

Swire Coca-Cola MyCoke360 Business Proposal

Group 4: Hello World

Presented by: Sabrina Lin, Courtney Yoshimoto, Alphy Ototo, Tina Young

IS 6813: MSBA Capstone Project

Content Map

1 Introduction



2 Business Problem



3 Abandoned Cart Definition



4 Success Metric 1



5 Success Metric 2



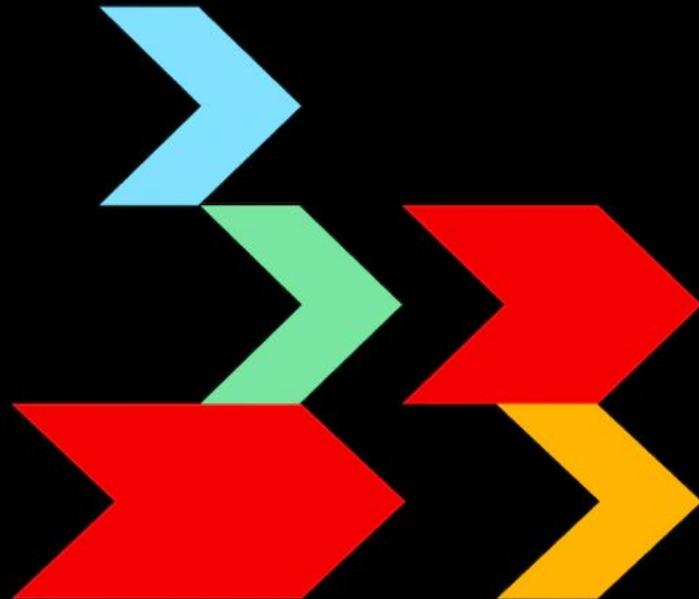
6 Q & A



Introduction

Workflow

1. Data Cleaning & Preparation
2. Exploratory Data Analysis
3. Model selection & evaluation
4. Decision Making



Business Problem

MyCoke360 customers often add items to carts but fail to complete purchases, leading to missed revenue. Swire Coca-Cola needs a data driven approach to understand when and why customers abandon their carts to determine how much revenue can be recovered through reducing cart abandonment.

