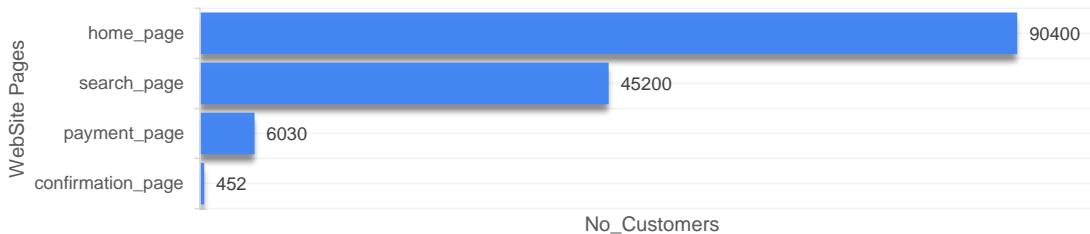


## Funnel Vizualitation

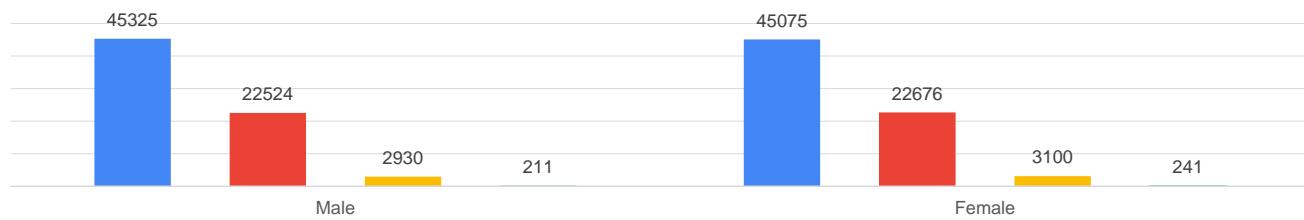
### Customer\_Funnel



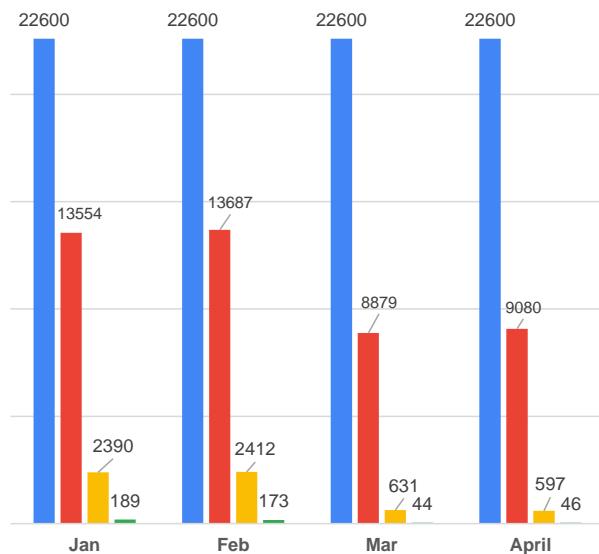
### Customer Comparsion By Gender

\* it is clear that there is no significant difference between the male customers and female customers in website visit

■ Home\_page ■ Search\_page ■ payment\_page ■ confirmation\_page



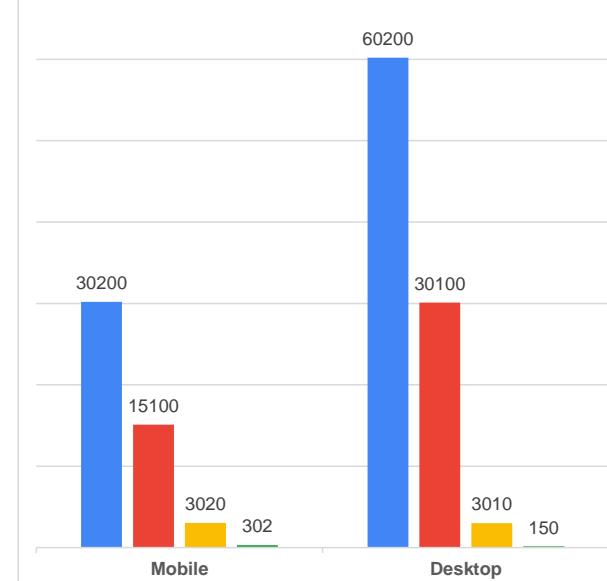
■ Home\_page ■ Search\_page ■ payment\_page ■ confirmation\_page



### Customer Funnel Per Month

\* the number of the customers who confirmed the purchased decreased much for months (March and April)

■ Home\_page ■ Search\_page ■ payment\_page ■ confirmation\_page



### Customer Funnel by Device

\* number of the customers for mobile is double than the customers for Desktop