**Project 2**

**Insights & Recommendations**

1. The company's abandonment rate is lower than the industry standard rate with a difference of 22.2%.
2. The majority of abandoned users are on mobile devices (35.67%) followed by tablets and desktops
3. The company's abandonment rate across devices is lower than the industry standard, especially on mobile
4. The top reasons for cart abandonment are no guest checkout option, complex checkout, no total order upfront, and shipping costs.
5. Most abandoned users come from social media (44-42%) and the session range where abandonment is highest is between 77-100 sessions
6. The cart contents with the highest abandonment are accessories, toys, and footwear
7. The majority of abandoned users are female (54.35%)
8. The location date suggests that abandonment is spread across several regions in North America with Virginia being notably higher.
9. The trend of abandoned users by week shows fluctuation with some peaks suggesting periodic increases in abandonment rates
10. items such as sunglasses, wristwatches and tablets are among the top categories for abandoned purchases

**RECOMMENDATION**

1. Optimize for Mobile: Since most users abandon carts on mobile, optimizing the checkout process for mobile devices could reduce abandonment rates
2. Simplify Checkout: Offering a guest checkout option and simplifying the checkout process could address the two top reasons for abandonment.
3. Transparency in Pricing: Clearly displaying total costs upfront, including shipping, could reduce abandonment due to no tot order cost upfront
4. Leverage Social Media: Since a significant portion of traffic comes from social media, retargeting campaigns on these platforms could help recover abandoned carts.
5. Tailored Marketing Strategies: Develop targeted marketing strategies for the top abandoned items like sunglasses, wristwatches, and tablets to improve conversions in these categories
6. Address Shipping Costs: Offering free shipping thresholds or flat-rate shipping could mitigate abandonment due to shipping costs.