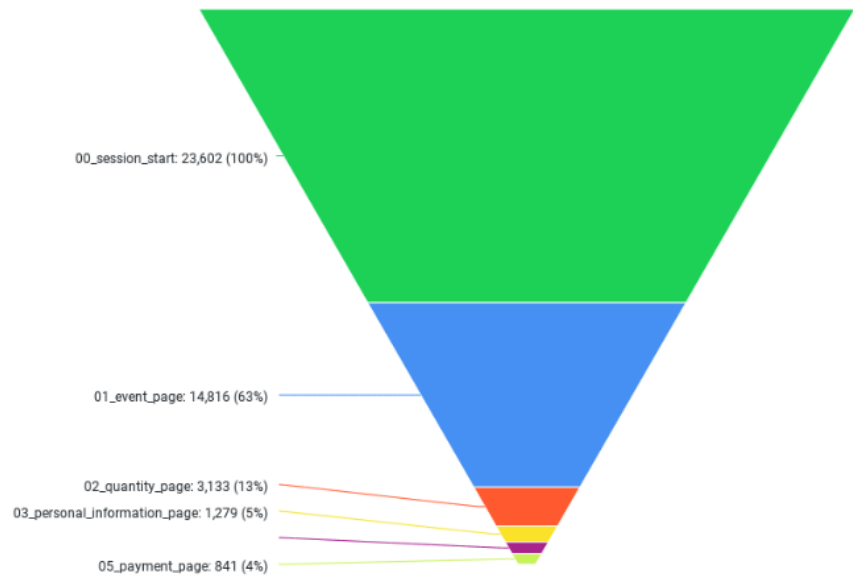


Users **don't** flow in ONE WAY ☐

My Problems with Funnel













































1. it assumes users flow in ONE WAY

which in most cases, it's not, you don't control how users interacting between funnel steps, UNLESS there is NO ☐ options for users

1. it doesn't show the opportunities for improvement

the opportunities sit where the users/traffic don't go into next step

Modeling Checkout Process like a “Eating Buffet”

	from → to
 :  →  →  → 	 →   →   → 
 :  →  →  →  → 	 →   →   →   → 
 :  →  →  → 	 →   →   → 
in sum	
	 →  : 2  →  : 2  →  : 4



Translate linear timeline into Nodes structure (From-To)

```

...
select
  user_id
  , unix_millis(t.payment_sdk_view_timestamp) as event_unix_millis
  , "payment_sdk_view" as event_name
  , 1 as event_order_index
from t
union all
select
  user_id
  , unix_millis(t.custom_fields.flow_start_timestamp) as event_unix_millis
  , "has_intent" as event_name
  , 2 as event_order_index
from t
...

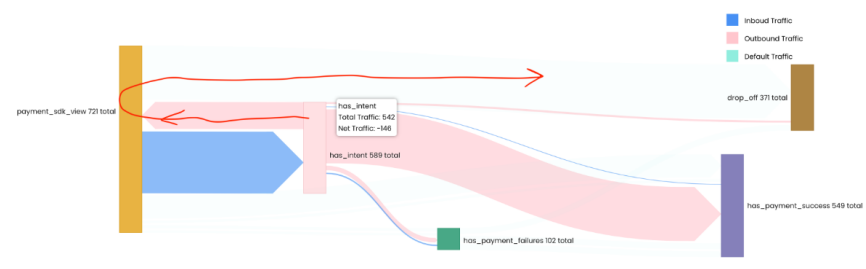
select
  user_id
  , event as from
  , event_next as to
  ....
  ,
select
  from
  , to
  , count(distinct user_id)
  ...

```

## Bi-Directional Sankey Diagram

for each step, you have both inbound and outbound traffic  
which means users can go to previous step

**opportunity:** how many users back  
to `payment\_sdk\_view` ~ **fromStep** from `has\_intent` ~ **toStep** then drop off?  
what improvements we can do on tickets checkout page to drive them back to  
checkout process  
or interview them why you get back to previous page end up NOT buying tickets



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