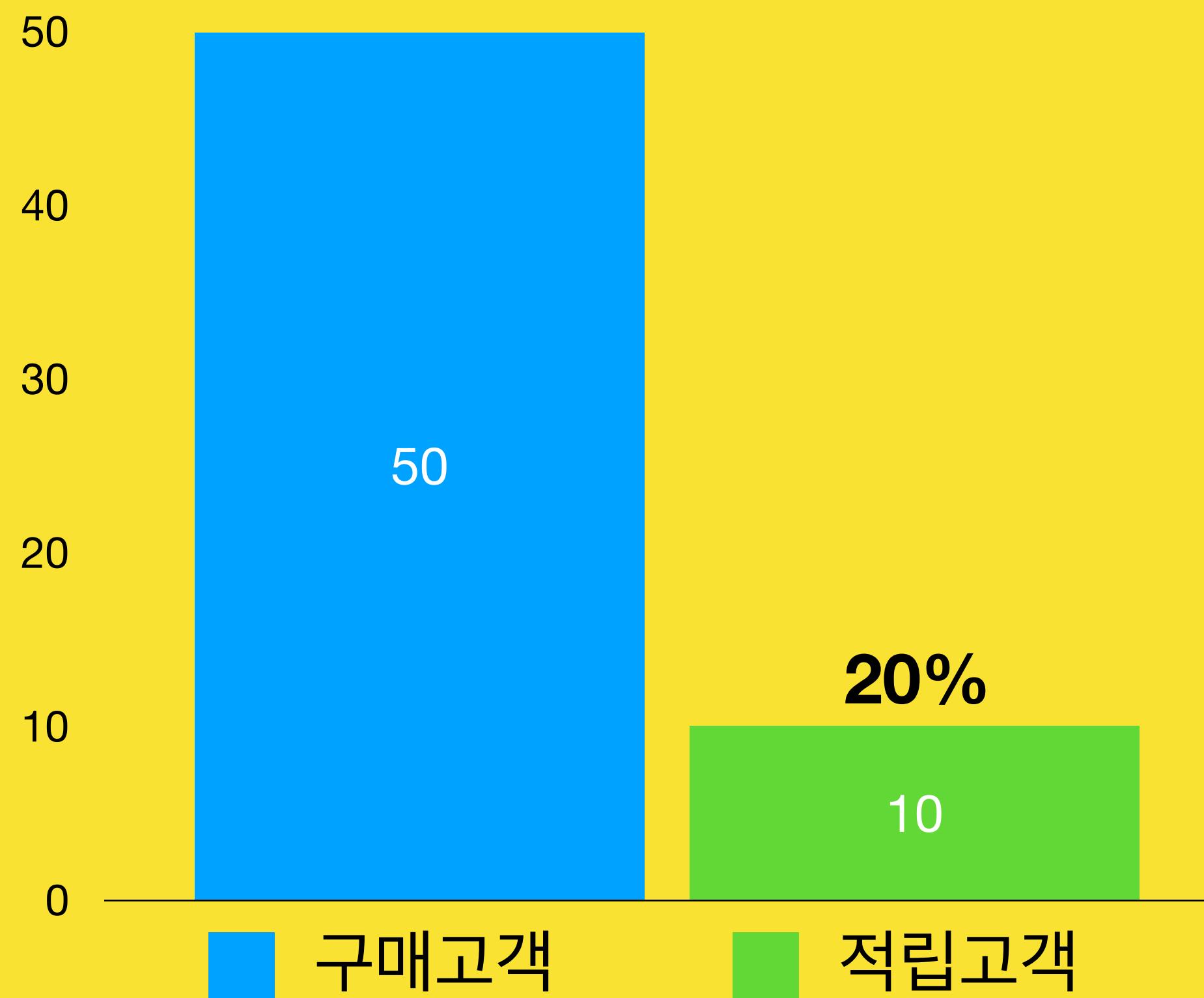


**276,800원**  
구매고객 1인당 매출