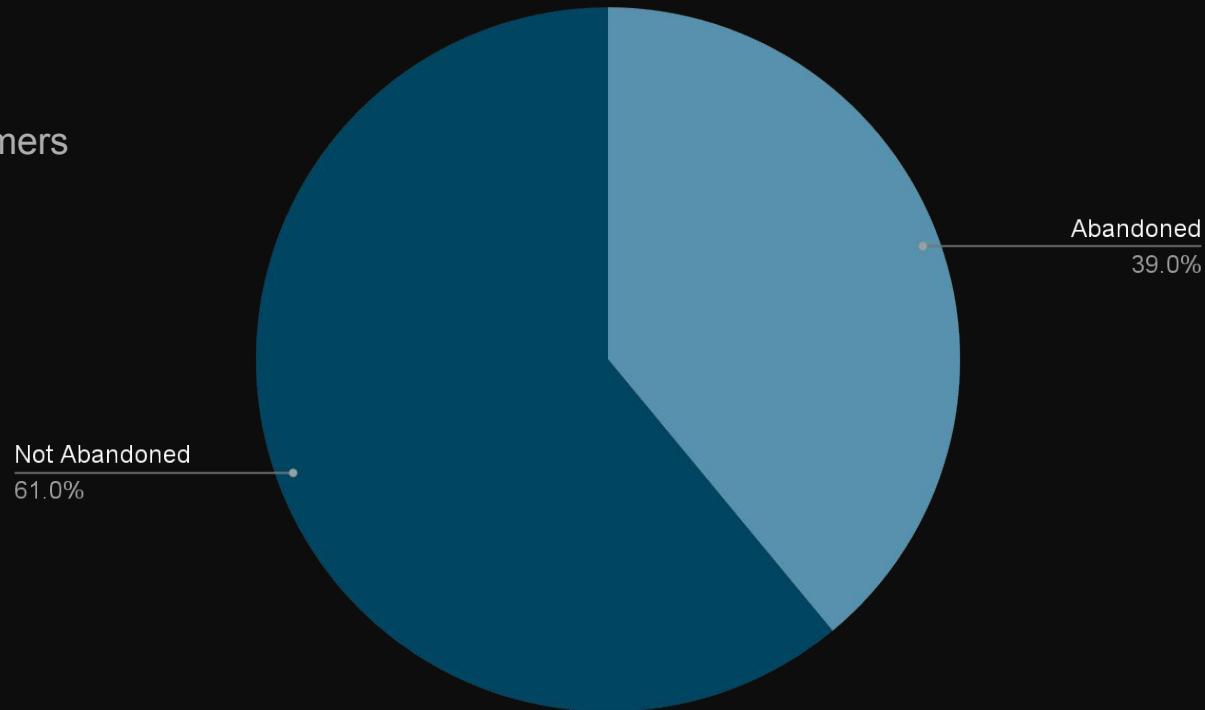
Abandoned Cart Definition & Calculation

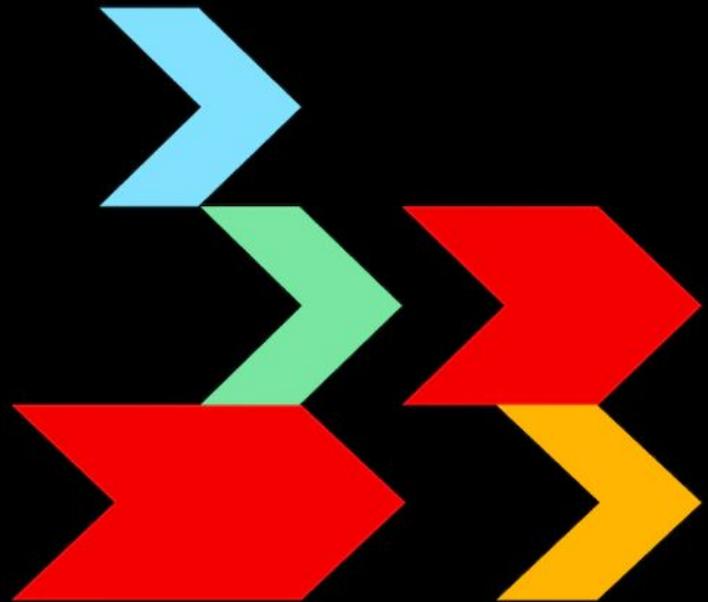
“When a customer adds an item to their myCoke360 cart and does not make a purchase by their next order date.”

1. If a customer did not log in or make any transaction logs between their last order-by date and next recent order-by date means **INACTIVITY, not abandoned**
2. A purchase made through myCoke Legacy, Sales Rep, or Call Center was represented in the data

Calculated Abandoned Cart Proportion

Based on a sample of 100 customers





Success Metric 1

Reduced Abandonment Rate:
Achieve a 10% reduction in cart
abandonment rate within the first
6 months of implementation



