



E-Commerce Funnel Analysis

Power BI dashboard summary, business recommendations, and SQL appendix

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↗ OVERVIEW

Executive Summary

Out of 116 visit users, only 17 completed a purchase. The largest leakage occurs at the final step—checkout to purchase—indicating critical friction in payment flow, UX complexity, or unexpected costs.

14.66%

Overall Conversion

116

Visit Users

17

Purchase Users

User Journey Breakdown

Stage-by-stage performance reveals where users drop off

01

Visit

116 users

02

View Product

81 users · 69.83% conversion

03

Add to Cart

58 users · 71.60% conversion

04

Checkout

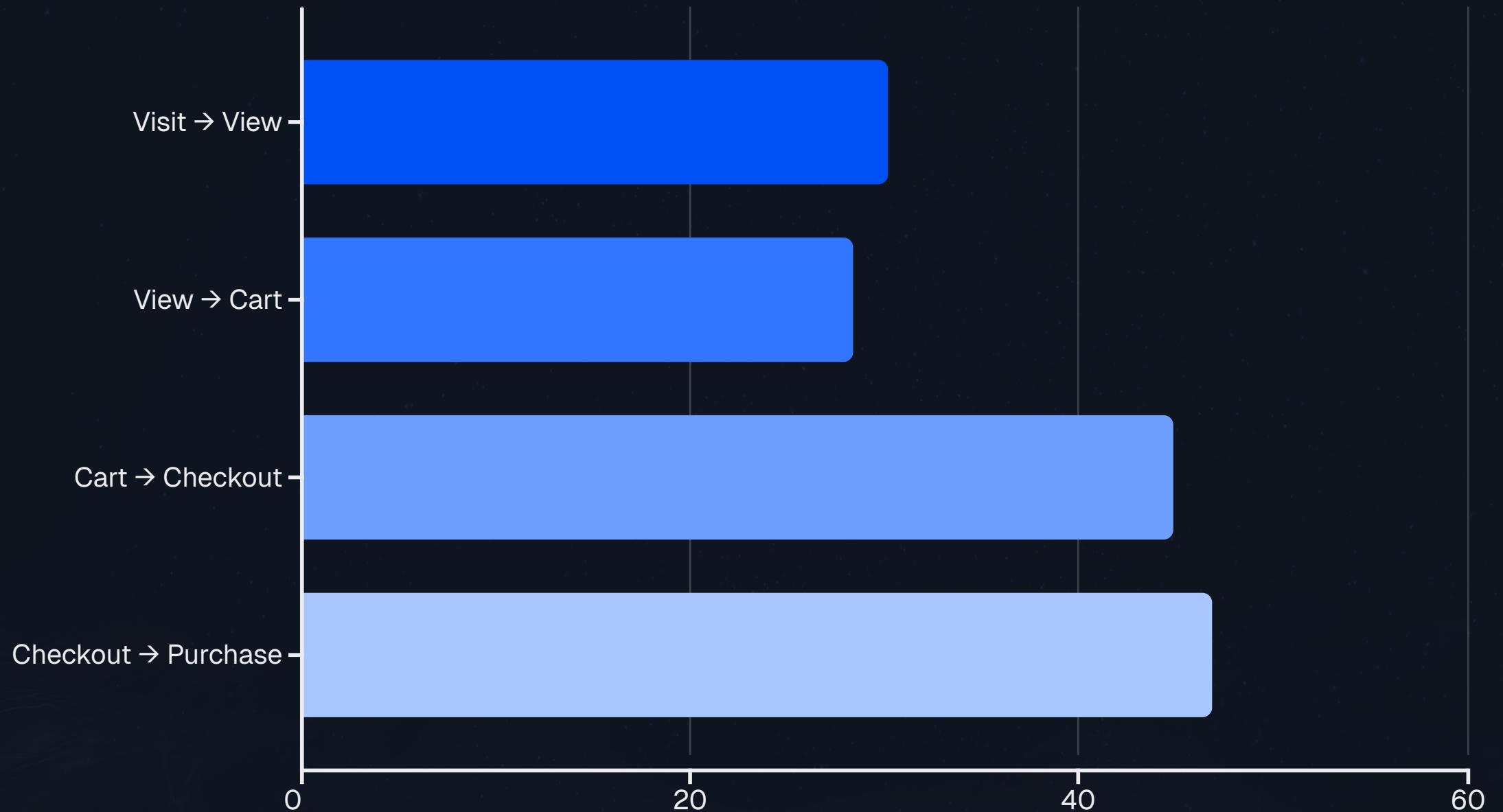
32 users · 55.17% conversion

05

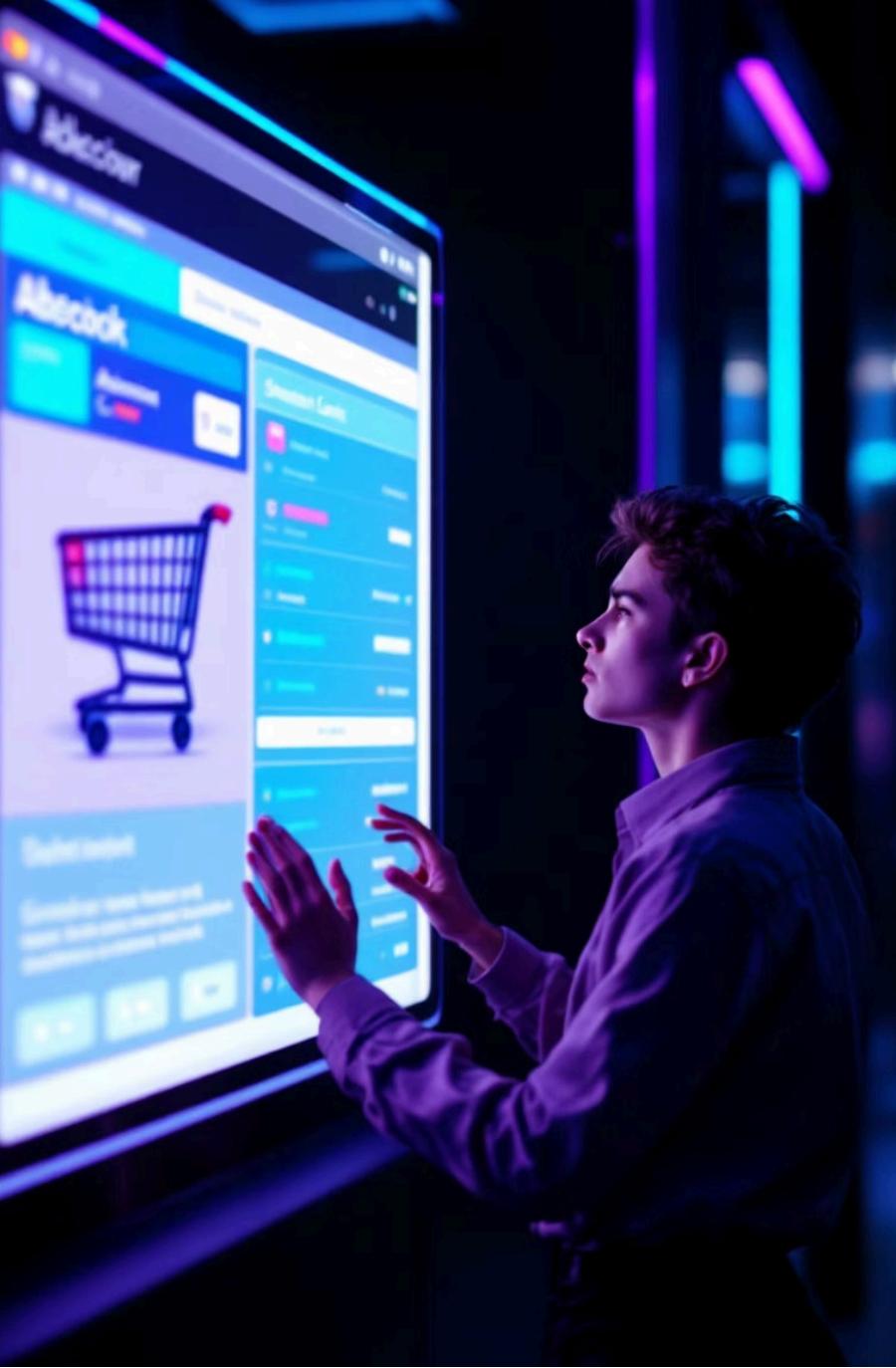
Purchase

17 users · 53.12% conversion

Critical Drop-Off Points



The final two steps show the most severe drop-off—checkout and payment reliability are the highest ROI areas to fix.



