



## **Funnel 1(Electronics)**

**Step 1: First open the Amazon App**

**Step: 2: Register in Amazon App by sign up.**

**Step 3: Login to the Amazon Account.**

**Step 4: Search the Electronics Product.**

**Step 5: Select the Product.**

**Step 6: Review the product.**

**Step 7: Watch the description & Ratings of the product.**

**Step 8: Click on Buy now.**

**Step 9: Check order Summary.**

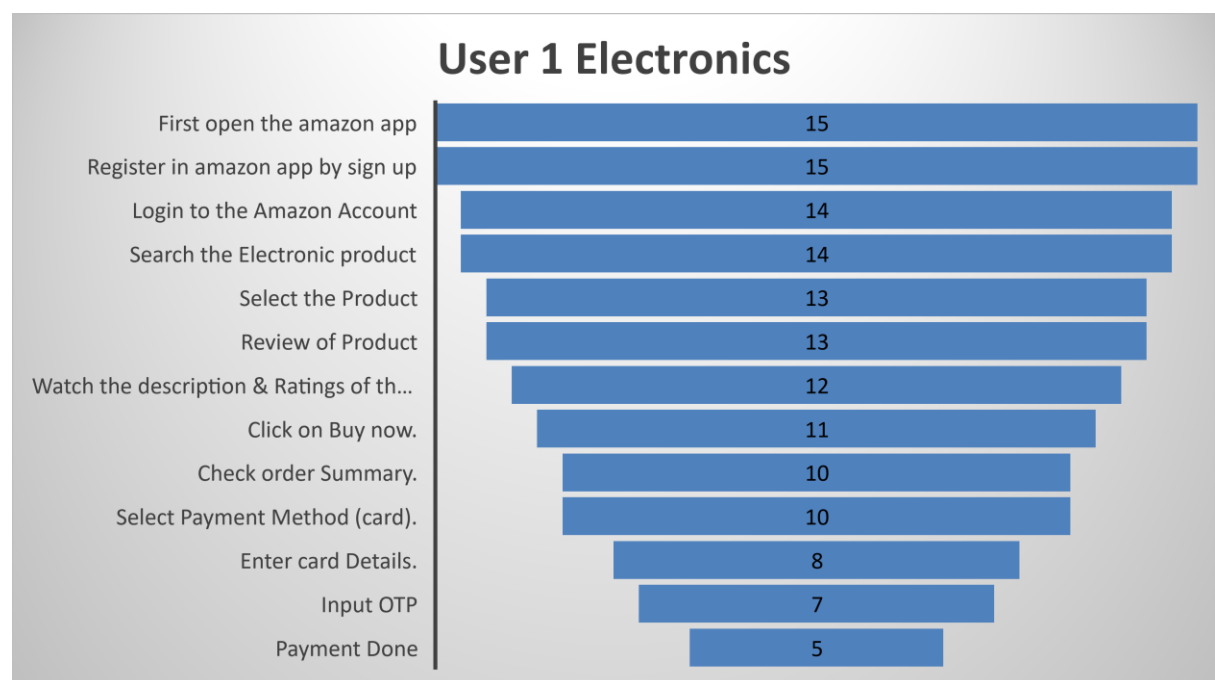
**Step 10: Select Payment Method (card).**

**Step 11: Enter card Details.**

**Step 12: Input OTP**

**Step 13: Payment Done**

Funnel of User 1 (Electronics)		
Television	Users	Percentage
First open the amazon app	15	100%
Register in amazon app by sign up	15	100%
Login to the Amazon Account	14	80%
Search the Electronic product	14	80%
Select the Product	13	75%
Review of Product	13	75%
Watch the description & Ratings of the product.	12	60%
Click on Buy now.	11	55%
Check order Summary.	10	50%
Select Payment Method (card).	10	50%
Enter card Details.	8	45%
Input OTP	7	40%
Payment Done	5	25%



