



# Analytics Homework Case: Cart Add-Ons

## Background

You are an analyst for an online pharmacy. The company's customers use our online app to order prescription medications, and the company delivers those medications to the customer via courier.

Like most online e-commerce apps, customers interact with the app by adding items (prescription medications, in this case) to a shopping cart. When the customer is ready, they go through a checkout process to place an order for the items in their cart.

During the checkout process, we recently added a feature that allows customers to add additional, non-medication items to their cart (for example, vitamins or Band-Aids). These non-medication items get ordered along with the rest of the cart during checkout, and they are delivered via courier together with the rest of the items in the cart.

## Case

The Product Team is considering a change in February 2024 whereby we increase the visibility of the feature that allows customers to add additional, non-medication items to their cart during the checkout process. The Product Team believes the change will result in 20% of customers going through the checkout process to add non-medication items to their cart.

As the analyst supporting this initiative, you are responsible for estimating the expected financial impact of this change and developing an experimentation plan to determine the success of the feature.

## Questions

- 1) How would you evaluate the potential impact of the change being proposed by the Product Team?
- 2) Suppose the Product Team proceeds with implementing the proposed change. How would you evaluate whether the change is a success?

Show your work and identify any assumptions you are making in your analysis.



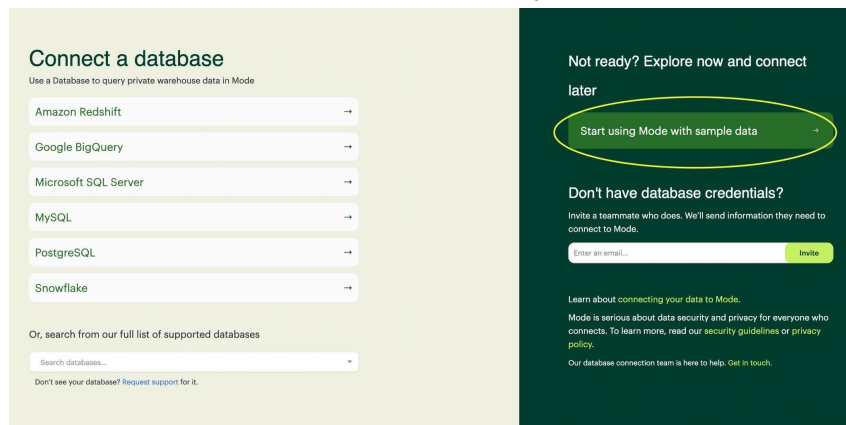
## Relevant Data

Available in [Mode Analytics](#) under free-to-use sign-in:

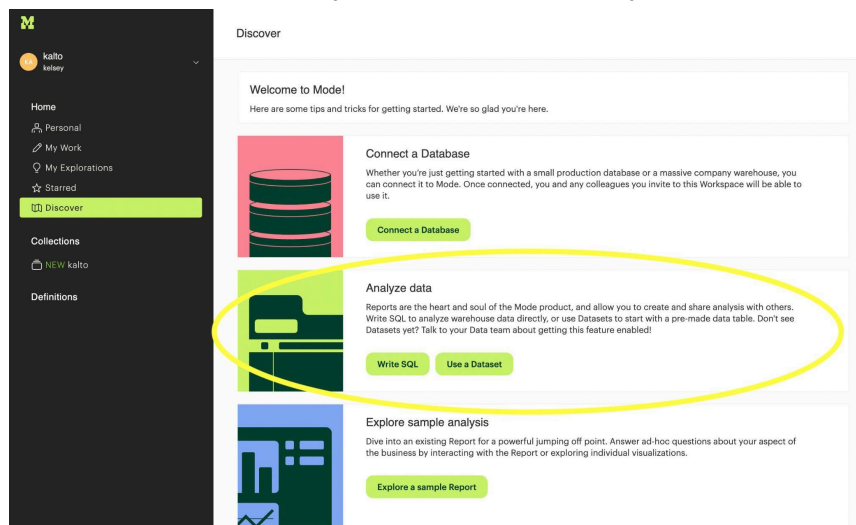
- modealto.checkout\_attempts
- modealto.order\_status

To get the the data set, you'll need to take the below steps:

1. Create an account (if you don't already have one)
2. Create a workspace
3. Skip the step to connect to a database. See the yellow oval.



4. That should redirect you to the Discover tab. If not, you can use the left hand navigation to go to Discover
5. Select Write SQL within the Analyze Data box. See the yellow oval.



6. Search within the mode public data search box on the right for modealto

Please let us know if you run into any additional issues getting access to the tooling.