**Observation around Payment Failure**

**Definition of payment failure**: A payment failure may occur when a payment is not processed successfully due to issues such as expired card, card declined, miscommunicated transaction details, unable to complete the transaction process, insufficient funds or other technical errors.

**Types of payment failures**: Following are the types of Payments considered as Payment Failures mainly, Failed or Failure as their Status in Data Table 2 and Data Table 3

**Failure rate**: 17.457% is the failure rate after getting 28813 total no. of failed payments and 165042 total no. of payments

**Causes of payment failures**: This could include issues such as too risky payments as considered by Payment processing company, inaccurate billing information, incorrect cvc code, expired card, insufficient funds, incorrect cvc, invalid amount, invalid pin, processing pin, stolen card, transaction declined and other technical errors

**Impact of payment failures**: payment failures could result in lost revenue, or damage to the organization's reputation considering a huge % i.e., 17.457% of total no. of payments considered as failed transactions

**Recommendations**: This could include steps such as improving billing processes by providing multiple payment options, monitoring billing performance,or implementing fraud prevention measures.

**Conclusion**: Based on the observation and analysis of the payment failure data, it is evident that payment failures are a significant issue that can impact the revenue and reputation of an organization. The failure rate of 17.457% out of a total of 165,042 payments is concerning and requires immediate attention.

The causes of payment failures can vary from inaccurate billing information to technical errors. To improve the billing process, organizations can take measures such as providing multiple payment options, monitoring billing performance, and implementing fraud prevention measures.

Implementing these measures can help reduce the failure rate and improve customer satisfaction. Therefore, it is recommended that organizations take the necessary steps to improve their billing process and prevent payment failures.