CART ABANDONMENT ANALYSIS

OVERVIEW METRICS

0.63
Cart Abandonment %

35
Total Respondents

3.49
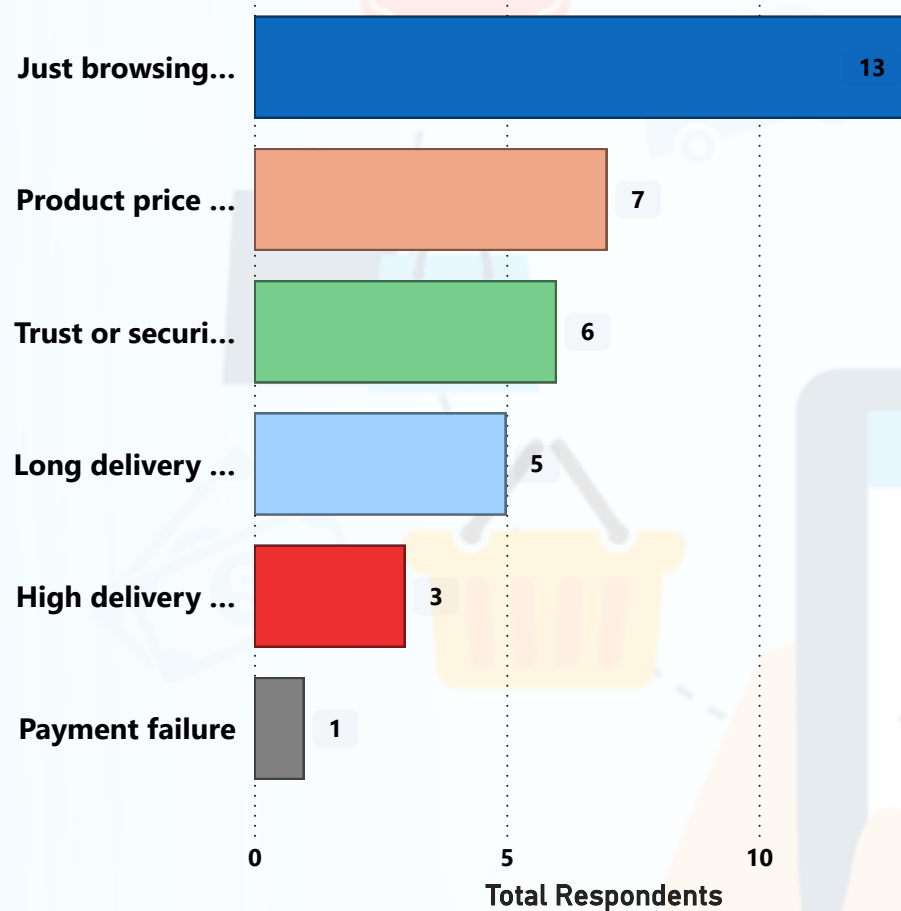Average Satisfaction

SHOPPING
online shopping

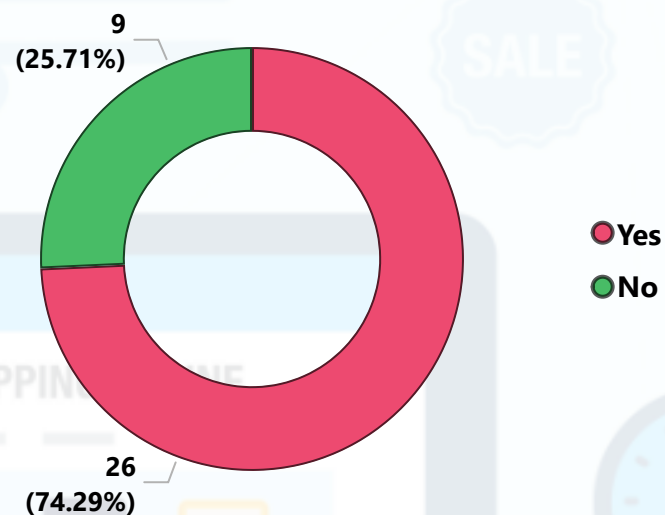# CART ABANDONMENT REASON

Abandoned Cart

REASON FOR CART ABANDONMENT

Reason	Total Respondents
Just browsing...	13
Product price ...	7
Trust or securi...	6
Long delivery ...	5
High delivery ...	3
Payment failure	1

Total Respondents

IMPACT OF EXTRA CHARGES

9 (25.71%)
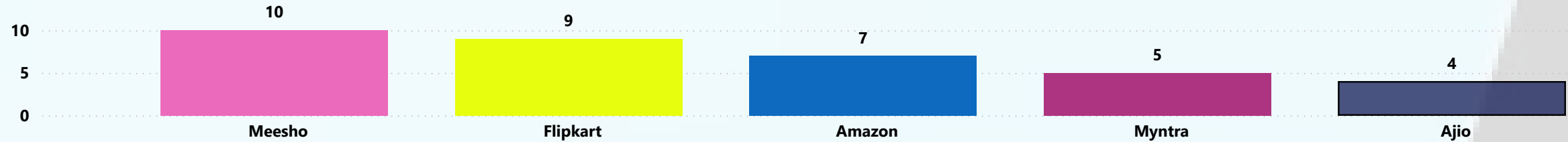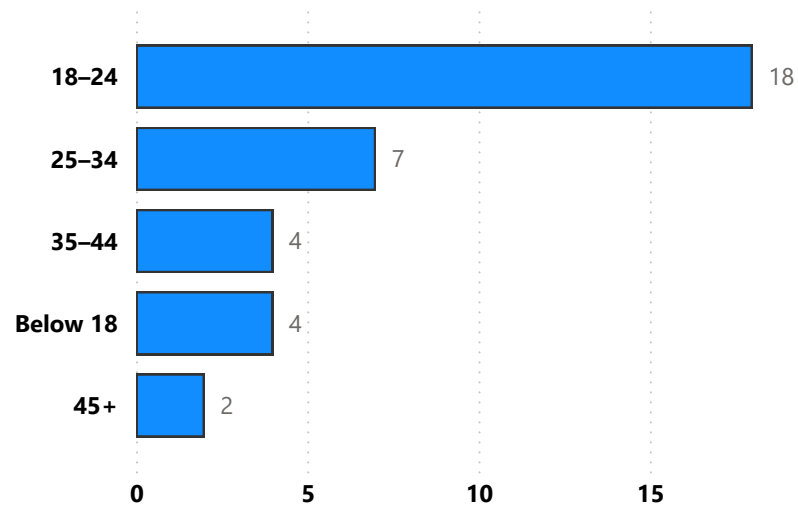
26 (74.29%)

- Yes
- No

Reasons

- [ ] High delivery charges
- [ ] Just browsing / not ready to buy
- [ ] Long delivery time
- [ ] Payment failure
- [ ] Product price too high
- [ ] Trust or security concerns

PLATFORM & USER BEHAVIOR

Platform usage

Platform	Value
Meesho	10
Flipkart	9
Amazon	7
Myntra	5
Ajio	4

Age Group

Age Group	Value
18–24	18
25–34	7
35–44	4
Below 18	4
45+	2

Frequency of Online Shopping

Frequency of Online Shopping	Total Respondents
2–3 times a month	13
Once a month	10
Rarely	8
Weekly	4