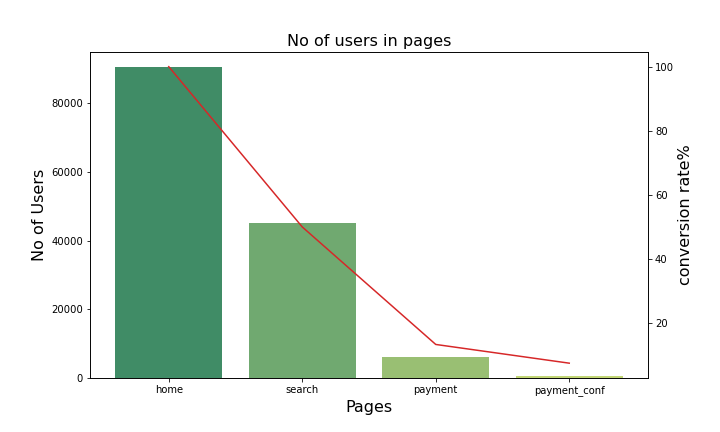
1. **No of users traversed through different pages and the conversion rate**

Graph to show how many users have traversed thorughthe different screens of website and how many have landed to the payment confirmation page. Also calculated the conversion rate



No of Users in different pages –

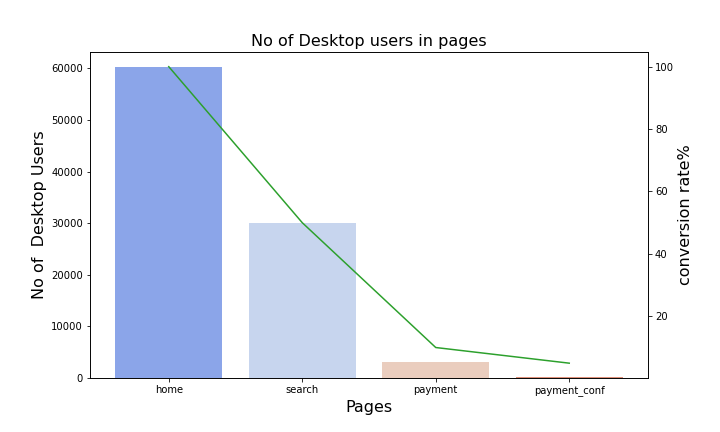
* Home page - 90400
* Search page - 45200
* Payment page - 6030
* Payment confirmation page - 452

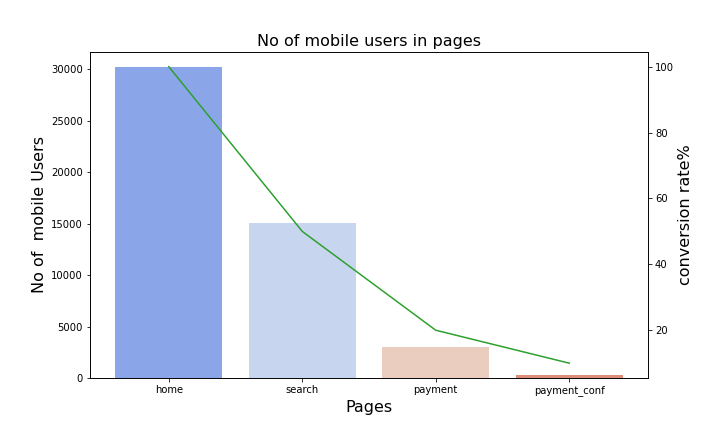
Conversion rate –

* Home page to search page - 50%
* Search page to payment page = 13.3%
* Payment page to payment confirmation page = 7.5%

**Note -** The no of users are decreasing while traversing the pages and the conversion rate is also decreasing.

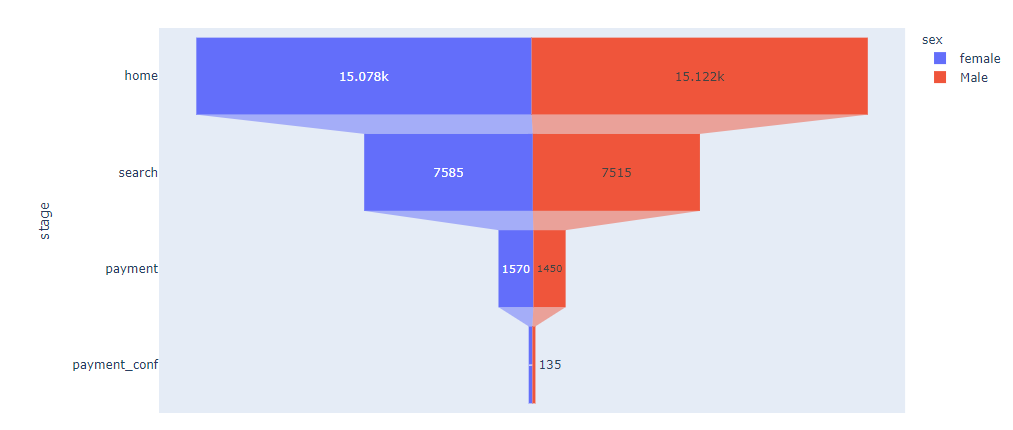
1. **No of users using device Mobile or Desktop and the conversion rate through devices**
2. From desktop-



