Site URL for the Performance Testing: <https://magento.softwaretestingboard.com/>

I will choose the below areas for the Performance Testing.

1. **Magento Home page:**

Home page is the first appearance from the Customer point of view. Slow loading can reduce the confidence. Page load time is the important factor to be considered.

1. **Product search, Filtering and Soring:**

Customers use Search, Filters and Sorting options more frequently to find products, so a slow response can affect conversions. Response time is the important factor to be considered.

1. **Add to Cart & Checkout Flow**

High traffic during the Special events can slow down the cart & checkout, affecting order completion rates.

1. **User Registration & Login**

Registration & login involve database interactions, which are high-impact operations.

Response time and concurrent logins are the important factors to be considered.

1. **Order Placement & Payment Processing**

Payment processing time is the import factor to be considered.