



Predicting Cart Abandonment on MyCoke360

Presented by Finlay, Hung,
Shawal, and Sudeeptha

Business Problem

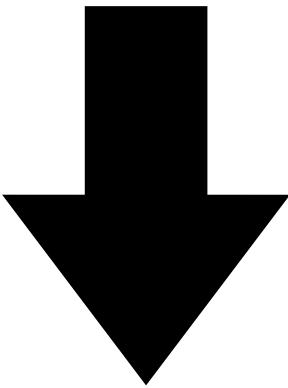
**Many carts on
MyCoke360 are started
but not completed.**

**Customers add items but
don't buy before their
order window ends.**



Objective

Predict whether a customer will abandon their cart within the first 30% of each GA Event Window



Targeted intervention to prevent cart abandonment



How we approached the data



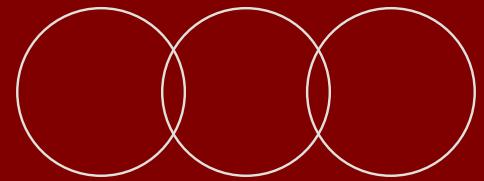
Combined GA, Orders, Sales, Visit Plans, Cutoff tables.



Built unique customer-level order windows using anchor dates, frequency, and cutoff times.



Label abandoned if the customer had an add to cart event but not an order in the order window