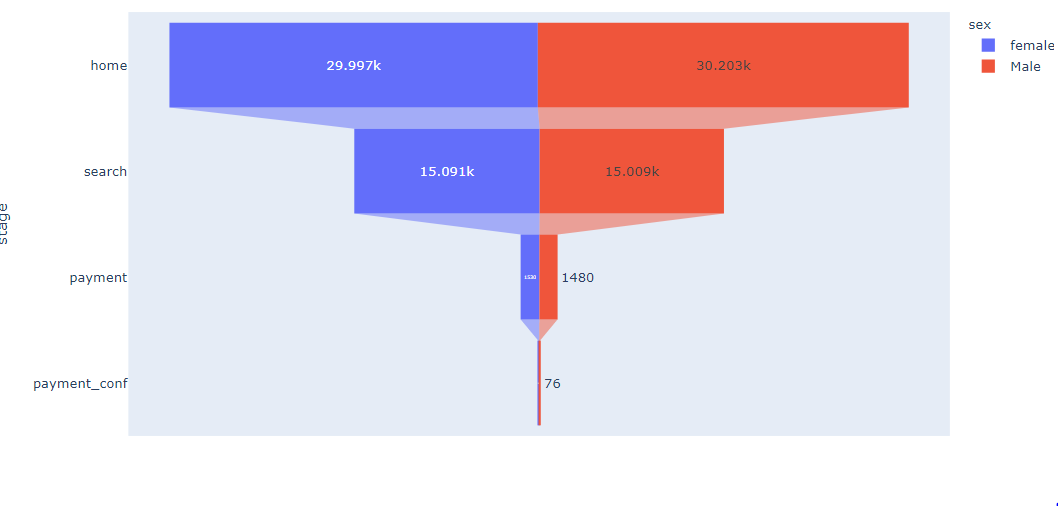
From mobile-

**Note** - There are more desktop users as compared to mobile users. The conversion rate is more from mobile as compared to desktop.

1. **No of male female traversed through pages via mobile-**

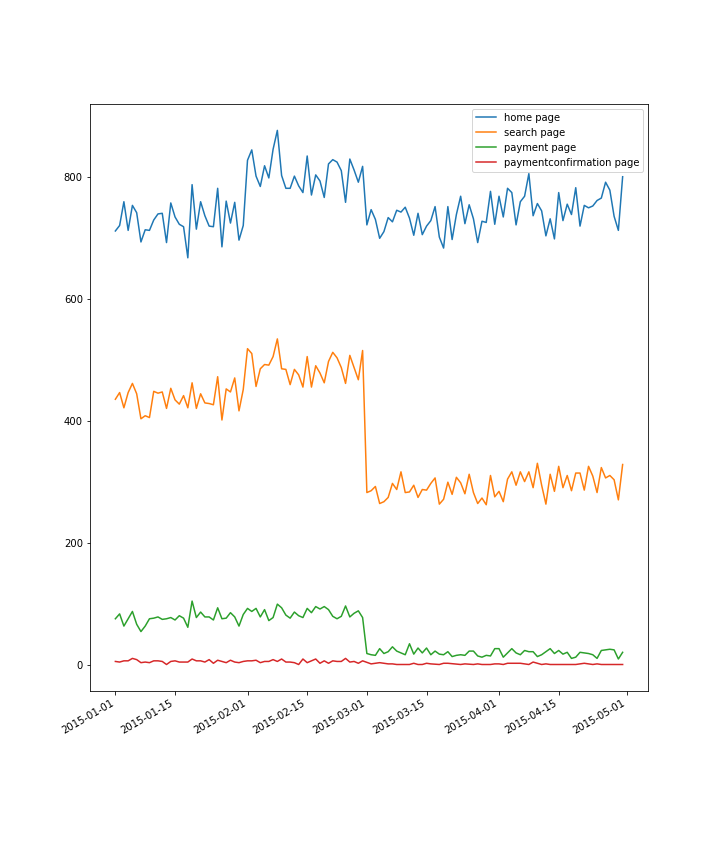


**No of female male traversed through pages via desktop-**

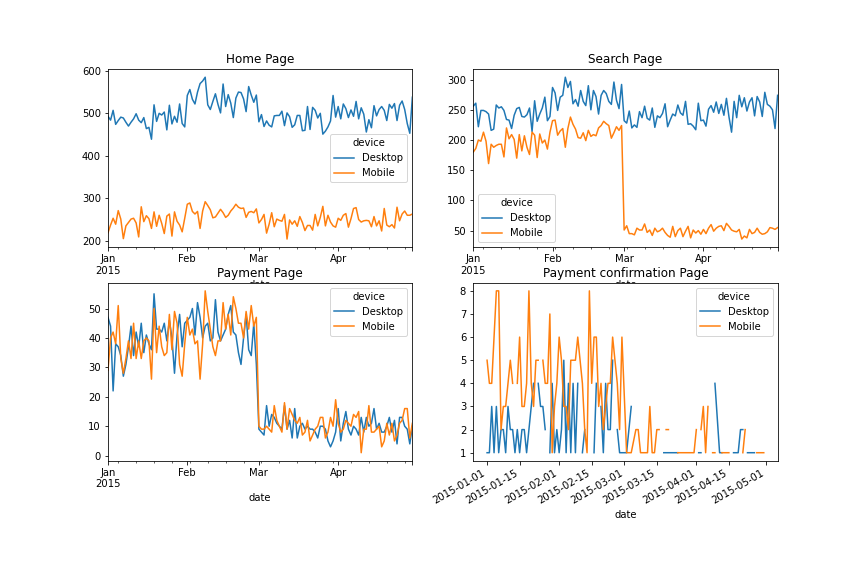


**Note -** Male and female user ratio is approximately same when they log inn from mobile but in desktop the male is bit more higher as compared to female.

1. **No of Users traversed different pages on daily basis.**

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**Note -** Traversing from home to search page is decreasing with time and has dropped a lot in 1st March 2015 and this has also a drop in traversing the payment and the payment confirmation page.

**5.Drop in the number of users through which device wrt time-**

**Note –** In the Search page in March there is sudden drop in the mobile users whereas desktop users seems to be consistent. In Payment there seem a drop in both the mobile users as well as desktop users**.**