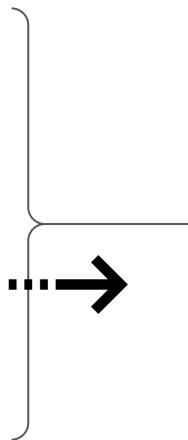


# VPN Funnel



Exploring how to increase the conversion rate on subscriptions to Mozilla VPN



[Sentiment Analysis Github Repo](#)

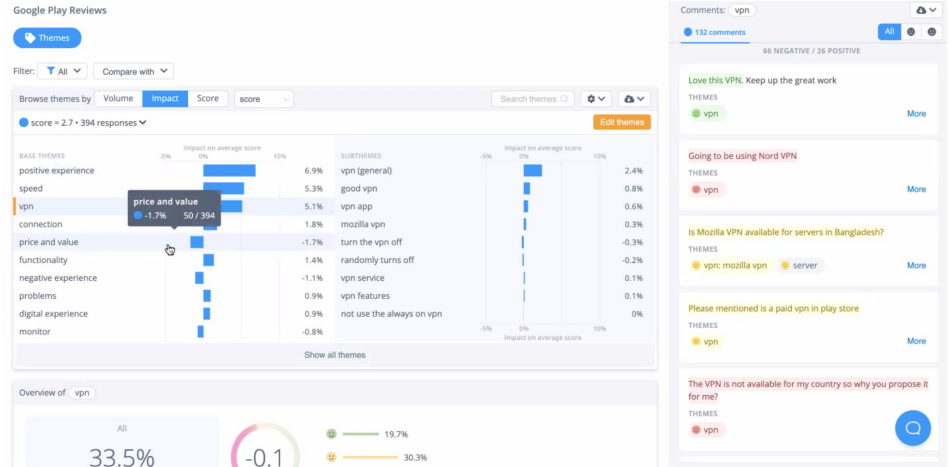


# Process

I wrote a scraper for Google Play reviews, and utilized Machine Learning (via the [Natural Language Toolkit](#) and [Word2Vec](#)) to identify common themes and assign sentiment analysis.

There seemed to be a few recurring issues:

- Confusion around and resistance to account creation.
- Pricing that came as a surprise to users, and increases in price
- Technical issues with disconnection



Through analysis of reviews we could determine overall sentiment regarding certain topics, for example here reviews that mention "price and value" have an overall negative sentiment (-1.7%)



# Design

Early iterations of the VPN Purchase Funnel confused users - price was not mentioned upfront, and while the VPN was branded Mozilla, users had to create a Firefox account to purchase.

Additionally, Many users were dropping off at the account verification step as well. To streamline this, we looked at creating

- A singularly branded VPN experience
- Clarification of the purchase process
- Easier method of account verification.

