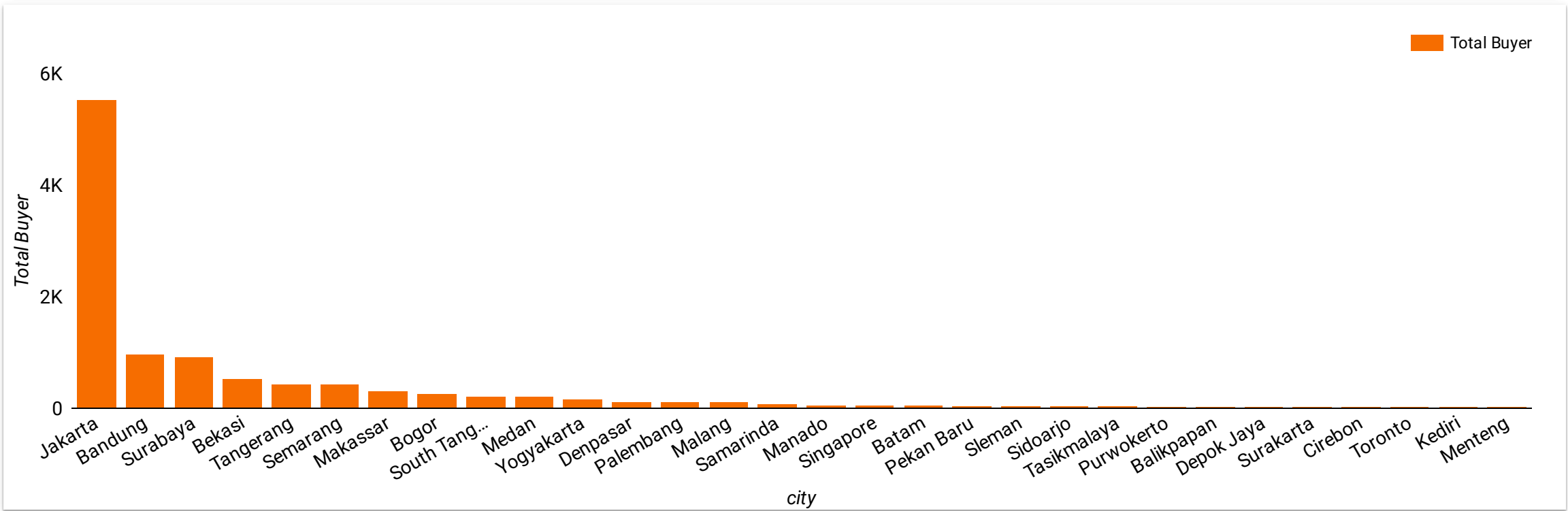


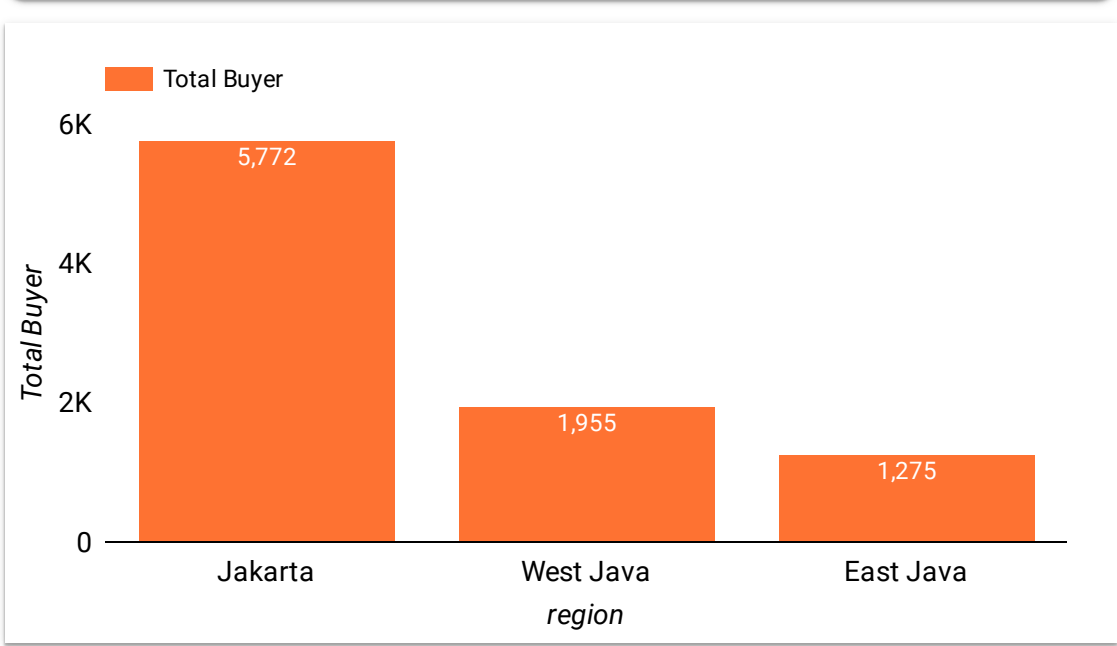
Customer Behaviour Analysis for E-commerce Conversion Improvement

