The Brihaspati Infotech

DEEP DIVE
GA4 FUNNEL EXPLORATION

Company Overview

The Brihaspati InfoTech is a renowned web and mobile app development company that specializes in delivering high-quality, custom software solutions. With a strong focus on eCommerce development, we offer a wide range of services including Magento, WooCommerce, and Shopify development. Our expertise extend to creating robust web applications using cutting-edge technologies such as React, Angular, and Node.js. The Brihaspati InfoTech's commitment to innovation and client satisfaction has earned them a reputation for excellence in the tech industry.

Ecommerce Funnel

Creating an effective eCommerce funnel is essential for guiding potential customers from the awareness stage to making a purchase and beyond. Our digital marketing team will consider these steps when creating a report.

Overall Analysis

We will conduct an overall funnel analysis to identify key drop-off points and optimize user journeys.

Device Wise Analysis

We will conduct a device-wise funnel analysis to identify how users on different devices interact with your site and where they drop off.
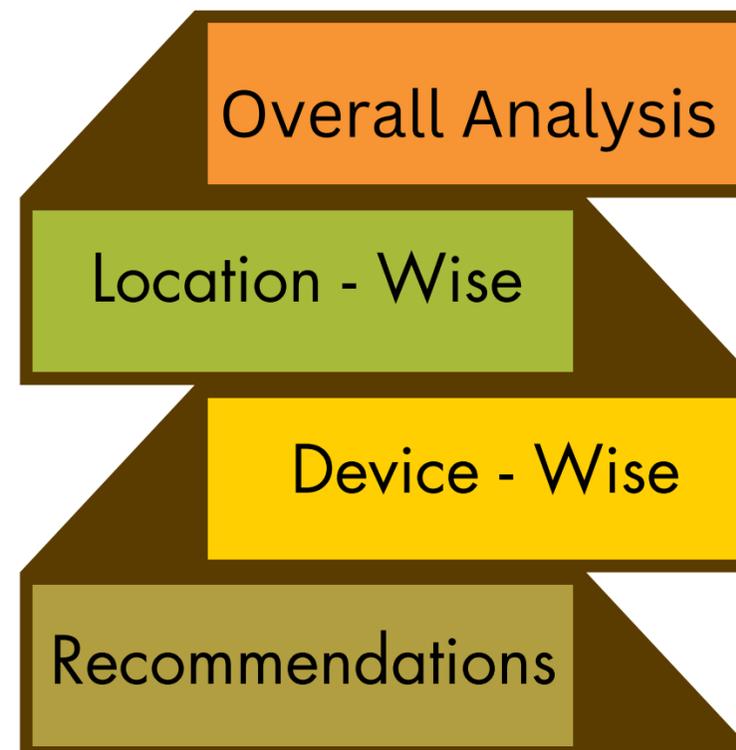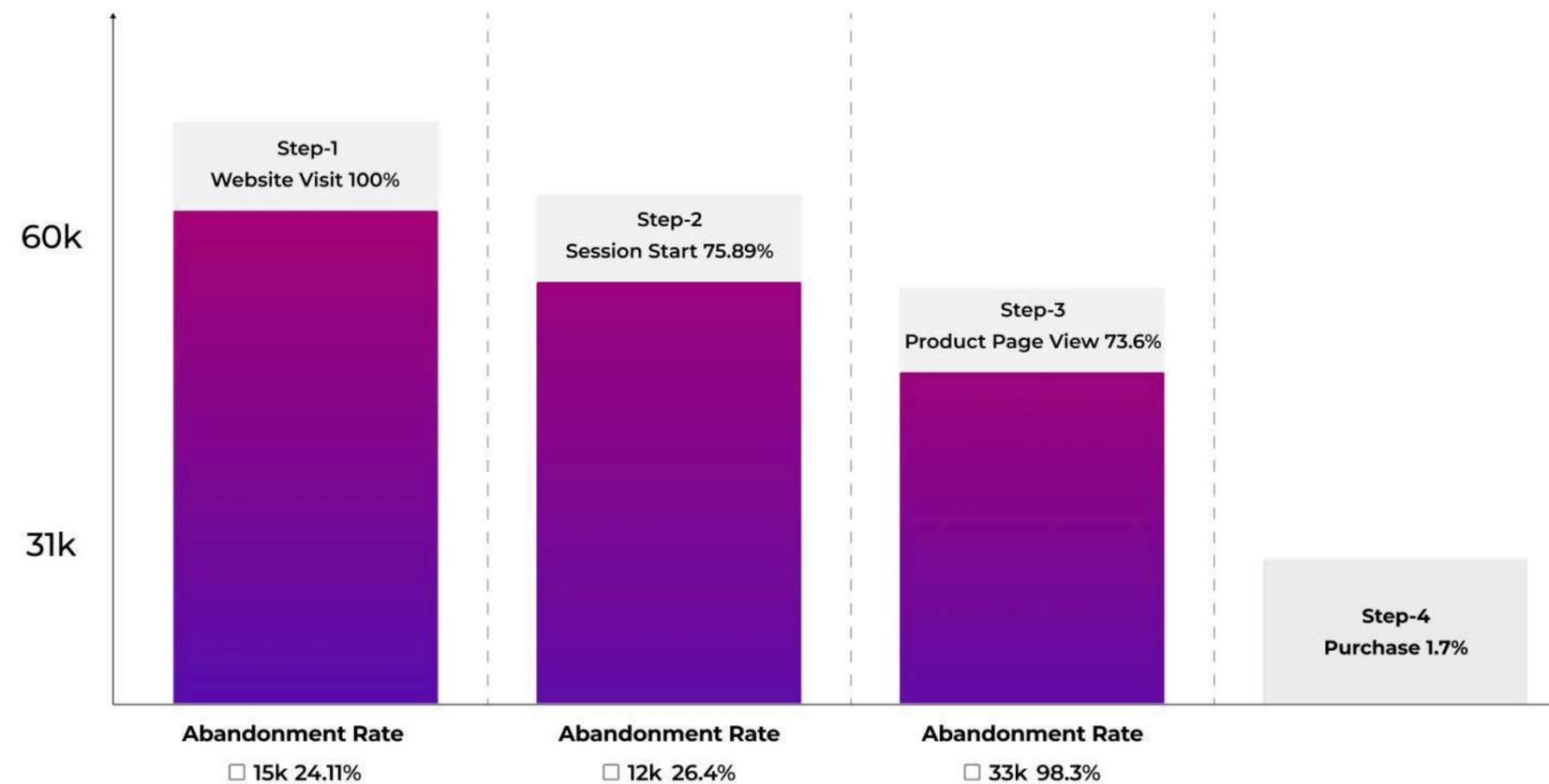
Location Wise Analysis

