



Predicting Cart Abandonment on MyCoke360

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Business Problem

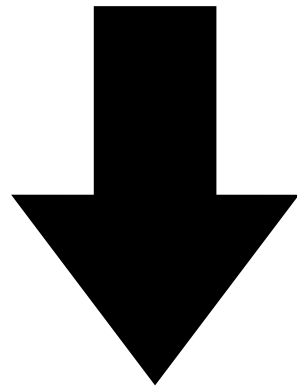
Many carts on MyCoke360 are started but not completed.

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



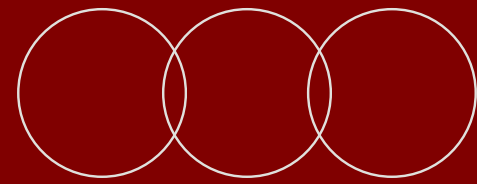
Combined GA, Orders, Sales, Visit Plans, Cutoff tables.



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

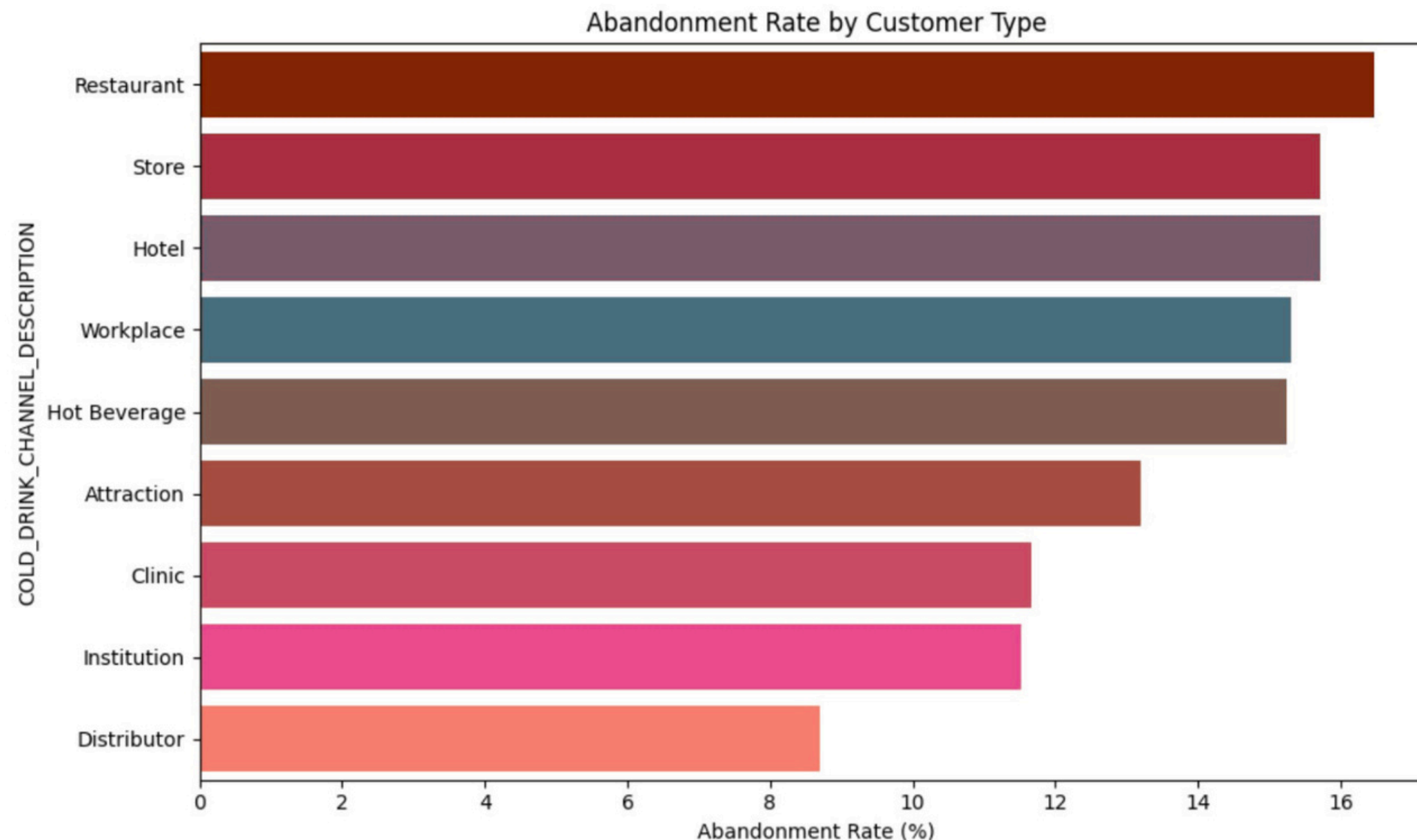


14.6%

Cart Abandonment Rate

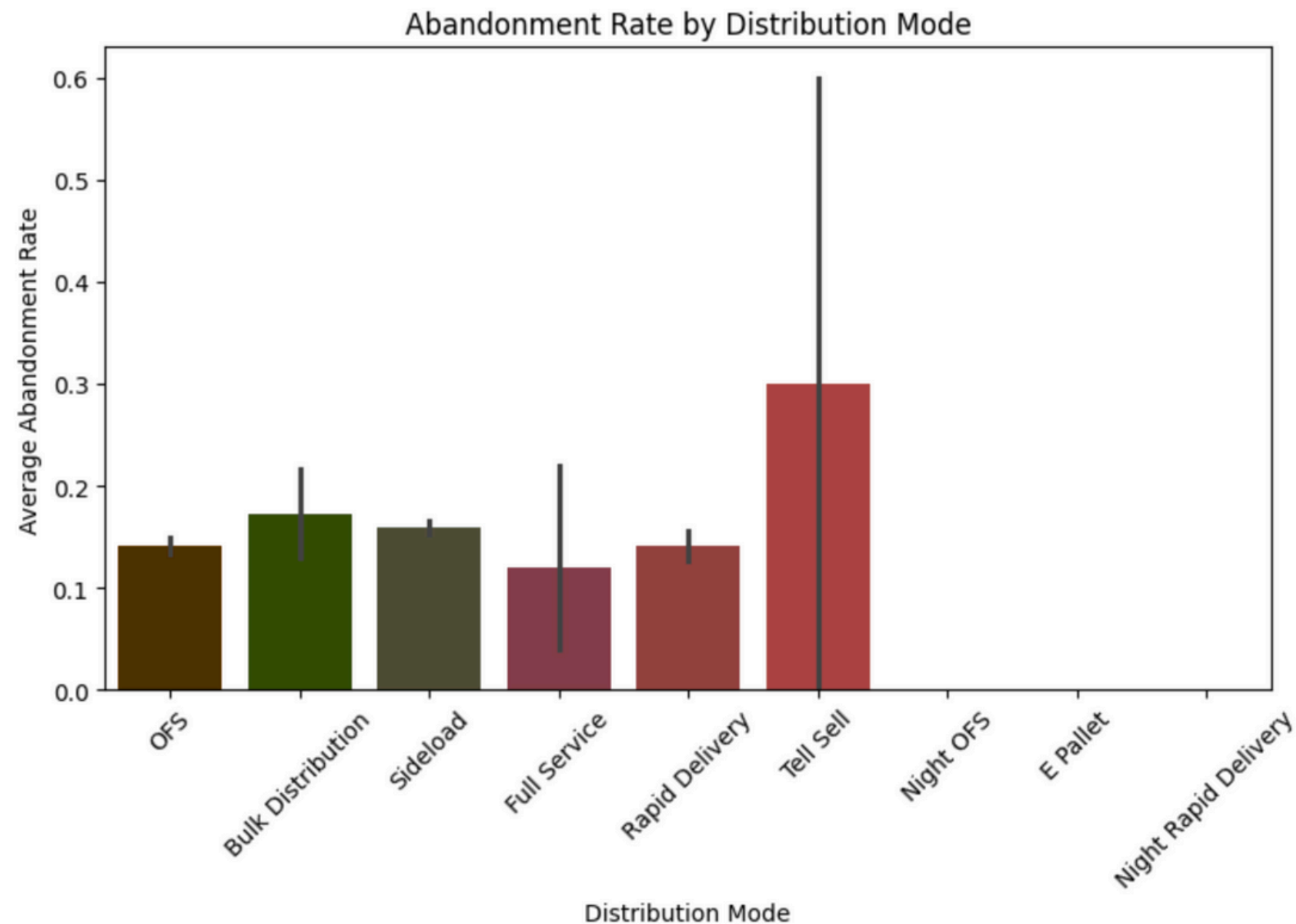
14.6% of carts with an add to cart event are not purchased, leading to \$2.87M in lost revenue and decreased customer satisfaction for MyCoke360.