Total Visitor	Total Buyer	Filter
230,622	12,110	Select date range
Total App User	Conversion Rate	region
143,324	5.25	os

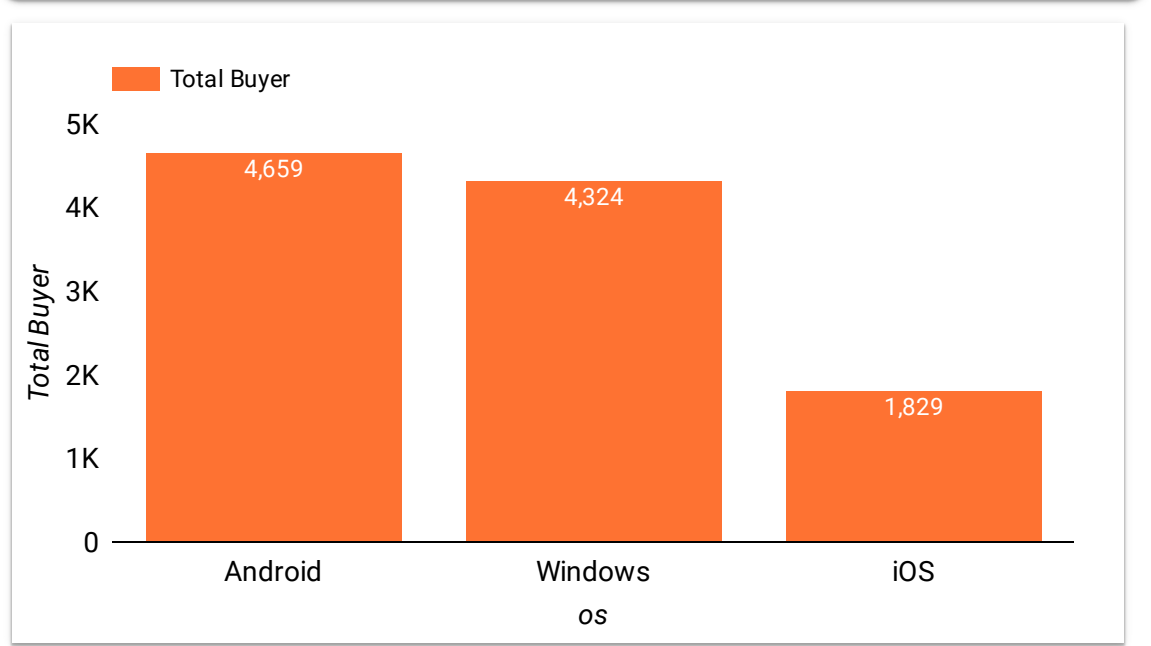