## **Funnel 2(Cosmetics)**

**Step 1: First open the Amazon App**

**Step 2: Register in Amazon App by sign up.**

**Step 3: Login to the Amazon Account.**

**Step 4: Search the Cosmetics Product.**

**Step 5: Select the Product.**

**Step 6: Review the product.**

**Step 7: Watch the description & Ratings of the product.**

**Step 8: Click on Buy now.**

**Step 9: Check order Summary.**

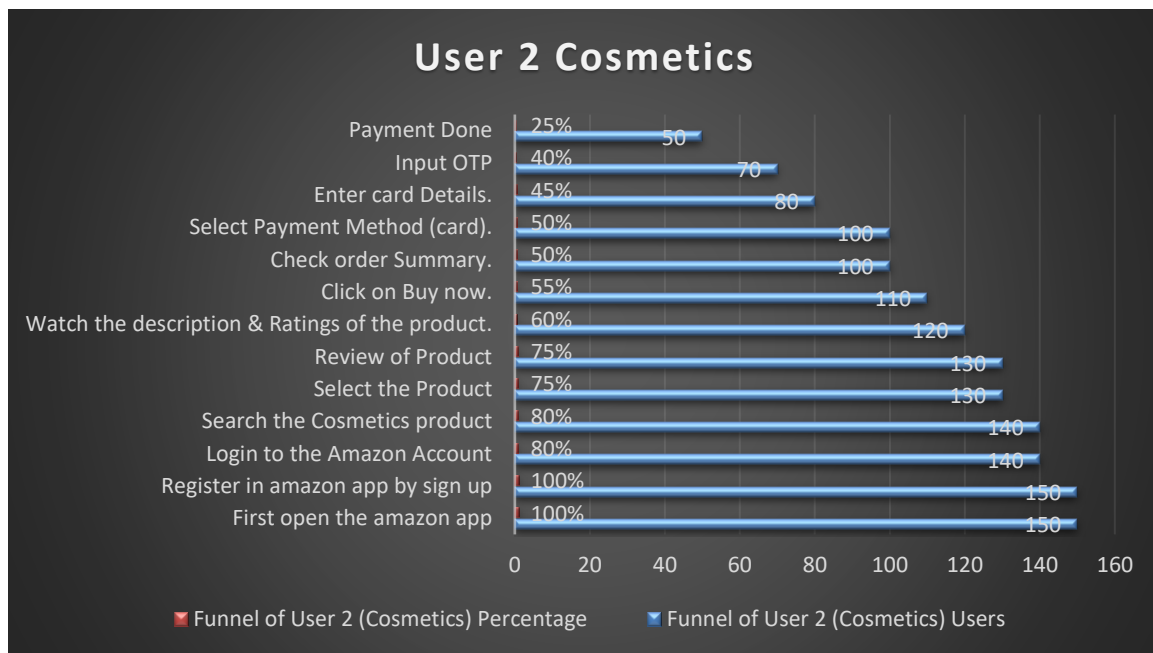
**Step 10: Select Payment Method (card).**

**Step 11: Enter card Details.**

**Step 12: Input OTP**

**Step 13: Payment Done**

<b>Funnel of User 2 (Cosmetics)</b>		
Cosmetics	Users	Percentage
First open the amazon app	150	100%
Register in amazon app by sign up	150	100%
Login to the Amazon Account	140	80%
Search the Cosmetics product	140	80%
Select the Product	130	75%
Review of Product	130	75%
Watch the description & Ratings of the product.	120	60%
Click on Buy now.	110	55%
Check order Summary.	100	50%
Select Payment Method (card).	100	50%
Enter card Details.	80	45%
Input OTP	70	40%
Payment Done	50	25%



## Funnel 3 (Baby Products)

**Step 1: First open the Amazon App**

**Step 2: Register in Amazon App by sign up.**

**Step 3: Login to the Amazon Account.**

**Step 4: Search the Baby Products.**

**Step 5: Select the Product.**

**Step 6: Review the product.**

**Step 7: Watch the description & Ratings of the product.**

**Step 8: Click on Buy now.**

**Step 9: Check order Summary.**

**Step 10: Select Payment Method (card).**

**Step 11: Enter card Details.**

**Step 12: Input OTP**

**Step 13: Payment Done**

## Funnel of User 3 (Baby Products)

Baby Products	Users	Percentage
First open the amazon app	1500	100%
Register in amazon app by sign up	1500	100%
Login to the Amazon Account	1400	80%
Search the Baby Products	1400	80%
Select the Product	1300	75%
Review of Product	1300	75%
Watch the description & Ratings of the product.	1200	60%
Click on Buy now.	1100	55%
Check order Summary.	1000	50%
Select Payment Method (card).	1000	50%
Enter card Details.	800	45%
Input OTP	700	40%
Payment Done	500	25%

