

Data Analytics including Funnel of Terror

A wealth of data lies in the logs and administrative reporting for both online banking and bill pay. Use Pearrari Solutions data analysts to generate Funnel of Terror analysis periodically or before and after configuration or other changes in your system so you know the impact and can make sound decisions supported by data.

You may want to use and combine the available bill pay data in ways not generally supported by current systems. Pearrari Solutions can help with automation of such systems as the registration “funnel of terror” monthly BSA reporting and other reporting. Our data analyst is an expert in spreadsheet modeling, MS Excel, Access, VBA (Excel, Access and ADO, Powerpoint), Doubleclick’s DFA and other pertinent technologies.

Funnel of Terror

This aptly-named analysis uses a large number of reports and log files to show the attrition rate at each step of online banking and bill pay registration. The model can be run various ways, and results vary at each point in the funnel depending on your configuration. A common application of the funnel of terror analysis is to validate user interface changes. This is typically done by measuring results, then making a change to one or more parts of the registration flow, then running the analysis again to determine whether the change(s) made had a positive, neutral or negative impact on results.

Let us deliver a data solution for your organization, or design a new one. If we can sell a solution originally developed for you to other customers, your organization may be eligible for profit sharing.