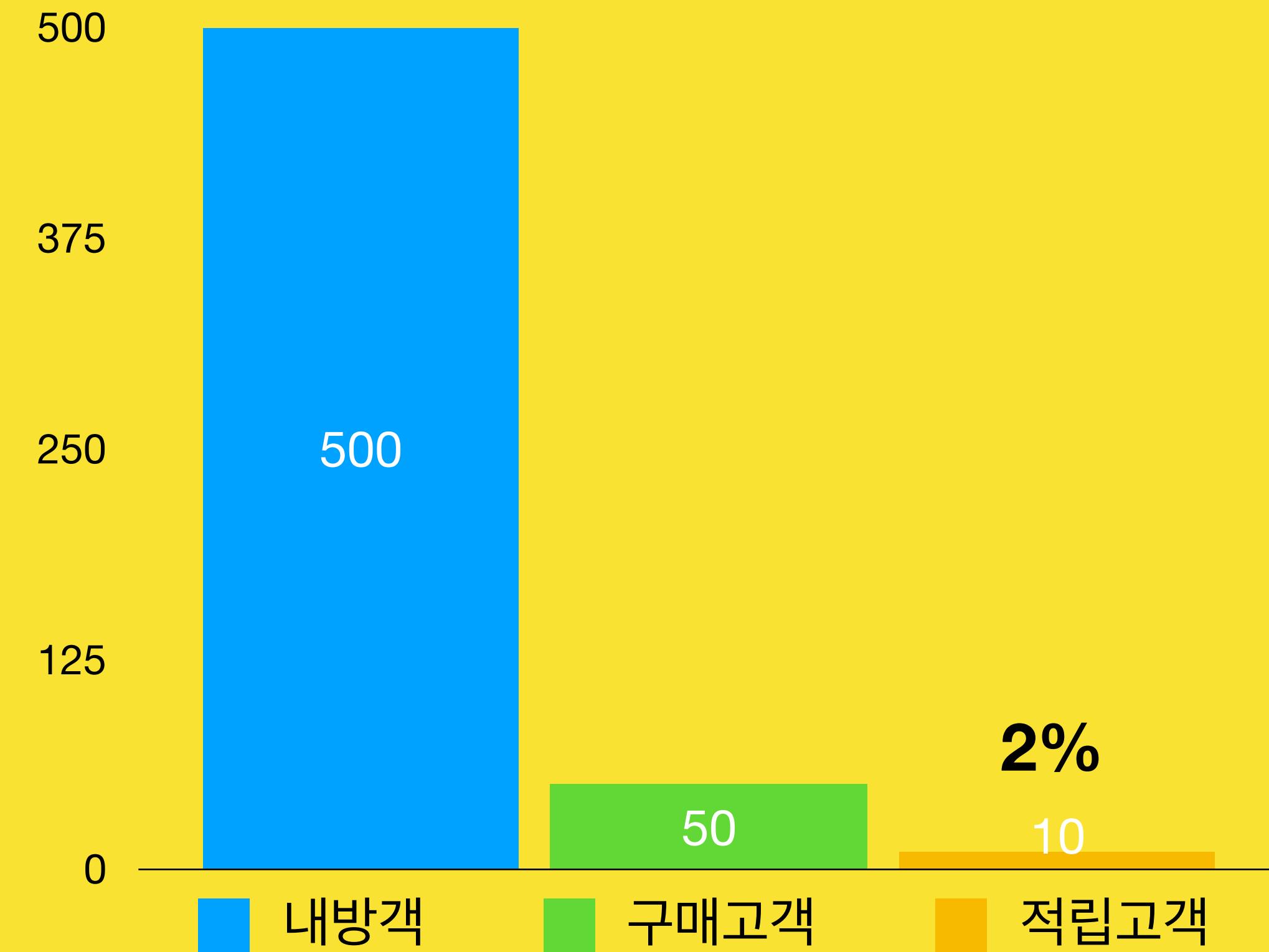
# 구매고객 기준



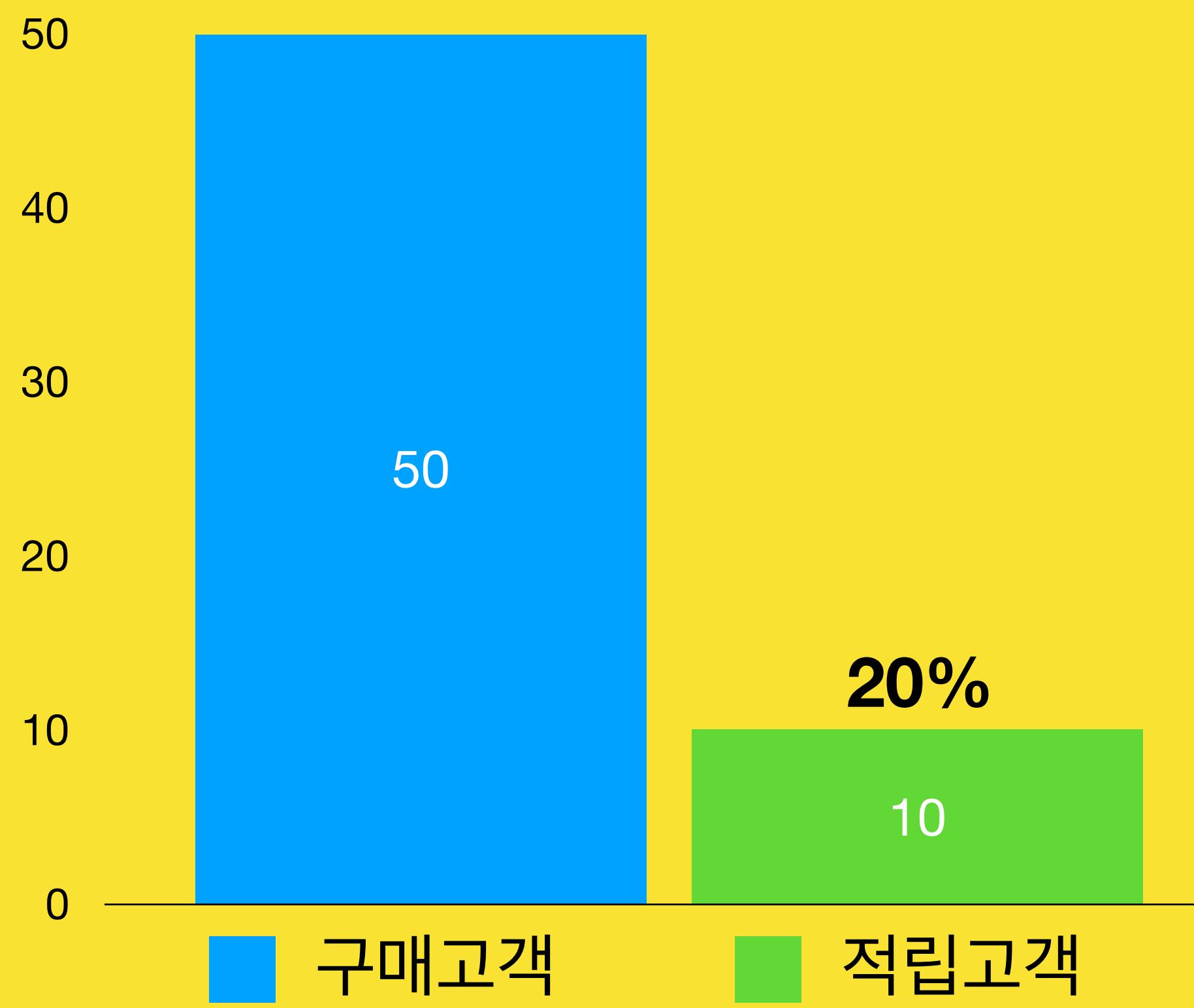