Simulation Summary

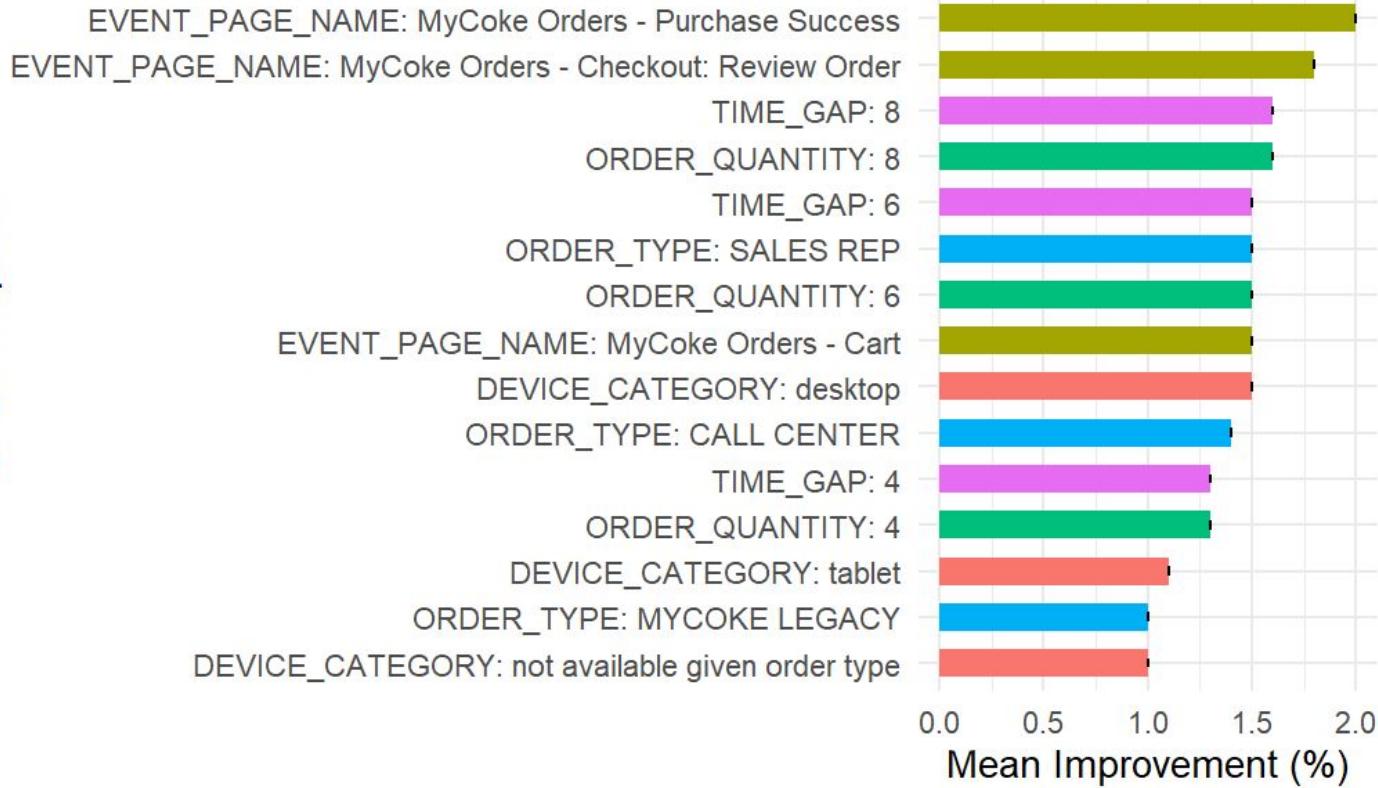
Column	Mean_Improvement	CI_Lower	CI_Upper
DEVICE_CATEGORY	16.58359	10.15625	23.4375
EVENT_PAGE_NAME	16.51719	10.15625	23.4375
ORDER_TYPE	16.57109	10.15625	23.4375
ORDER_QUANTITY	16.55078	10.15625	23.4375
TIME_GAP	16.58672	10.15625	23.4375

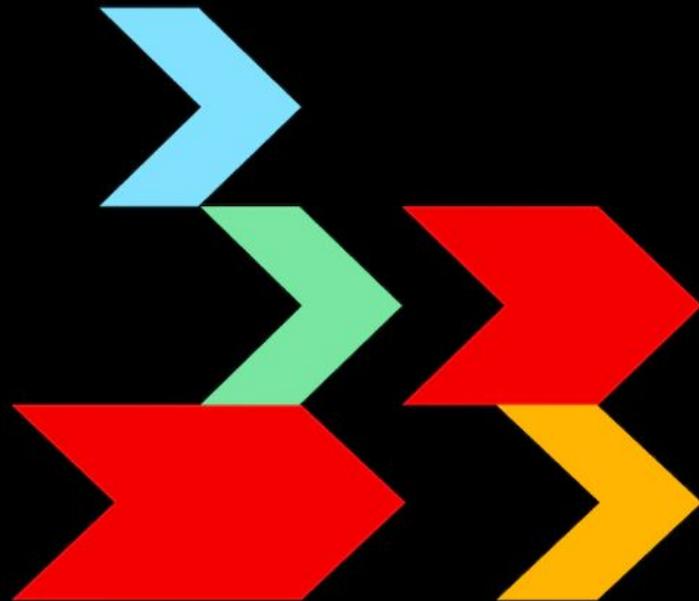


Simulation Summary

Top 3 per Column

Column: Option





Success Metric 2

Recovery Rate: Increase revenue by at least \$3M annually through recovery of abandoned carts and improved conversion

Revenue Recovery

Model: Logistic
Regression

ROC-AUC Score

0.883

Overall Accuracy

81%

Model Brier Score

0.122

Threshold

0.50

Recovered Revenue

Based on a sample of 10 customers and one year projection

\$133,400

If those 10 customers maintained a regular order-by schedule

Business Proposal: Targeted Outreach Strategy



Automated Email Reminders

Sending out an email reminder to complete cart check out on the busiest cart abandonment day



Sales Follow-up Calls

For customers that have high-potential revenue loss due to repeated abandoned carts
Specifically those that meet the 0.50 probability threshold



SMS Notifications

Send out a SMS notification stating "Your cart is waiting! Complete your MyCoke360 order today to ensure it's delivered on your upcoming route" daily before order window closes

Thank you

Q & A