We will perform a location-wise funnel analysis to understand user behavior in different regions.

Our Recommendations

We will provide detailed recommendations based on our analysis to improve user engagement and conversion rates.

Overall Analysis

Location - Wise

Device - Wise

Recommendations

Funnel Exploration

Funnel Exploration

| | Step-1 Website Visit 100% | Step-2 Session Start 75.89% | Step-3 Product Page View 73.6% | Step-4 Purchase 1.7% |

| Abandonment Rate | Abandonment Rate | Abandonment Rate |
| ☐ 15k 24.11% | ☐ 12k 26.4% | ☐ 33k 98.3% |

Steps	Total User	Accomplishment Rate	Abandonment Rate
Website Visit	60,438	100%	24.11%
Session Start	45,867	75.89%	26.4%
Product Page View	44,312	73.6%	98.3%
Purchase	1,0,26	1.7%	——

Funnel Analysis

This funnel report is for a client in the e-commerce clothing business. It tracks the user's journey through four steps: First Open/Visit, Session Start , Screen/ Page View, and Purchase. Here's a detailed breakdown:

Step 1: First Open/Visit
- Total Users: 60,438
- Accomplishment Rate: This is the starting point, so the accomplishment rate is 100%.
- Abandonment Rate: 24.1% (15,000 users)

Step 2: Session Start
- Total Users: 45,867 (75.9% of Step 1)
- Accomplishment Rate: 75.9%
- Abandonment Rate: 26.4% (12,126 users)

Step 3: Screen/Page View

- Total Users: 44,312 (73.6% of Step 1)
- Accomplishment Rate: 73.6%
- Abandonment Rate: 98.3% (33,000 users)

Step 4: Purchase

- Total Users: 1,026 (1.7% of Step 1)
- Completion Rate: 1.7%

Insights

Funnel Analysis (based on Funnel Report)

01 24.1% of users abandon the process at the first step (First open/visit), indicating potential issues with initial user engagement or onboarding.

