**Interpreting Results**

The Power BI dashboard analysis highlights critical issues in the checkout process:

* **Low Checkout Success Rate**: September 2022 had the lowest checkout success rate.
* **High Cart Abandonment**: October 2022 showed the highest cart abandonment rate, suggesting customer difficulties in completing purchases.
* **Frequent Checkout Error**: The most common error was "number field is required," particularly affecting mobile users (718 errors on mobile vs. 502 on desktop).

These insights indicate significant challenges in the mobile user experience, contributing to increased cart abandonment and missed sales opportunities.

**Business Objective**

Optimizing the checkout process to eliminate pain points can increase immediate sales and enhance long-term customer loyalty. By making the checkout flow more intuitive and reducing friction, we aim to improve the checkout success rate and decrease cart abandonment, building customer trust and improving retention.

**Hypothesis**

The frequent "number field is required" error on mobile suggests that the card input field might lack visibility on smaller screens. Enhancing the visibility of this field on mobile could improve the checkout success rate, leading to more completed transactions and increased revenue.

**Actionable Insights**

1. **User Interface Improvements**: Adjust mobile layout by increasing the size and prominence of input fields to facilitate a smoother checkout experience.
2. **Demographic Targeting**: Desktop users report more "Your Card was Declined" errors. Analyzing the demographics and card types could inform targeted support for affected users.
3. **Alternative Payment Options**: Adding payment methods like digital wallets or buy-now-pay-later services could reduce abandonment due to card issues.
4. **Real-Time Card Validation**: Implement real-time validation to immediately flag entry errors, minimizing checkout interruptions and user frustration.