**Advantages of Automation:**

**Faster Execution:**

Automated tests run significantly faster than manual tests, enabling quicker feedback on the application's health.

**Repeatability and Consistency:**

Automated tests ensure that the same steps are followed consistently, minimizing human errors in testing.

**Broader Test Coverage:**

Automation allows for a more extensive range of test scenarios to be executed during a testing cycle.

**Cost-Efficiency:**

Over the long term, automation reduces testing costs by decreasing the time and effort required for testing activities.

**Early Bug Detection:**

Automated tests catch bugs early in the development cycle, reducing the cost of fixing issues in later stages.

**Real time examples:**

**Faster Execution:**

Automated tests would complete much faster than manual tests, allowing for rapid feedback on the website's performance.

**Repeatability and Consistency:**

Tests can be run consistently, ensuring that the 'add to cart' feature behaves predictably across different runs.