02 26.4% of users abandon after starting a session, suggesting that users are not finding value or encountering barriers early in their journey.

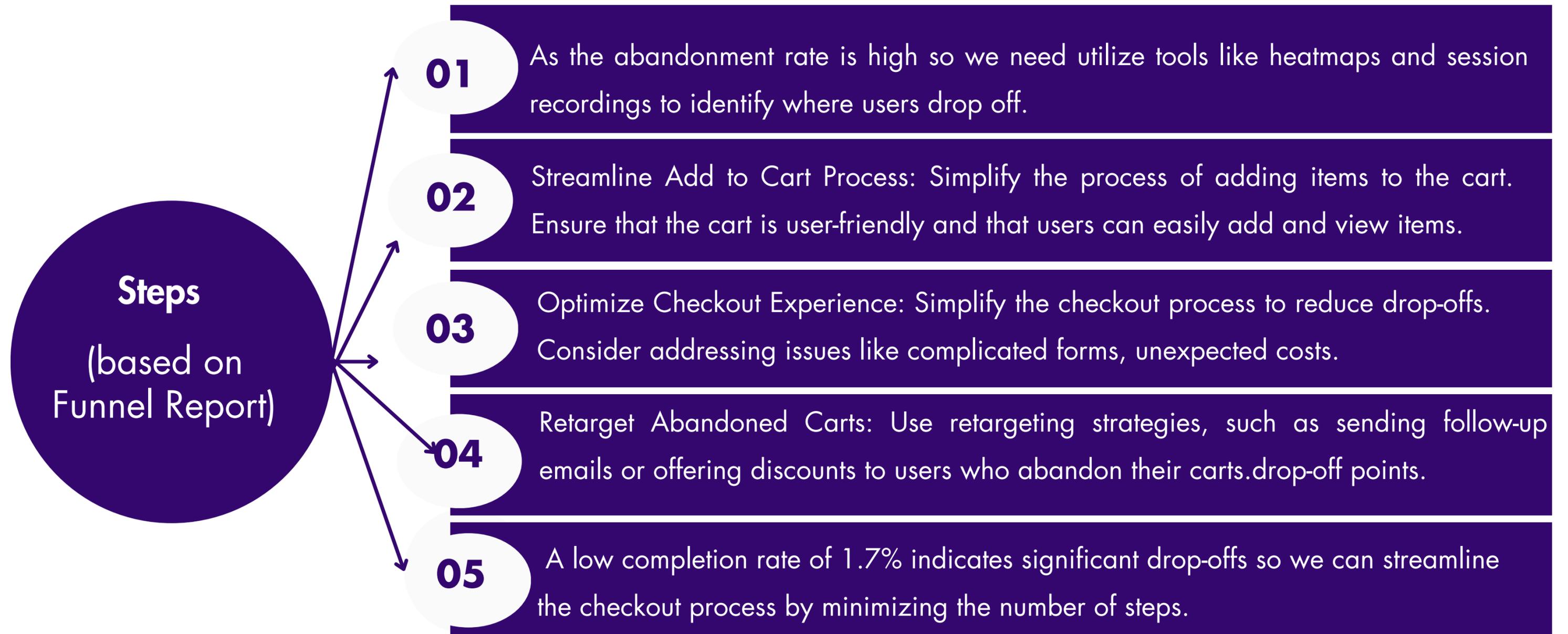**03** The abandonment rate is 98.3% at the Screen/Page View stage.

04 Only 1.7% of users who start the journey complete a purchase, highlighting a major gap in converting interest into actual sales.

05 1.7% conversion rate highlight a major gap in converting interest into actual sales.

Our Recommendations

Steps

(based on Funnel Report)

01 As the abandonment rate is high so we need utilize tools like heatmaps and session recordings to identify where users drop off.

02 Streamline Add to Cart Process: Simplify the process of adding items to the cart. Ensure that the cart is user-friendly and that users can easily add and view items.

