Retail Rocket Funnel Drop-off Analysis
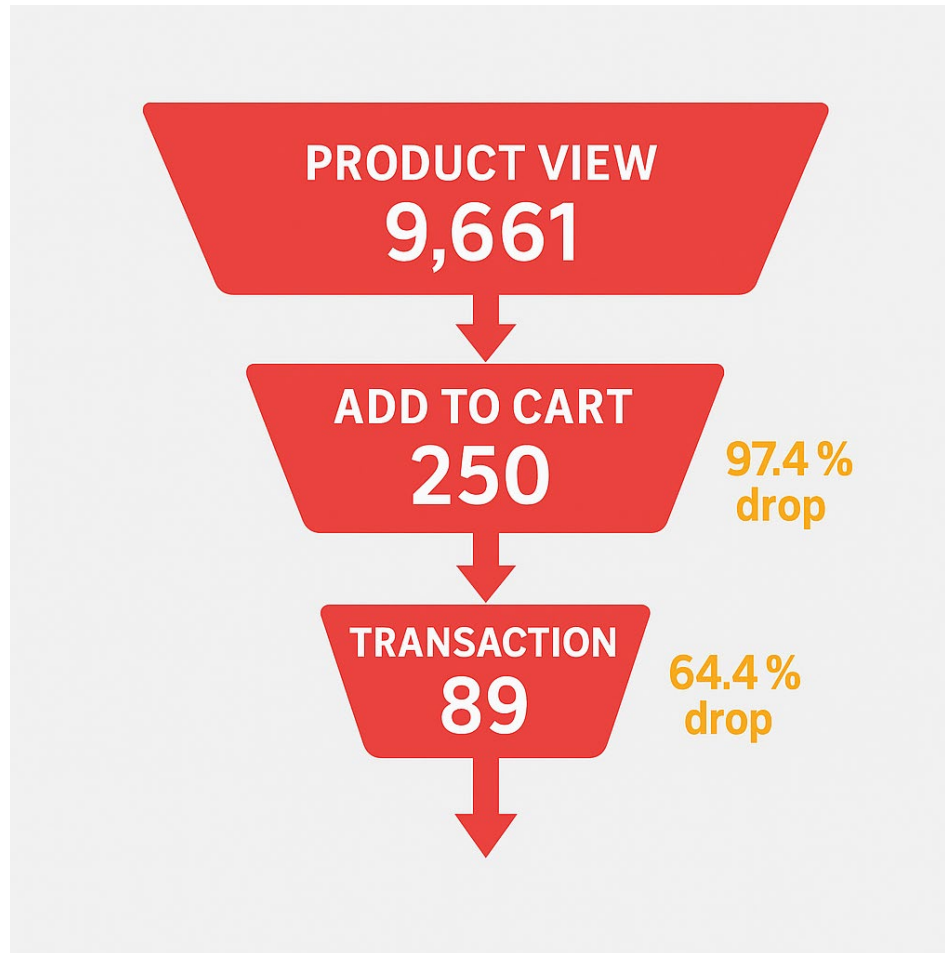
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Objective

- - Identify funnel drop-off points

- - Compare against industry benchmarks

- - Propose actionable optimizations

Funnel Overview

- Product View: 9,661
- Add to Cart: 250
- Transaction: 89

- Drop-off:
- - View → Cart: 97.4% (Avg ~70%)
- - Cart → Transaction: 64.4% (Avg ~30%)

Funnel Diagram

Key Insights

- - High drop-off at view-to-cart
- - Potential issues with appeal or experience
- - Cart-to-transaction drop-off still significant

Possible Causes

- - Poor images or lack of video
- - Weak product copy
- - Pricing/shipping friction
- - Trust or UX issues

Recommendations

- - Upgrade visuals
- - Improve descriptions
- - Add reviews and trust badges
- - Simplify checkout

Example of Optimized Product Listing

Event Volume by Hour (June 1-2 2015)
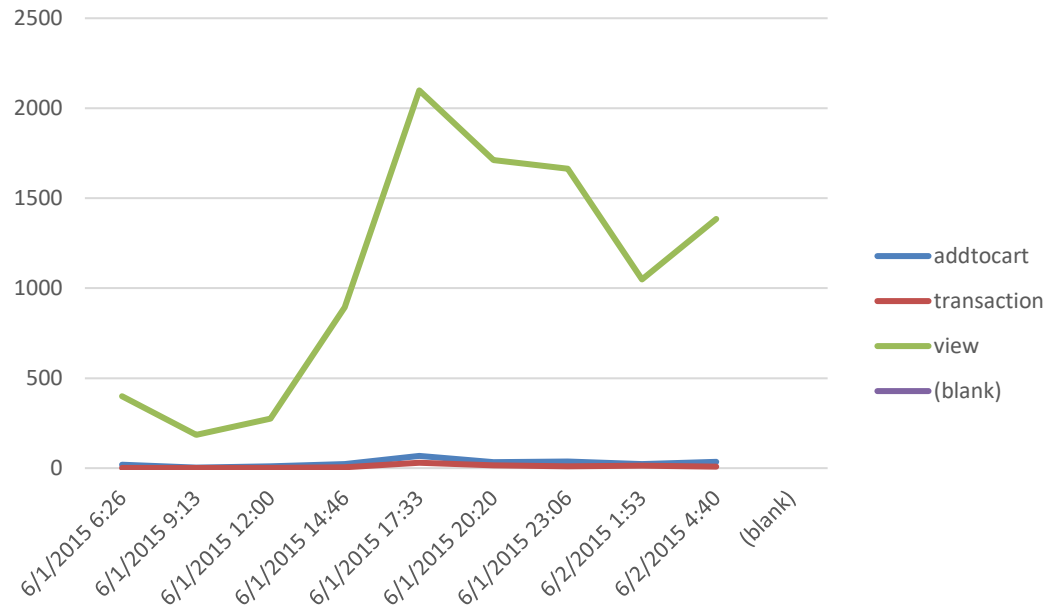
Insight: Peak product views and conversions occur between 5:00 PM and midnight.
Recommendation: Target campaigns and page improvements around evening traffic.

Recommendations to Optimize Buying Hours Peak

1. Email & Ad Timing

•Schedule campaigns or product drops to hit inboxes by **3–4 PM** to catch users before the evening spike.

2. Live Chat / Support

•Ensure staff or bots are active during **peak hours** — this is when
•decision-making happens.

3. A/B Test Product Page Enhancements

•Run tests during evening traffic windows to accelerate feedback cycles.

4. Post-Work Buyer Persona

•Your audience may consist of **working professionals shopping after hours**.
•Tone and targeting can reflect that (e.g., "Unwind with…", "Evening pick-me-up").

Next Steps

- - Prioritize product audit
- - A/B test improvements
- - Track performance regularly