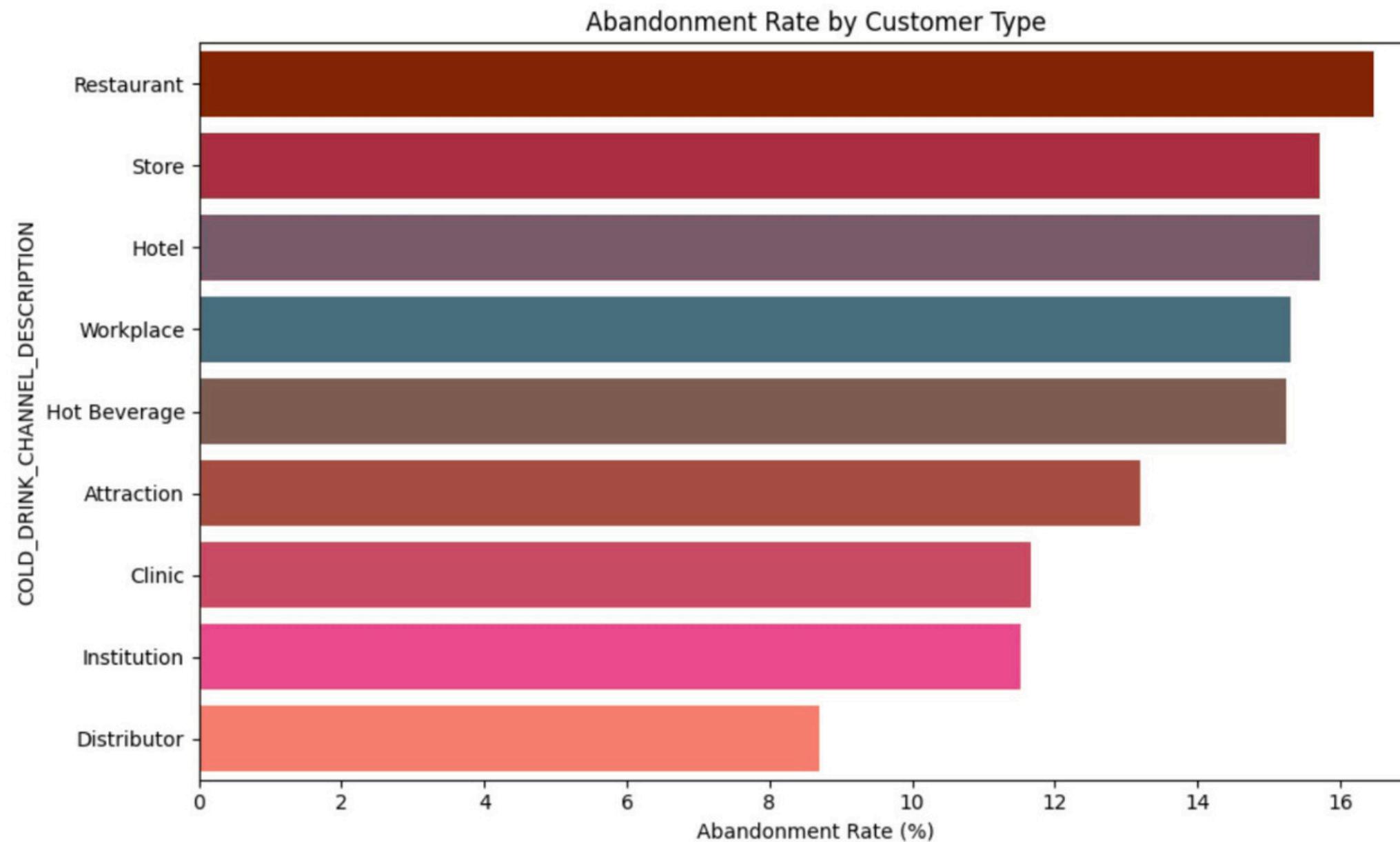


14.6%

Cart Abandonment Rate

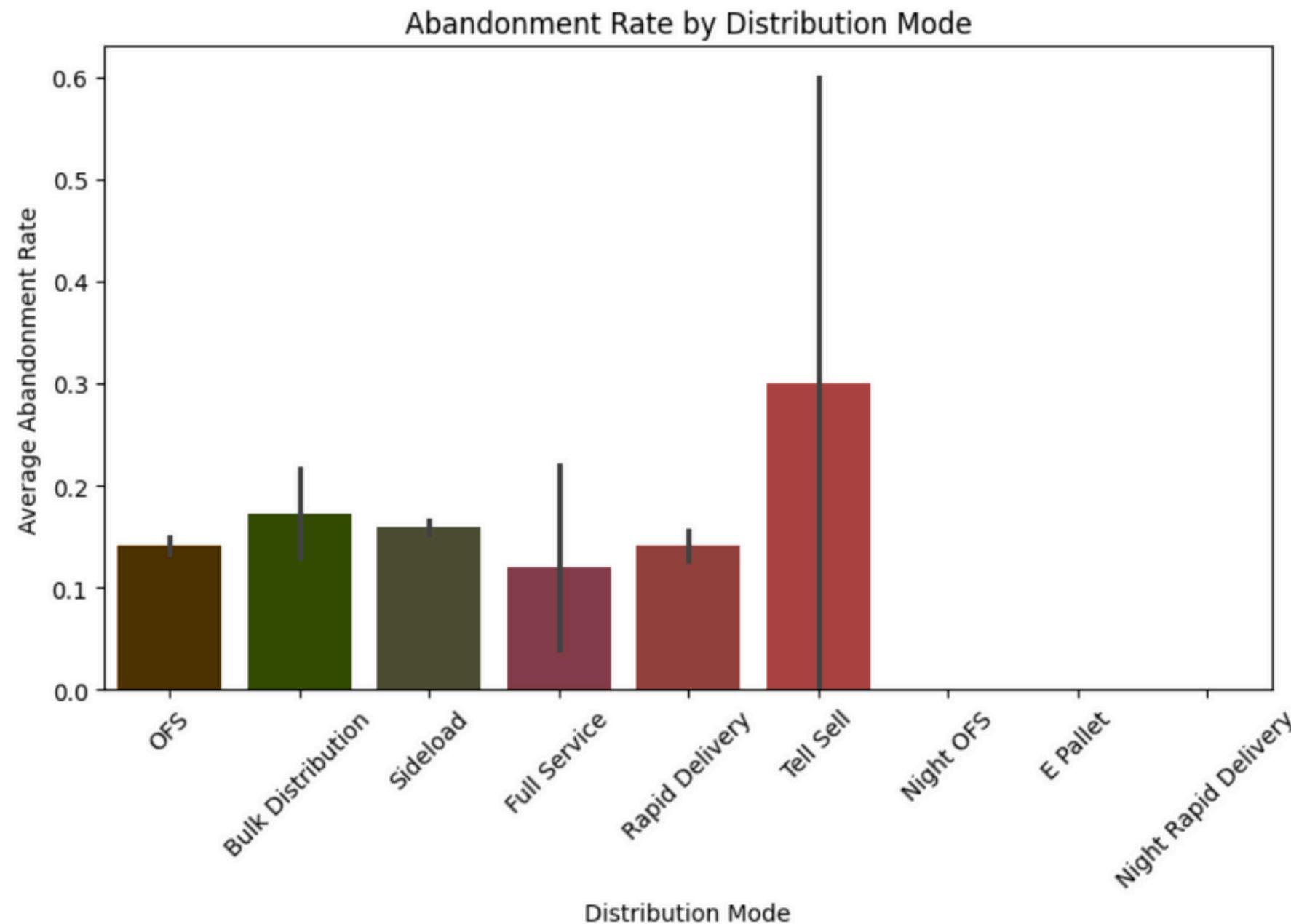
14.6% of carts with an add to cart event are not purchased, leading to \$2.87M in lost revenue and decreased customer satisfaction for MyCoke360.