03 Optimize Checkout Experience: Simplify the checkout process to reduce drop-offs. Consider addressing issues like complicated forms, unexpected costs.

04 Retarget Abandoned Carts: Use retargeting strategies, such as sending follow-up emails or offering discounts to users who abandon their carts.drop-off points.

05 A low completion rate of 1.7% indicates significant drop-offs so we can streamline the checkout process by minimizing the number of steps.

Funnel Exploration - Device Wise

Step	Device category	Users (% of Step 1)	Completion rate	Abandonm...	Abandonm... rate
1. First open/visit	**Total**	**60,438 (100%)**	**75.89%**	**14,571**	**24.11%**
	mobile	31,123 (100%)	75.74%	7,550	24.26%
	desktop	26,748 (100%)	76.13%	6,384	23.87%
	tablet	2,636 (100%)	73.18%	707	26.82%

Tabs above graph: ALL · FIRST OPEN/VISIT · SESSION START · SCREEN/PAGE VIEW · PURCHASE
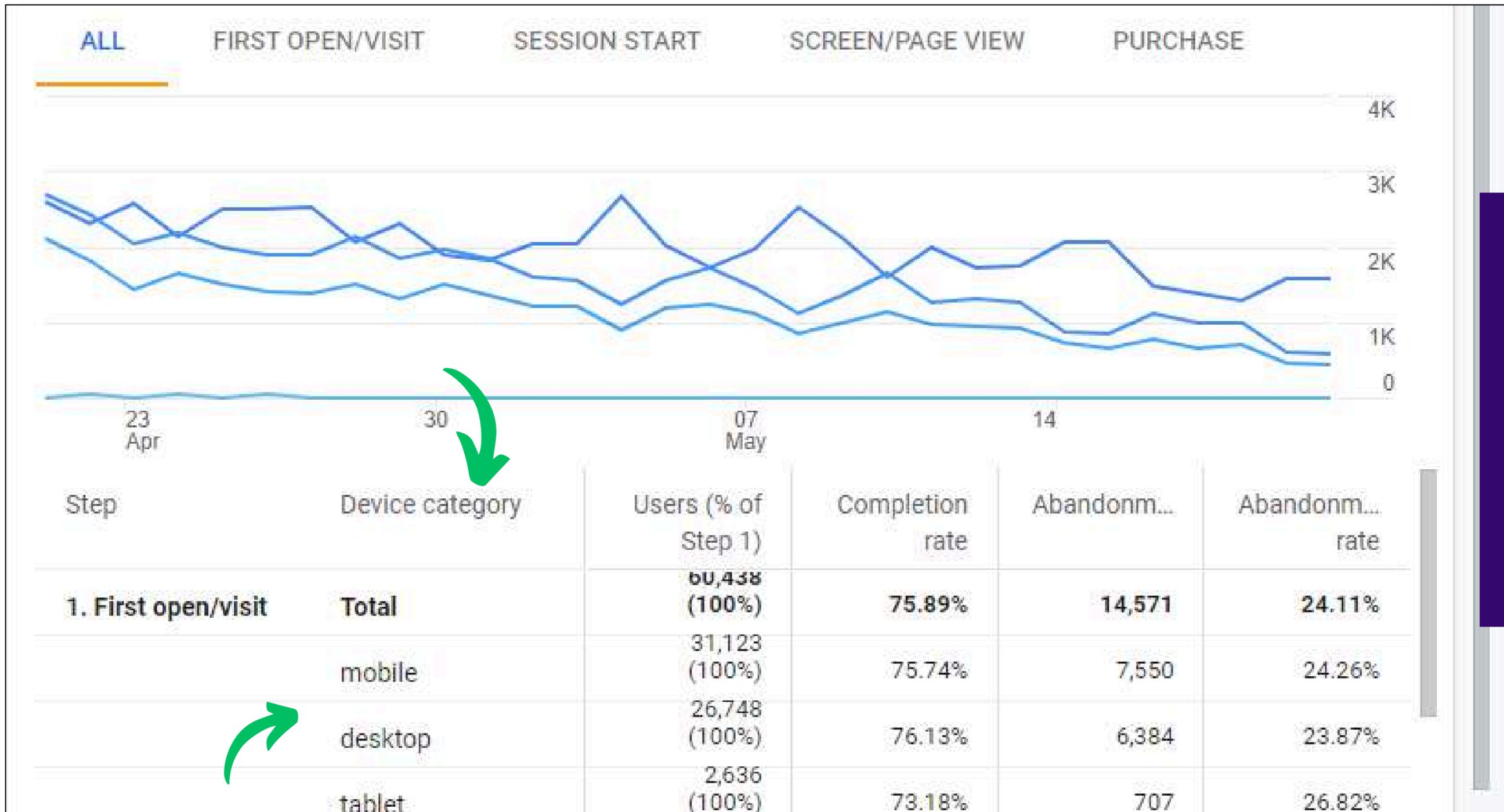
Funnel Analysis

