

# Tip 2: Trended Fallout Report

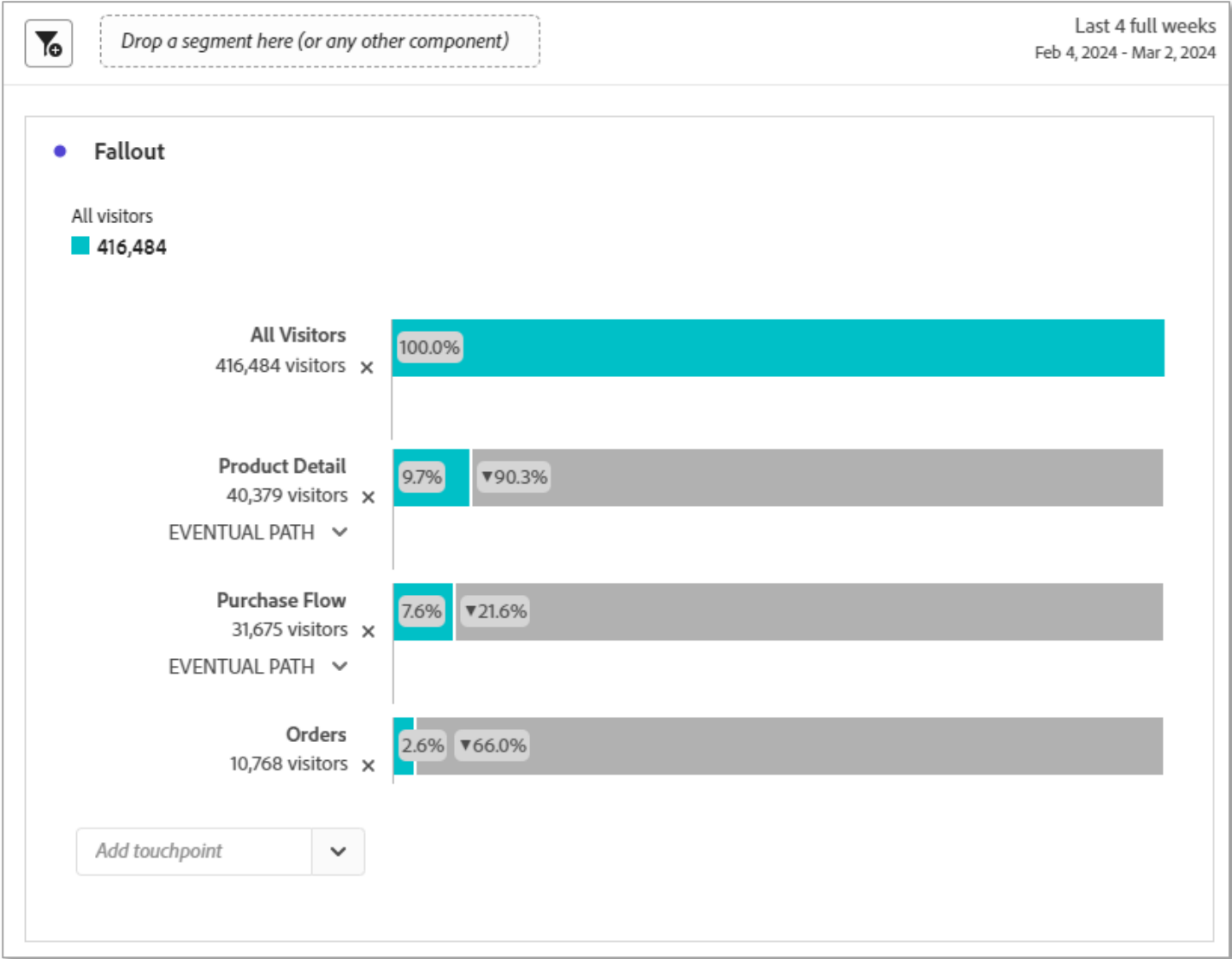