## 구매고객 기준



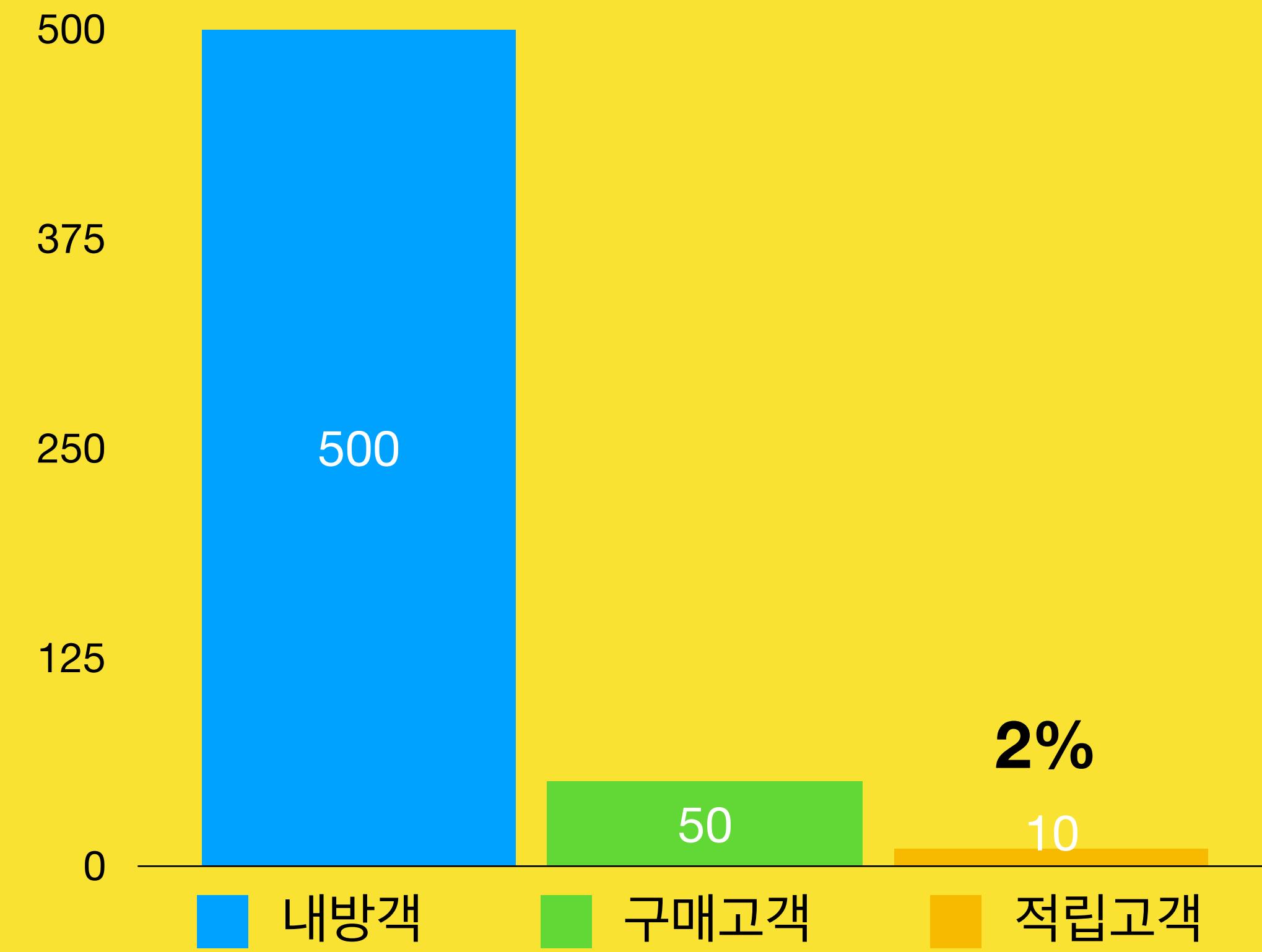
## 내방객 기준