Abandonment Rate by Customer Type



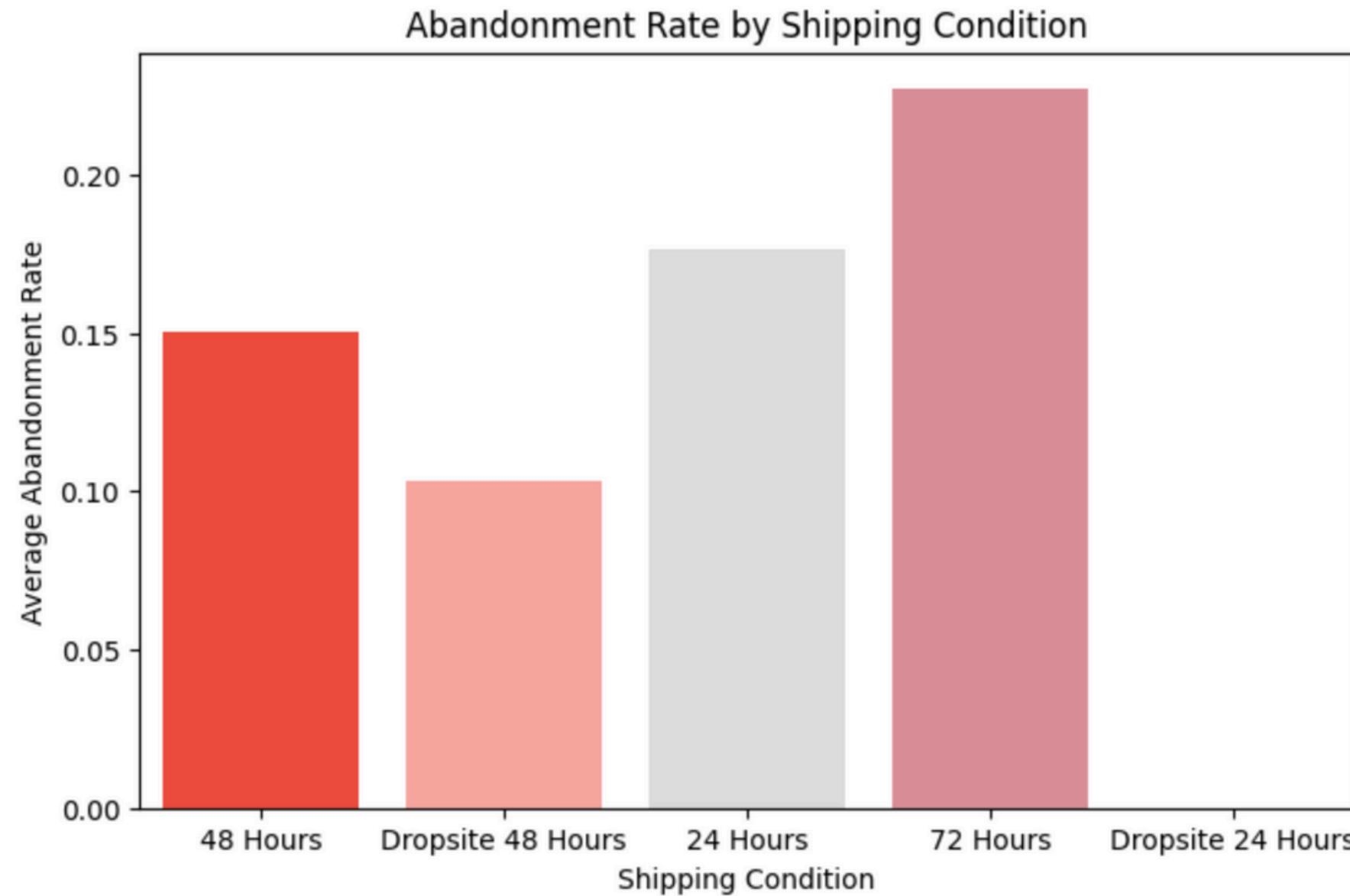
- Restaurants, Stores, and Hotels show the highest abandonment rates (~15–17%).
- Workplace and Hot Beverage follow closely at similar levels.
- Clinics, Institutions, and Distributors have lower abandonment rates overall.