Abandonment Rate by Customer Type



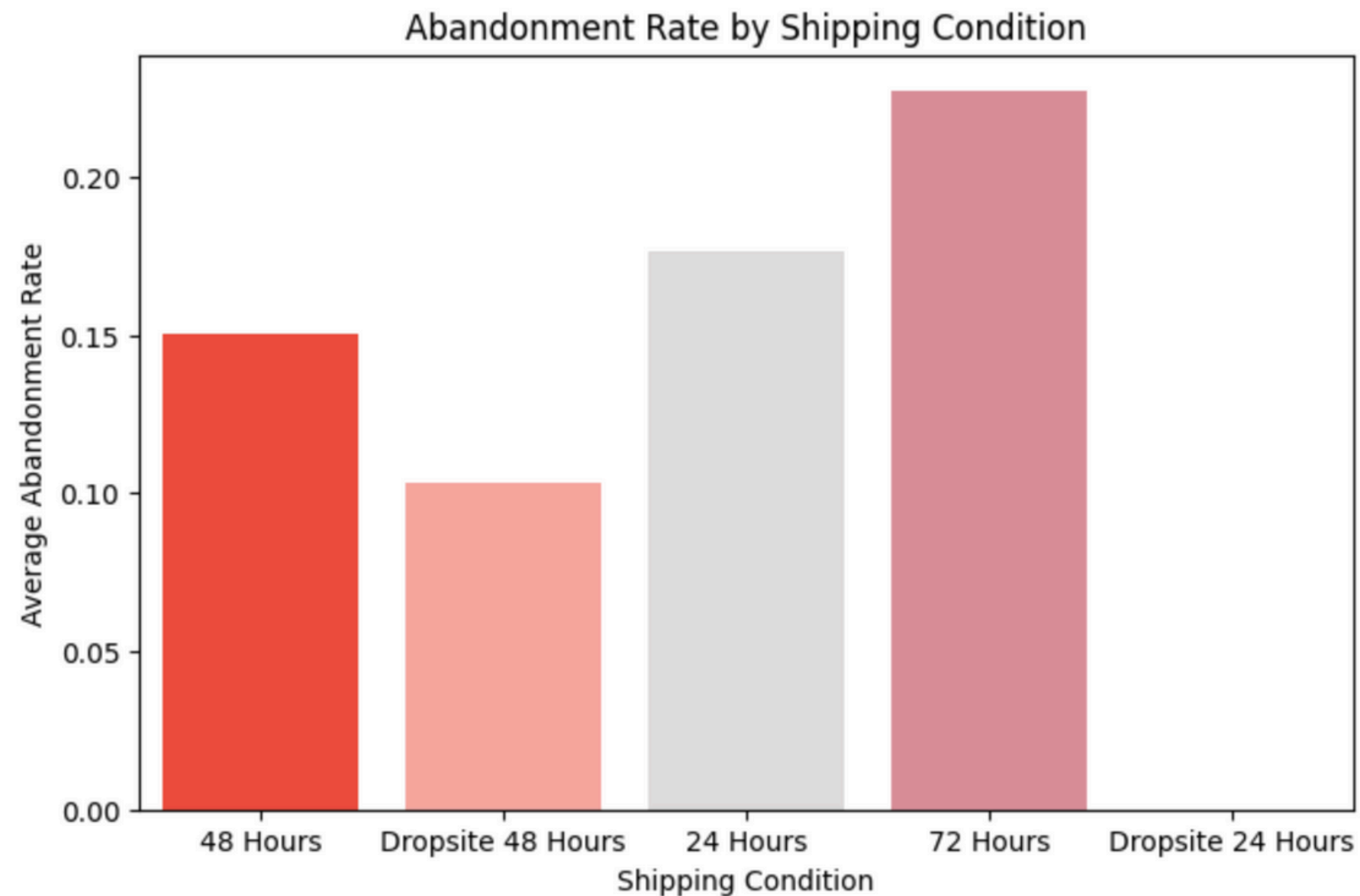
- **Restaurants, Stores, and Hotels show the highest abandonment rates (~15–17%).**
- **Workplace and Hot Beverage follow closely at similar levels.**
- **Clinics, Institutions, and Distributors have lower abandonment rates overall.**

