



**UpGrad**

**Analytics - Segmentation**

**Online Higher  
Education Programs**

for Working Professionals

# Analytics –Funnel Analysis

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# Problem Statement

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You work for an online SaaS company (personal expense management like Walnut or Mint.com) as a PM. The number of users visiting the website is quite large but the final conversion rate is quite low. You feel creating a funnel and analysing it will help you find out why users are dropping off. Create a blueprint of the funnel and mention how you will analyse the same to improve conversions.

**Note:** Submit your file in PDF format.

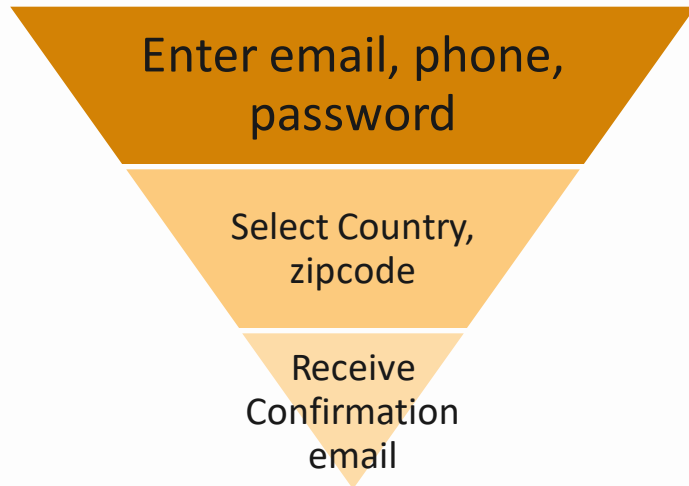
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**For a Money Manager app, I will consider that the main functionality of the app lies in the Mobile application and the website is just a source of information receiving high page views. Hence to improve conversion, I will focus on improving Sign-Up Flow, Downloads and Return Users.**

# Funnels

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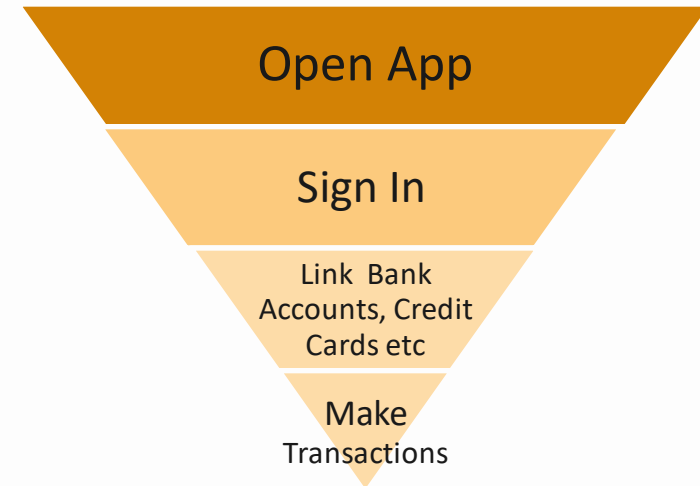
## 1. Sign Up Flow



## 2. Download App



## 3. First App Login



# KPI/Metrics

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Sign Up Flow	Download App	First Login
<ul style="list-style-type: none"><li>• No. of Page Views</li><li>• No. of Successful Sign-ups</li><li>• No. of abandoned Signups</li><li>• Time taken to complete a successful signup.</li><li>• No of user subscriptions.</li></ul>	<ul style="list-style-type: none"><li>• Website Session Duration</li><li>• No of app download link clicks Vs No. of apps downloaded</li></ul>	<ul style="list-style-type: none"><li>• Time between signup and first app open.</li><li>• No. of bank accounts, credit cards linked and set up.</li><li>• No. of activities/transactions carried out.</li></ul>

## To Increase Conversion

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### Sign Up flow:

1. Conversion rate can be calculated by Total pageviews/No. of sign ups, to understand the bounce rate.
2. No of abandoned sign ups can be closely inspected to see at which stage of the funnel are the max drop offs occurring. Accordingly changes can be made.
3. Time taken to complete the sign up can be analysed to find which stage in the funnel is taking up most time. If this time is larger than the standard estimated time, there will be a need to make the sign up forms more simpler and user friendly.
4. No. of subscriptions against no. of page views can show how many people did not apply for a subscription. Accordingly an A/B testing can be done to figure where the “Subscribe” CTA can be placed or changed.

### Download App:

1. Analysing how many people clicked on the download link but abandoned after being re-directed to playstore install page can give us info about the reason of drop offs at last moment. It could be that users were deferred after seeing ratings/comments on playstore or finding file size to be too high. Accordingly changes can be made.

## Cont...

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### **First Time Login:**

1. Analysing the time taken to sign up on website, download the app and first login will give an overall picture of the level of user experience.
2. Notifications can be pushed to the user between the time of his sign up and first time app open to encourage users to start using the app instead of it lying dormant after signup
3. Encourage users to link all bank accounts etc based on data picked up by app.
4. Keep track of activities and transactions made thru app, also make note of transactions done via other channels so as to provide better deals/offers to make sure users use this service next time.