Distribution Mode



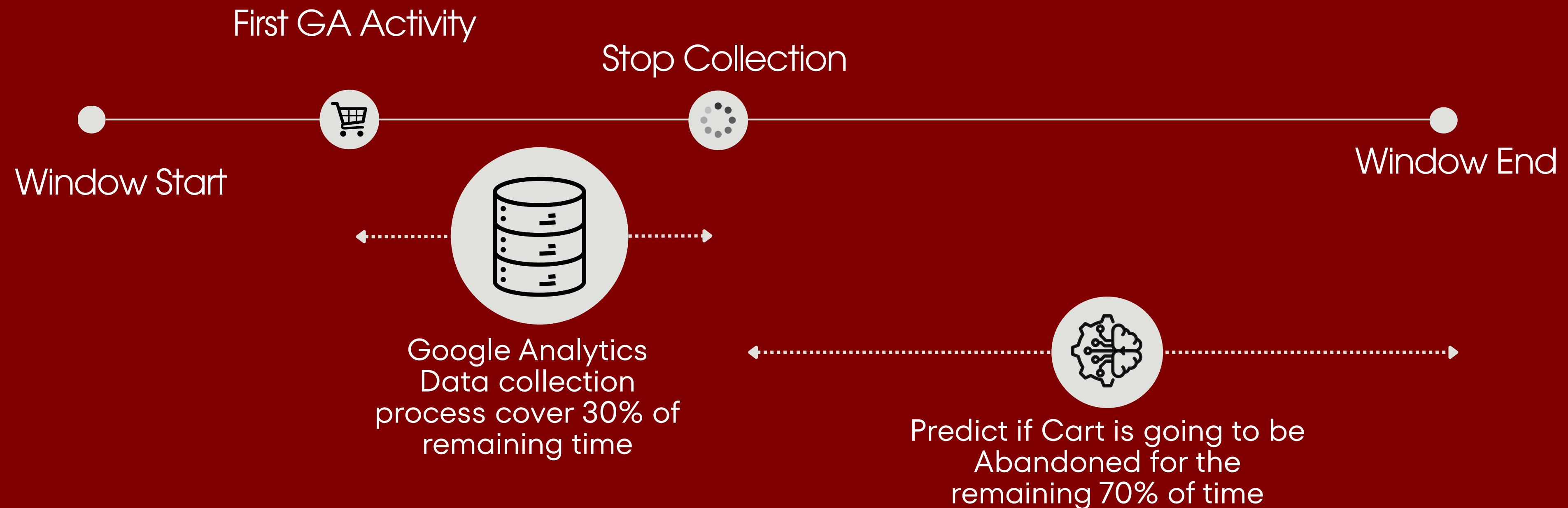
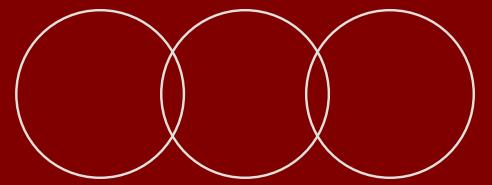
- **Tell Sell has the highest abandonment rate (~30%).**
- **Automated modes like Full Service, OFS, Rapid Delivery perform better (~12–16%).**

Shipping Condition



- **Long shipping windows (72 hours) show the highest abandonment (~22%).**
- **Faster options (24 hours, Dropsite 48 hours) have the lowest (~10–15%).**

Modeling Process



Modeling: Accuracy vs Recall

Model Tuned for Accuracy (Accuracy: 89.2%, Recall 43.2%)

- **Strength: High accuracy**
- **Limitation: Low recall (misses many abandoners)**

Model Tuned for Recall (Accuracy: 81.8%, Recall: 71.2%)

- **Strength: High recall (catches most abandoners)**
- **Why it matters: Best for triggering early reminders**

Focus on maximizing recall so Swire can identify more potential abandoners within the first 30% of the GA event window and intervene to recover revenue before the order is fully lost

Common Events associated with Abandonment

Top events for Abandon

- update_cart
- button_click
- Categories_PLP_Retrieved
- ContinueShopping_Cart_Clicked
- user_engagement
- SelectAll_Cart_Unchecked
- Login_home_page_Displayed

Top events for Non Abandon

- add_payment_info
- Logout_profile_clicked
- application_launched
- begin_checkout
- add_shipping_info
- SelectAll_Cart_Checked

Recommendations

-  **Predict abandonment early and intervene at 30% of the window**
-  **Reduce friction in the Add-to-Cart to Purchase path**
-  **Focus on Restaurant, Store, and Hotel accounts**
-  **Address long shipping windows**
-  **Improve Tell Sell performance**

Financial Impact

Cart Abandonment Summary

Abandoned Carts = 2853

Average Revenue Lost per Order Window = \$1004.64

Total Revenue Lost from Abandonment

\$2.87 million

Potential Revenue Recovery

| Intervention Success Rate | Projected Carts Saved | Revenue Recovered |
|---------------------------|-----------------------|-------------------|
| 5% | 101 | \$102,037.83 |
| 15% | 304 | \$306,113.50 |
| 25% | 507 | \$510,189.16 |
| 50% | 1015 | \$1,020,378.33 |
| 75% | 1523 | \$1,530,567.49 |

Future Scope for the Swire Team

Use customer clustering to guide future actions

- Spot which groups are most at risk
- Adjust reminder timing for each group
- Build simple, targeted offers
- Improve planning and resource use

Future step:

Run clustering models regularly as new GA and ordering data comes in so Swire can update targeting and stay ahead of changing customer behavior.

Questions?