Distribution Mode



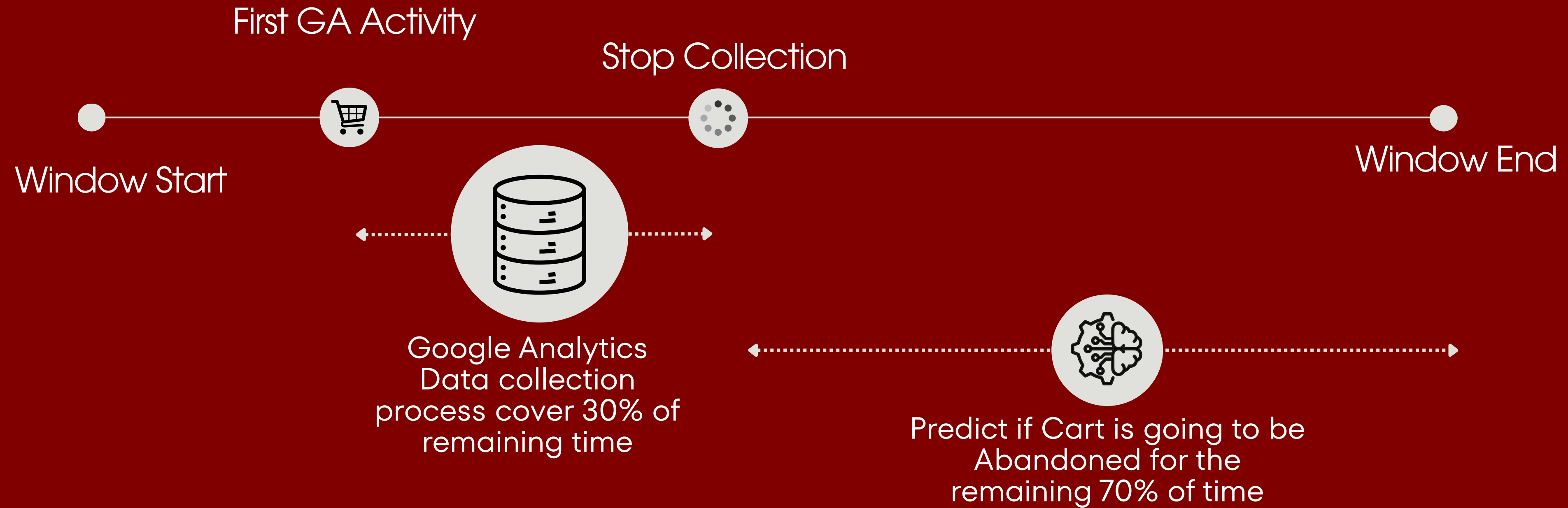
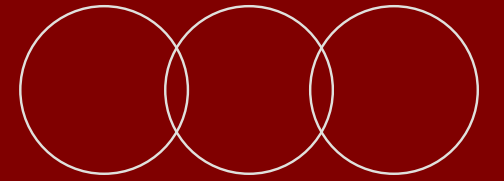
- **Tell Sell has the highest abandonment rate (~30%).**
- **Automated modes like Full Service, OFS, Rapid Delivery perform better (~12–16%).**

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?