### User 3 Baby Products



## **Funnel 4 (Men's Wears)**

**Step 1: First open the Amazon App**

**Step 2: Register in Amazon App by sign up.**

**Step 3: Login to the Amazon Account.**

**Step 4: Search the Men's Wears.**

**Step 5: Select the Product.**

**Step 6: Review the product.**

**Step 7: Watch the description & Ratings of the product.**

**Step 8: Click on Buy now.**

**Step 9: Check order Summary.**

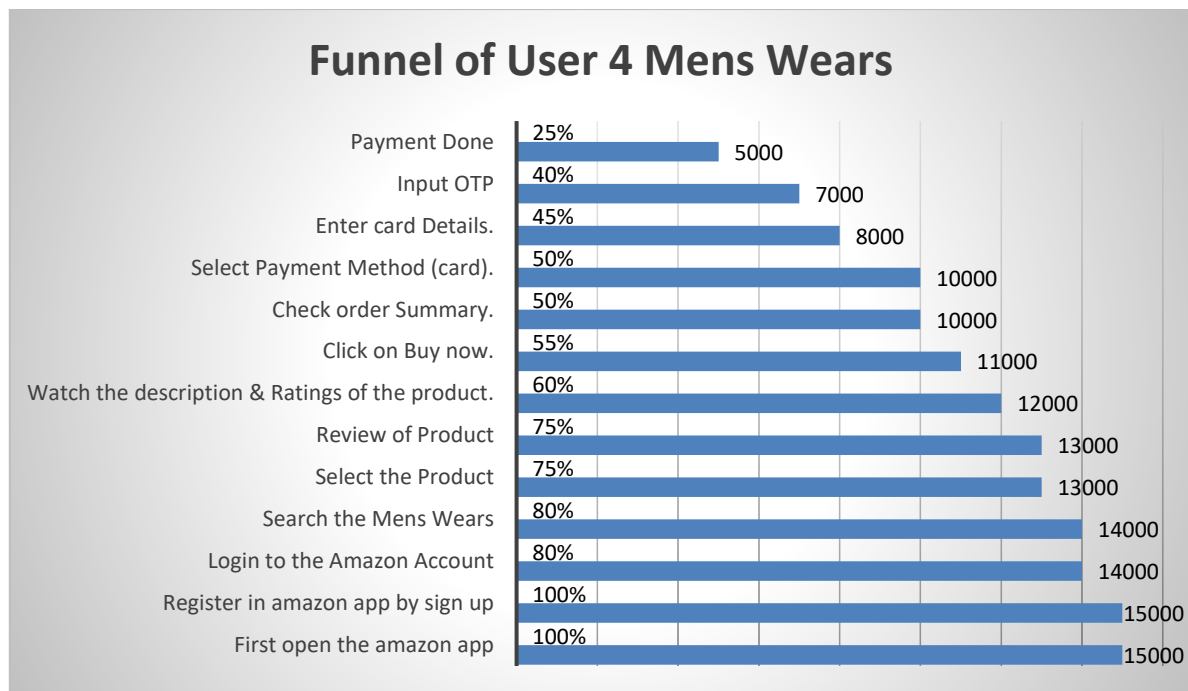
**Step 10: Select Payment Method (card).**

**Step 11: Enter card Details.**

**Step 12: Input OTP**

**Step 13: Payment Done**

<b>Funnel of User 4 (Mens Wears)</b>		
Mens Wears	Users	Percentage
First open the amazon app	15000	100%
Register in amazon app by sign up	15000	100%
Login to the Amazon Account	14000	80%
Search the Mens Wears	14000	80%
Select the Product	13000	75%
Review of Product	13000	75%
Watch the description & Ratings of the product.	12000	60%
Click on Buy now.	11000	55%
Check order Summary.	10000	50%
Select Payment Method (card).	10000	50%
Enter card Details.	8000	45%
Input OTP	7000	40%
Payment Done	5000	25%



## Funnel 4 (Women's Wears)

**Step 1: First open the Amazon App**

**Step 2: Register in Amazon App by sign up.**

**Step 3: Login to the Amazon Account.**

**Step 4: Search the Women's Wears.**

**Step 5: Select the Product.**

**Step 6: Review the product.**

**Step 7: Watch the description & Ratings of the product.**

**Step 8: Click on Buy now.**

**Step 9: Check order Summary.**

**Step 10: Select Payment Method (card).**

**Step 11: Enter card Details.**

**Step 12: Input OTP**

**Step 13: Payment Done**



## Funnel of User 5 (Womens Wears)

Mens Wears	Users	Percentage
First open the amazon app	15100	100%
Register in amazon app by sign up	15100	100%
Login to the Amazon Account	14000	80%
Search the Womens Wears	14000	80%
Select the Product	13100	76%
Review of Product	13100	76%
Watch the description & Ratings of the product.	12000	60%
Click on Buy now.	11000	55%
Check order Summary.	10000	50%
Select Payment Method (card).	10000	50%
Enter card Details.	8000	45%
Input OTP	7000	40%
Payment Done	5000	25%

### Funnel of User 5 Women Wears

■ Funnel of User 5 (Womens Wears) Percentage 
 ■ Funnel of User 5 (Womens Wears) Users