Buyer Distribution by City



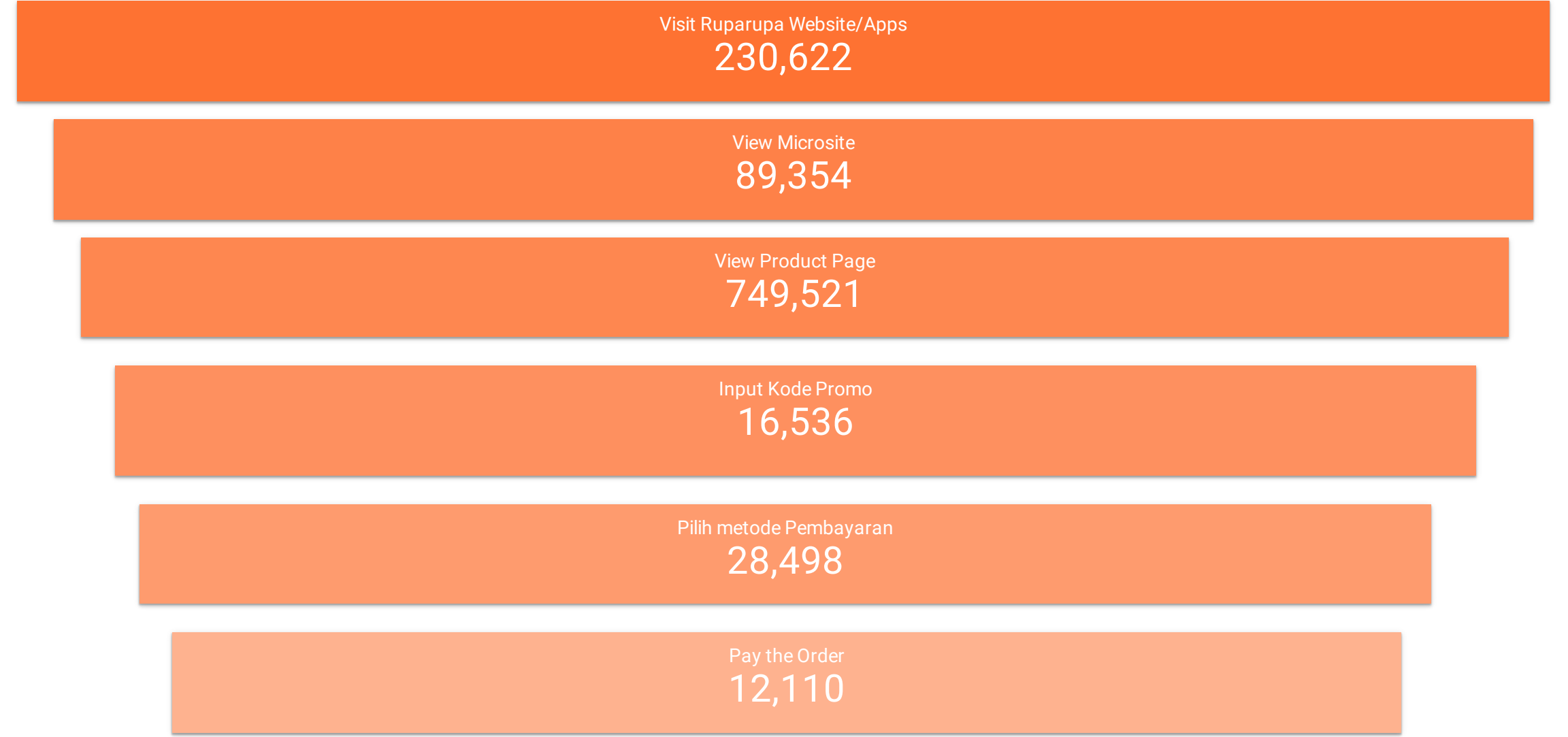
Top 3 Buyer's Region



Top 3 Buyer's OS



Customer Journey Funnel



Trendline of Visitor vs Buyer