INSIGHTS

Key Findings



Steady Decline

Conversion drops at each stage, indicating friction increases as users approach purchase



Final Step Crisis

Checkout → purchase shows most severe drop-off at 46.88%



Focus on Completion

Early engagement is healthier than late-stage completion—prioritize conversion over volume

Pricing

Price

Price

Early bird

\$35.0

• \$59.00

Pay and payent: ✓ ✓ \$0,000

Learn Now

Debitall ✓ ✓ \$1550

Claim Now

Payment ✓ ✓ 11145

🚀 PRIORITY 1

Critical Recommendations

1

Checkout Simplification

Reduce form fields, support autofill, keep validation errors inline and clear

2

Cost Transparency Earlier

Show shipping, taxes, and ETA before checkout to reduce last-minute abandonment

3

Payment Reliability

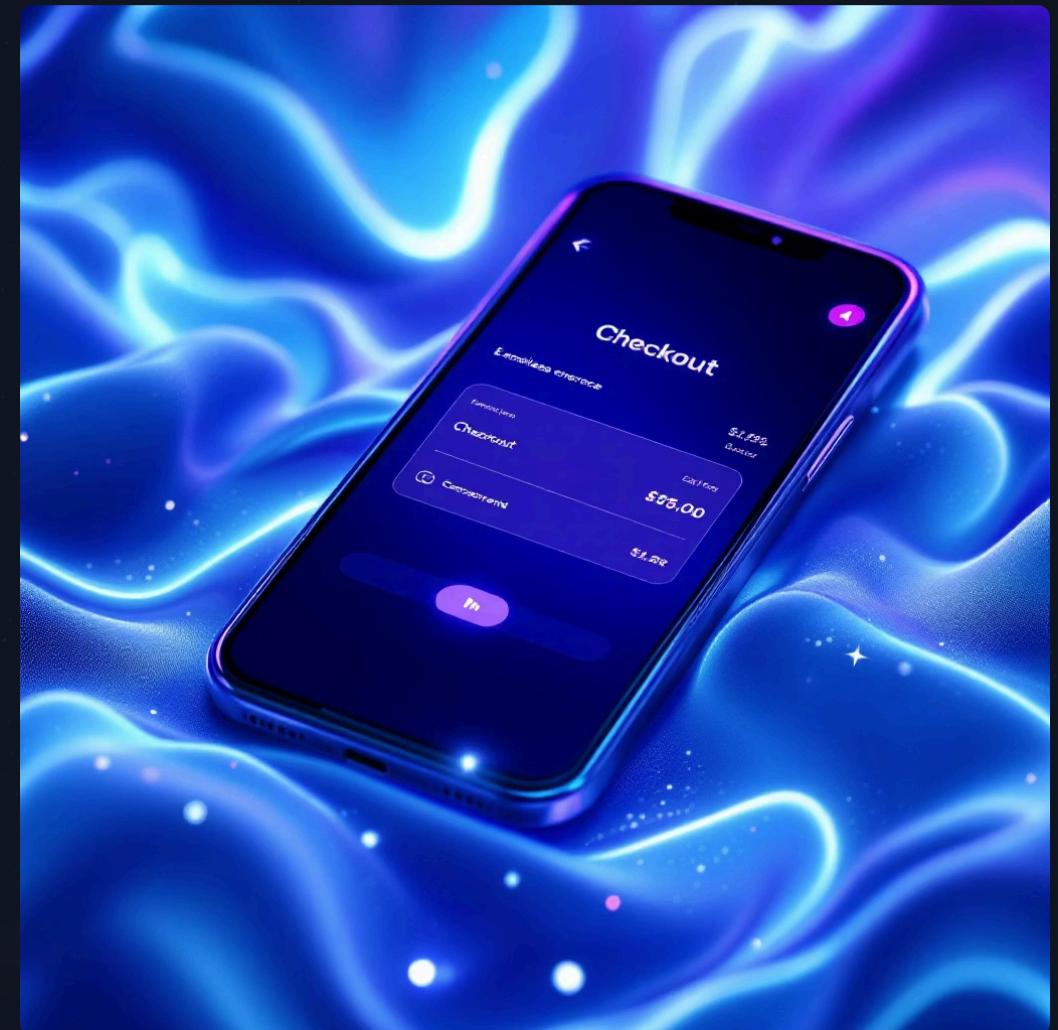
Improve success rate with retries, fallback routing, and clear failure messaging

Mobile-First Execution

Desktop users show highest conversion

Mobile users underperform significantly—prioritize mobile checkout optimization

- Larger tap targets, fewer fields
- Optimize load time on mobile networks
- Mobile-friendly payment methods (UPI/wallets)
- QA on Android Chrome and iOS Safari