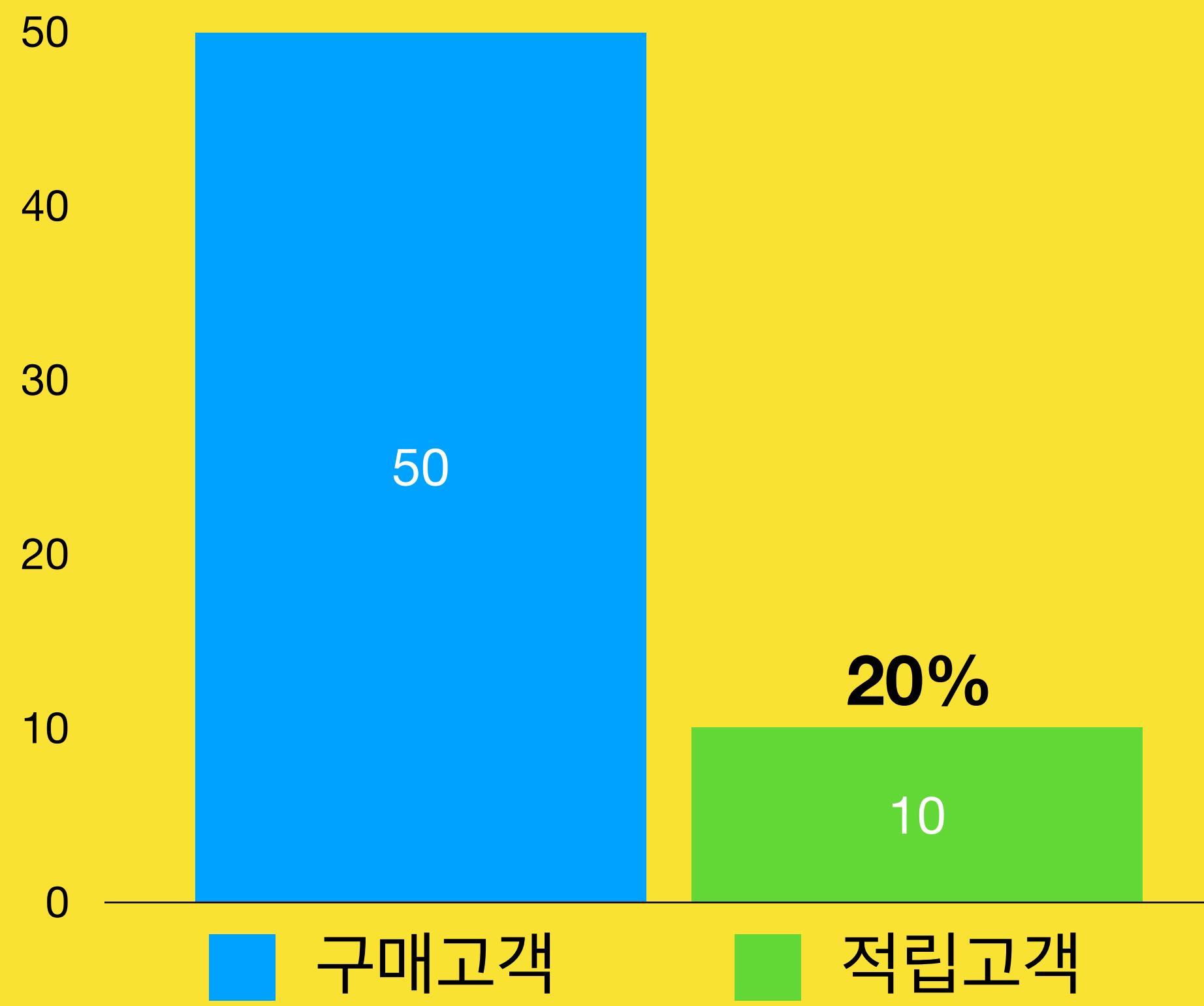
## 구매고객 기준



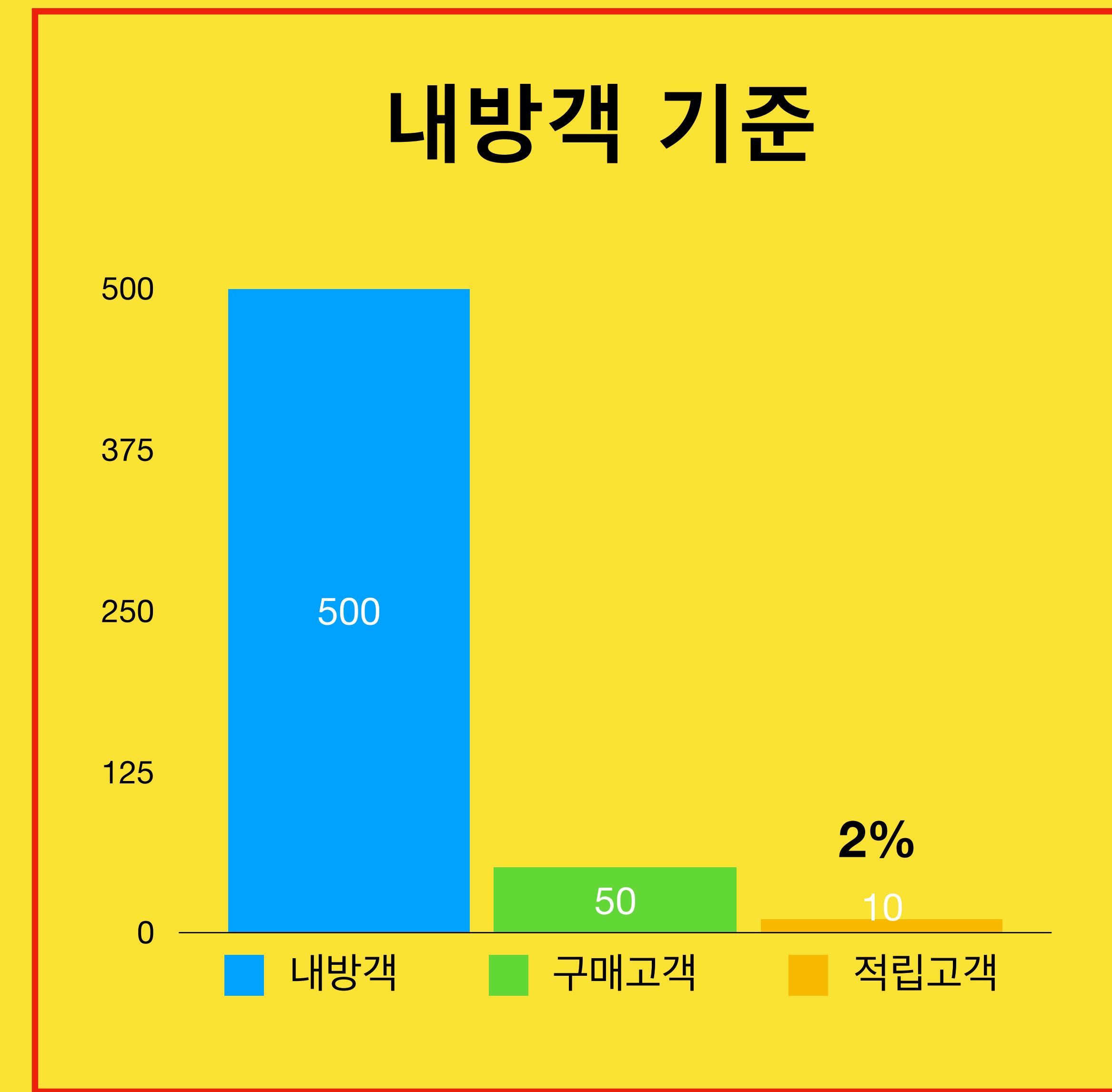
