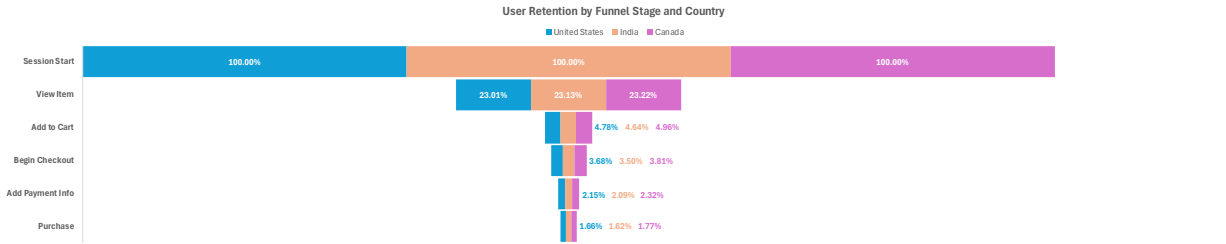


Funnel Analysis

By Country (Top 3 Countries by Total Event Count)

Funnel Steps	UNITED STATES		Funnel Steps	INDIA		Funnel Steps	CANADA	
	Total Events	Drop-off Percentage		Total Events	Drop-off Percentage		Total Events	Drop-off Percentage
Session Start	117,160	100.00%	Session Start	25,059	100.00%	Session Start	20,037	100.00%
View Item	26,953	23.01%	View Item	5,795	23.13%	View Item	4,653	23.22%
Add to Cart	5,603	4.78%	Add to Cart	1,162	4.64%	Add to Cart	993	4.96%
Begin Checkout	4,310	3.68%	Begin Checkout	878	3.50%	Begin Checkout	764	3.81%
Add Payment Info	2,516	2.15%	Add Payment Info	524	2.09%	Add Payment Info	465	2.32%
Purchase	1,942	1.66%	Purchase	406	1.62%	Purchase	355	1.77%



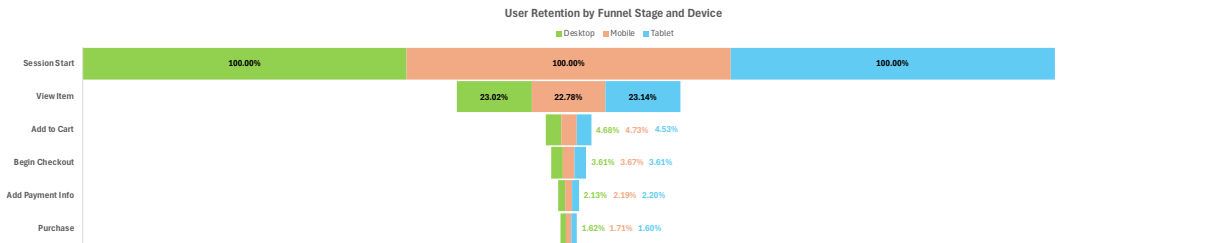
By Operating System

Funnel Steps	WINDOWS		MACINTOSH		IOS		ANDROID		WEB		UNIDENTIFIED	
	Total Events	Drop-off Percentage	Total Events	Drop-off Percentage	Total Events	Drop-off Percentage	Total Events	Drop-off Percentage	Total Events	Drop-off Percentage	Total Events	Drop-off Percentage
Session Start	30,788	100.00%	19,865	100.00%	30,895	100.00%	23,079	100.00%	155,791	100.00%	6,707	100.00%
View Item	7,179	23.32%	4,636	23.34%	7,019	22.72%	5,268	22.82%	35,620	22.86%	1,510	22.51%
Add to Cart	1,422	4.62%	943	4.75%	1,468	4.75%	1,071	4.64%	7,256	4.79%	315	4.79%
Begin Checkout	1,118	3.63%	725	3.65%	1,145	3.71%	828	3.59%	5,654	3.63%	245	3.65%
Add Payment Info	655	2.13%	427	2.15%	687	2.22%	474	2.05%	3,355	2.15%	153	2.28%
Purchase	488	1.59%	325	1.64%	511	1.65%	362	1.66%	2,596	1.67%	117	1.74%



By Category (Device)

Funnel Steps	DESKTOP		MOBILE		TABLET	
	Total Events	Drop-off Percentage	Total Events	Drop-off Percentage	Total Events	Drop-off Percentage
Session Start	155,100	100.00%	106,009	100.00%	6,007	100.00%
View Item	35,719	23.02%	24,152	22.78%	1,390	23.14%
Add to Cart	7,258	4.68%	5,015	4.73%	272	4.53%
Begin Checkout	5,696	3.61%	3,892	3.67%	217	3.61%
Add Payment Info	3,301	2.13%	2,318	2.19%	132	2.20%
Purchase	2,515	1.62%	1,808	1.71%	95	1.60%



Insights

- The funnel analysis unveils that there is a very similar pattern of user churn amongst the top 3 countries - US, India and Canada. **More than 75% of users drop-off after the first funnel stage**, before they view an item. Another relatively significant user churn is present in the third stage as **nearly 20% more users drop-off without adding a single item to their carts**.
- Analysis results depict a trend in user behavior that **most users choose to access the online store via a desktop setup**, however it seems to have no influence on user churn.

Recommendations

- Improve website load speeds, enhance home page and navigation as well as product imagery.
- Optimize SEO and user search relevance to display relevant items first, improve product filters to let user find items easier.
- Enhance product page quality - higher quality product pictures, better product descriptions, extensive user reviews and videos.
- Simplify the add-to-cart process so there would be less friction within that process, optimize navigation to the shopping cart and checkout.
- Provide personal recommendations to the user.
- Potentially offer product promotions or shipping discounts.
- Conduct A/B testing for newly integrated or updated features to measure improved success.
- Collect user feedback and further analyze user behavior data.