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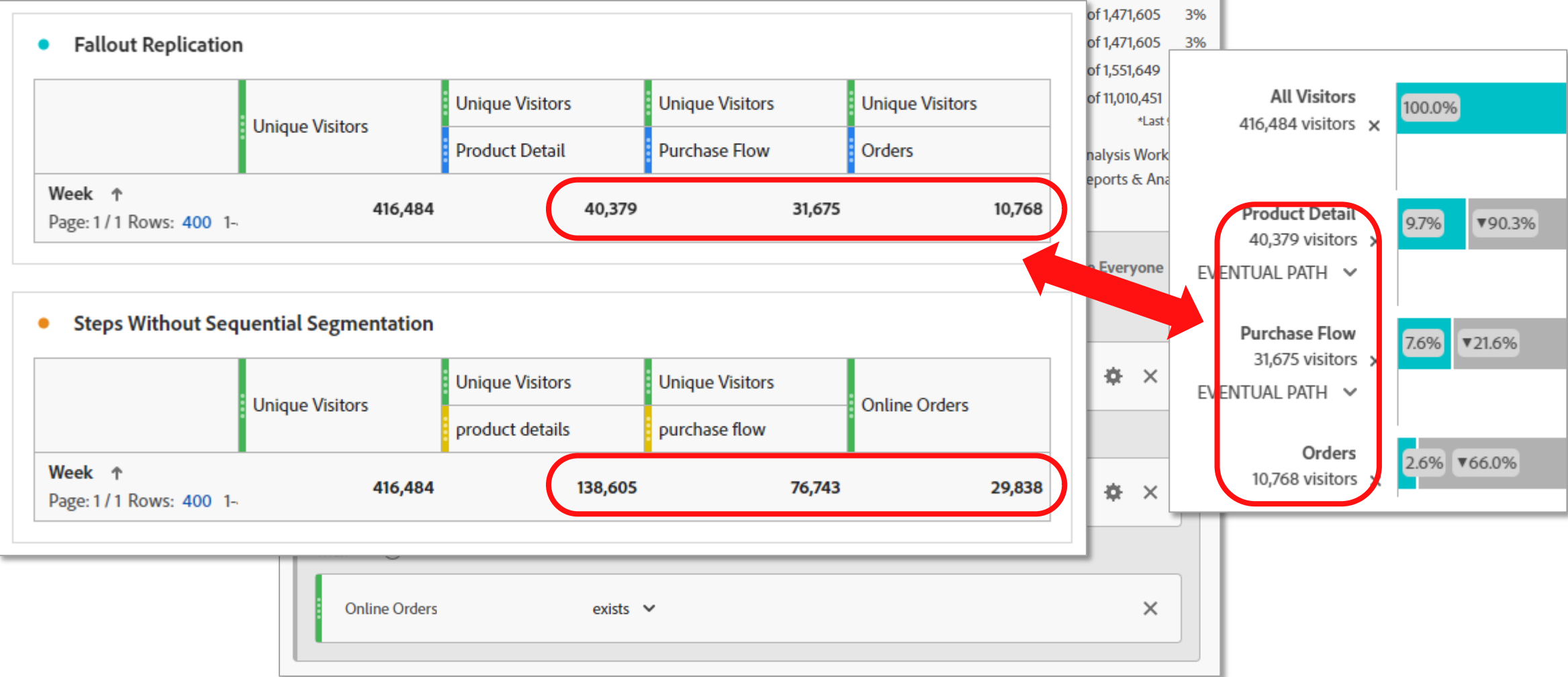
# Problem