## 내방객 기준



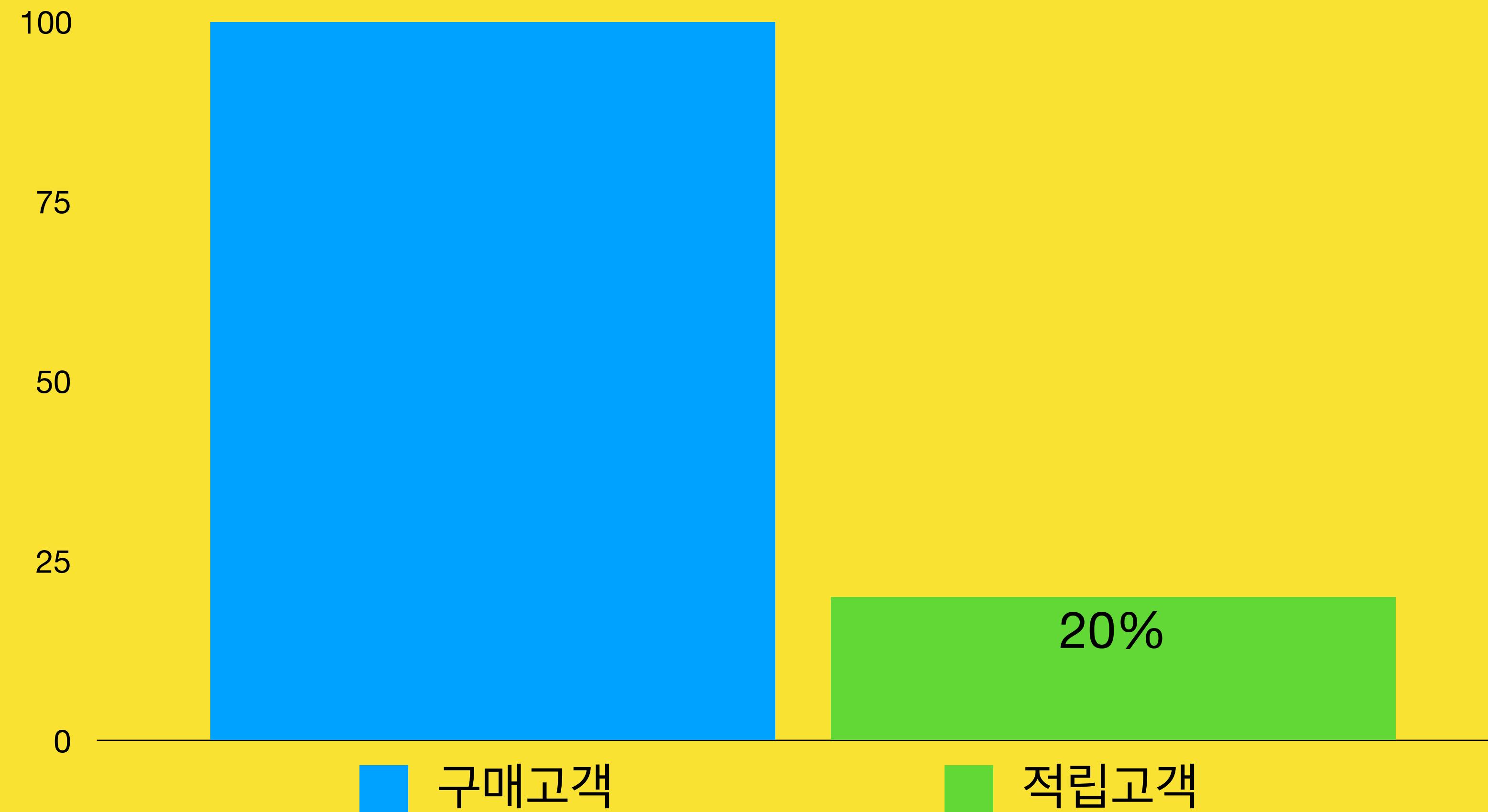
## 구매고객 기준



## 내방객 기준



# 적립 독려 캠페인



# 직접 그려보는 과제

- 유동 인구: 매장 앞을 지나가는 사람의 수
- 어제의 유동 인구가 **1만명**이라고 가정하고  
**직접 4단계 퍼널 그리기**
- 인스타그램에 올려 주세요  
**#함께성장하는친구들**
- **유동 인구 기준 구매 전환율**은 얼마일까요?