Mobile:

- Users: 31,123 (100% of mobile users)
- Accomplishment Rate: 75.74%
- Abandonment Rate: 24.26% (7,550 users)

Desktop:

- Users: 26,748 (100% of desktop users)
- Accomplishment Rate: 76.13%
- Abandonment Rate: 23.87% (6,384 users)

Tablet:

- Users: 2,636 (100% of tablet users)
- Accomplishment Rate: 73.18%
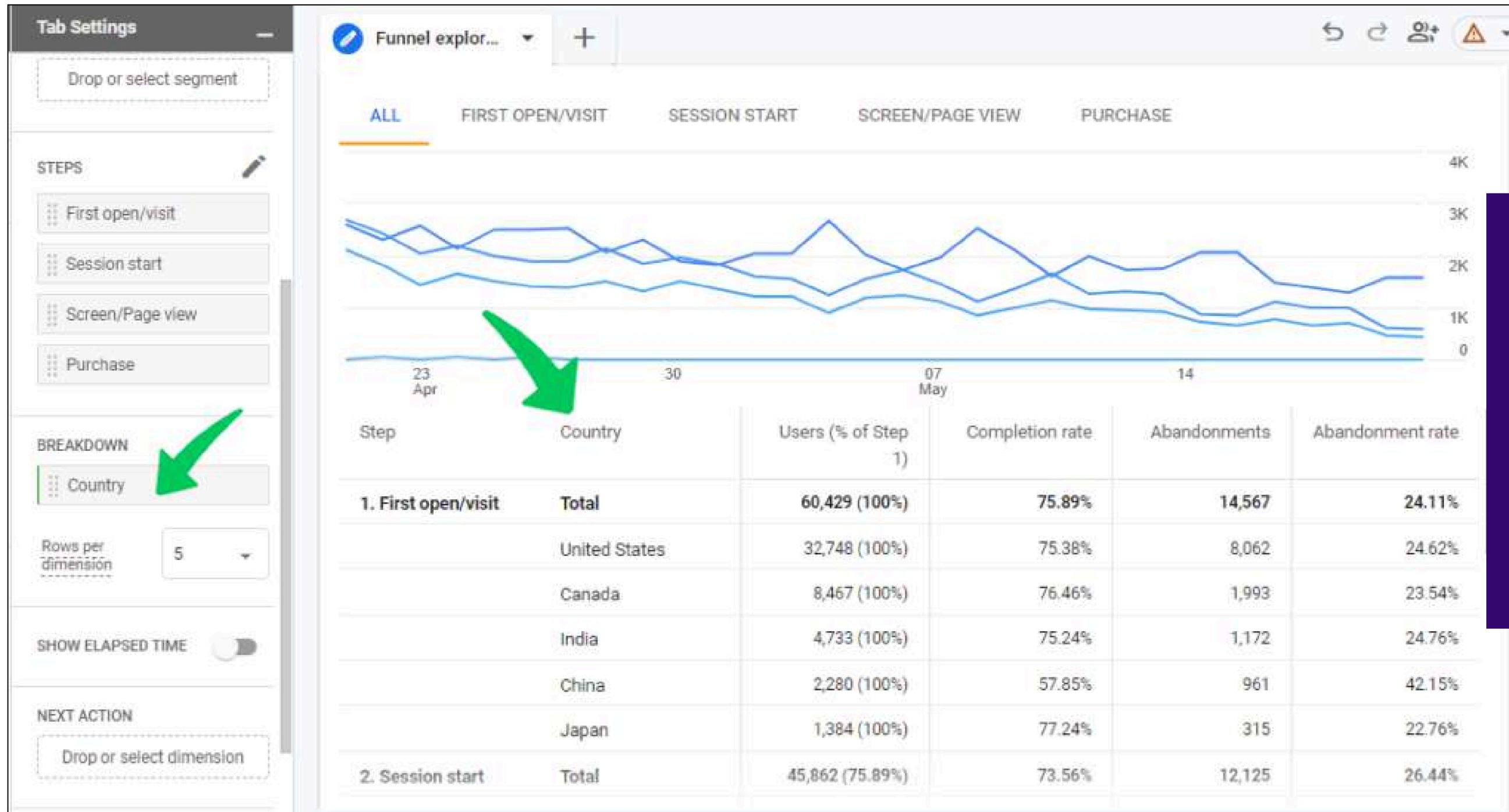- Abandonment Rate: 26.82% (707 users)