Power BI Dashboard Overview

- **KPI Cards**

Overall conversion, visit users, purchase users

- **User Funnel Overview**

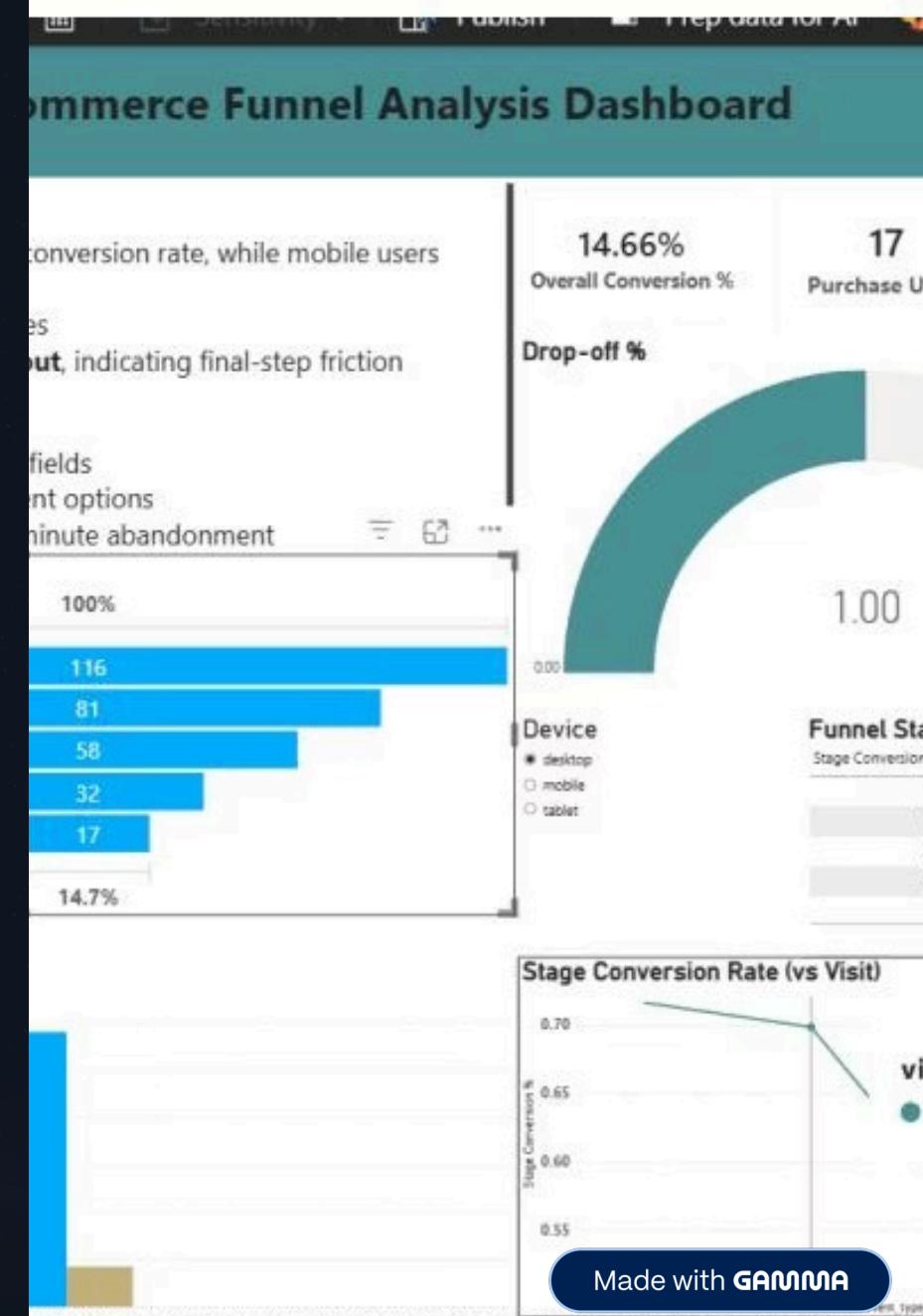
Stage-by-stage drop-off visualization

- **Performance Tables**

Stage conversion rates and user counts

- **Trend Analysis**

Conversion rate trends to spot decline points



SQL Query Reference

MySQL 8+ queries mapped to business questions



1 Stage User Counts

Distinct users per funnel stage—builds funnel bars and stage totals



2 Step Conversion & Drop-off

Conversion rate between consecutive stages—identifies highest-friction step



3 Overall Conversion

Purchase users / visit users—matches headline KPI



4 Device-wise Conversion

Conversion by device segment—prioritizes device-specific fixes

Next Steps

Immediate Actions

- Simplify checkout flow
- Add cost transparency
- Fix payment reliability

Track Progress

- Monitor checkout completion rate
- A/B test form simplification
- Measure mobile vs desktop gap



Focus on completion over volume. The data shows early engagement is strong—now optimize the final steps to convert more visitors into customers.