“This fallout report is great... but it’s a pain to change the date to see what the success rates were last week, or 2 weeks ago, etc... it takes a long time for me to change the date range and write down all these values... what can we do to make this better?”

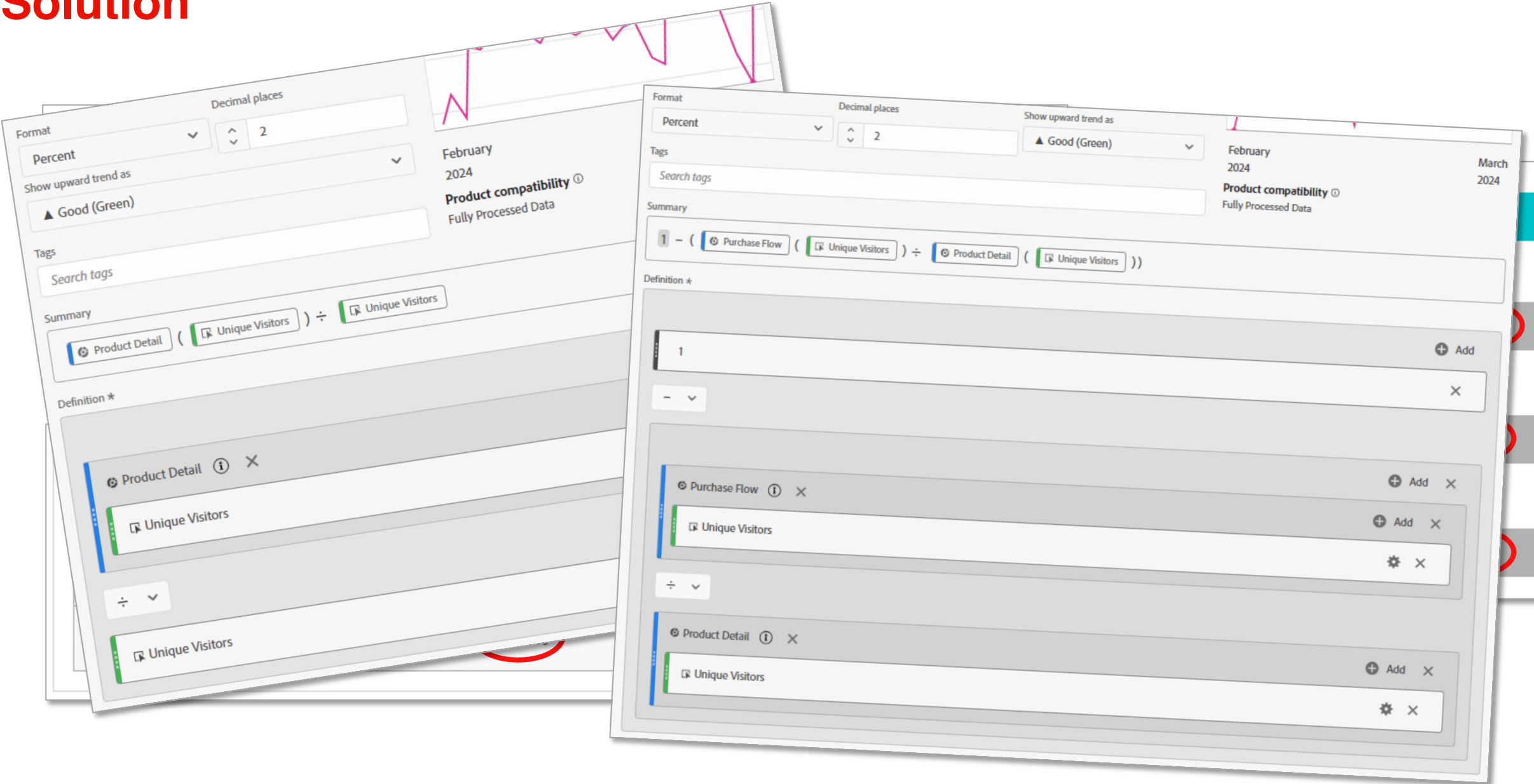
# Current Option / Limitations



# Solution



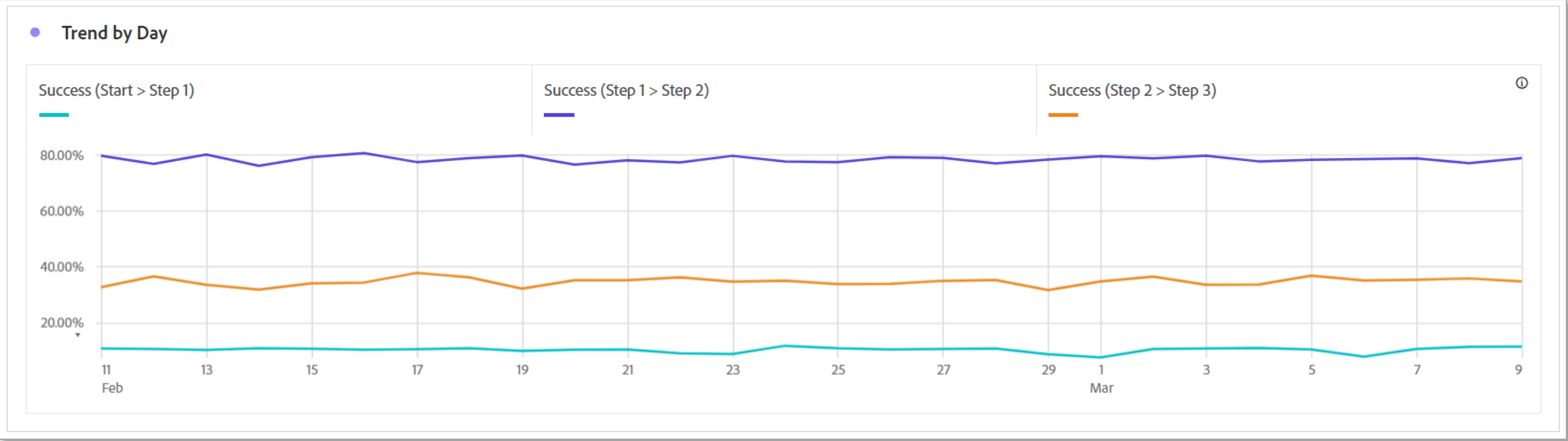
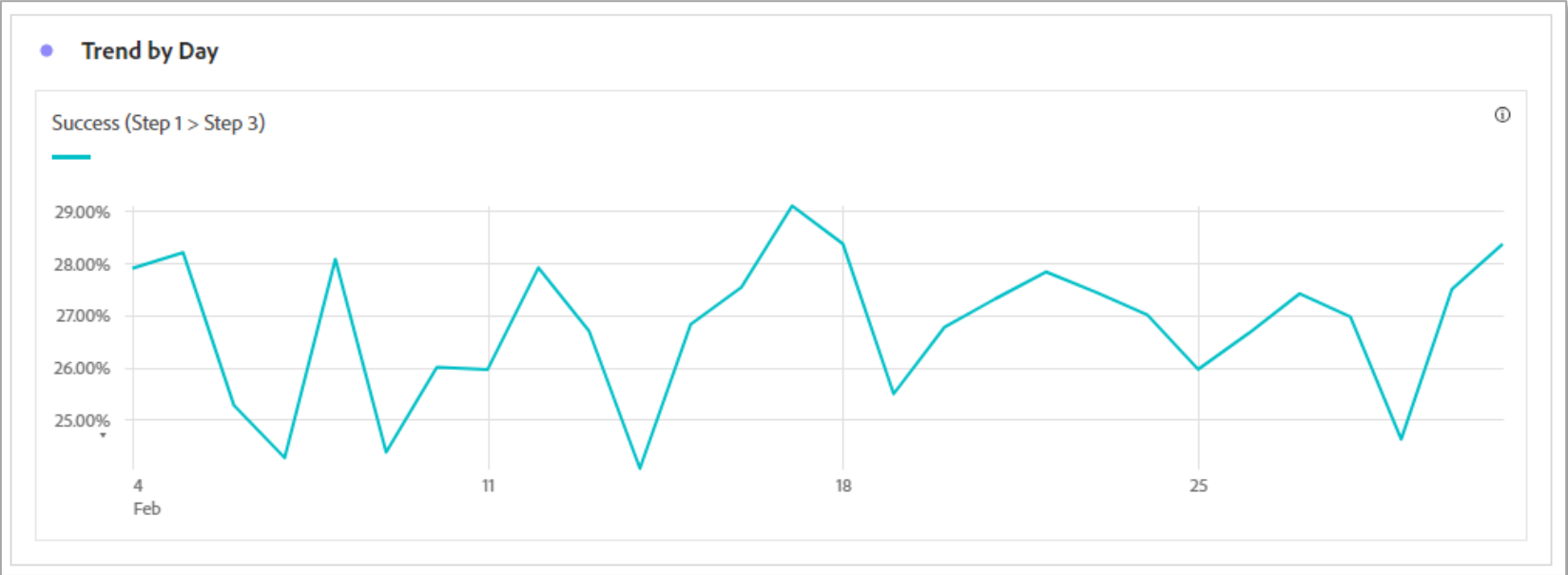
# Solution



# Solution

● **Fallout Replication (Modified Success)**

	Unique Visitors	Unique Visitors Product Detail	Success (Start > 1)
<b>Week ↑</b>	<b>416,484</b>	<b>40,379</b>	
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1. Feb 4, 2024	105,171	9,595	
2. Feb 11, 2024	91,989	9,461	10.28%
3. Feb 18, 2024			
4. Feb 25, 2024			



# Summary

1

## Challenge

Fallout Reports while good, are limited to aggregate reporting

2

## Solution

Build each step of the fallout (with customize success / fallout calculations) as a table, and break down by time dimensions

3

## Result

Users can see the trend of critical flows at a glance, without a lot of effort