Insights

Funnel Analysis (based on Funnel Report)

01 Mobile, desktop, and tablet users show similar patterns in abandonment rates at the initial step, indicating a uniform user experience challenge.

02 Desktop users have a slightly higher completion rate (76.13%) compared to mobile (75.74%) and tablet (73.18%) users at the first step.

03 A noticeable drop in users occurs after the first open/visit stage, with the session start stage retaining 75.89% of the initial users.

04 There's a consistent drop-off from session start to the next steps, indicating potential friction points that need addressing to improve user retention.

05 The trend lines reveal periodic spikes and drops in user engagement and abandonment.

Our Recommendations

Steps (based on Funnel Report)

01 Focus on improving the user experience for tablet users, as they have the highest abandonment rate. This could involve refining the UI/UX for tablet interfaces.

02 Ensure that the mobile and tablet user interfaces are fully optimized for touch navigation with larger buttons and simplified forms.

03 Enhance the onboarding process to reduce the initial drop-off after the first open/visit.

04 Given the higher completion rates on desktops, investigate the elements contributing to this success and apply similar strategies to mobile and tablet experiences.

05 As the abandonment rates vary across devices so we need to provide a seamless experience across all devices by ensuring consistency in design and functionality.

Funnel Exploration - Country Wise

Funnel Analysis

Country Breakdown

United States

- Users: 32,748 (100% of US users)
- Accomplishment Rate: 75.38%
- Abandonment Rate: 24.62% (8,062 users)

Canada

- Users: 8,467 (100% of Canadian users)
- Accomplishment Rate: 76.46%
- Abandonment Rate: 23.54% (1,993 users)

China

- Users: 2,280 (100% of Chinese users)
- Accomplishment Rate: 57.85%
- Abandonment Rate: 42.15% (961 users))

Insights

Funnel Analysis (based on Funnel Report)

01 The United States and Canada have similar abandonment rates (around 24-25%), indicating consistent performance across these regions.

02 The overall initial engagement is relatively high across most countries, with the majority completing the first step.

03 The session start step shows a substantial drop-off, particularly notable in countries like China.

04 Focused improvements in China could significantly enhance overall funnel performance.

05 Leveraging successful strategies from Canada could help improve user retention and conversion in other regions.

Our Recommendations

**Steps
(based on
Funnel Report)**

01 Customize the user interface and content for Chinese users to better match local preferences and cultural norms.

02 For instance, send personalized follow-up emails to users in China who abandon their carts, offering incentives like discounts or special offers

03 Collect and analyze user feedback from different regions to understand specific issues and preferences.

04 Implement targeted engagement strategies, such as personalized content or offers, to retain users after their initial visit.

05 Use the high completion rates in Canada as benchmarks to set performance goals for other regions.

GA4 report helps in visualizing the stages users go through from their initial visit to the final conversion the report identifies key points where users drop off and highlights successful engagement strategies. This detailed analysis helps in pinpointing bottlenecks and areas needing improvement, allowing for targeted optimization efforts.

We will generate detailed, customized reports like this specifically for your business. Please click the button below to get in touch with us.

Contact Us

THANK YOU