Project Phoenix: Abandoned Cart Root Cause Analysis

GOD'S GRACE

50
Total Carts Added

26
Total Carts Abandoned

50
Total Customers Visited

Social
Most Common Source

0 - 1 min	15
1.1 - 2 min	11

Checkout Time vs. Cart Abandonment

Abandoned Carts by Number of Items Added

3 (12%)
7 (27%)
5 (19%)
6 (23%)
5 (19%)

Items in Cart
- 1
- 2
- 6
- 7
- 5

Source Channel Distribution of Abandoned Carts

3 (12%)
13 (50%)
10 (38%)

Source Channel
- Social
- Search
- Direct
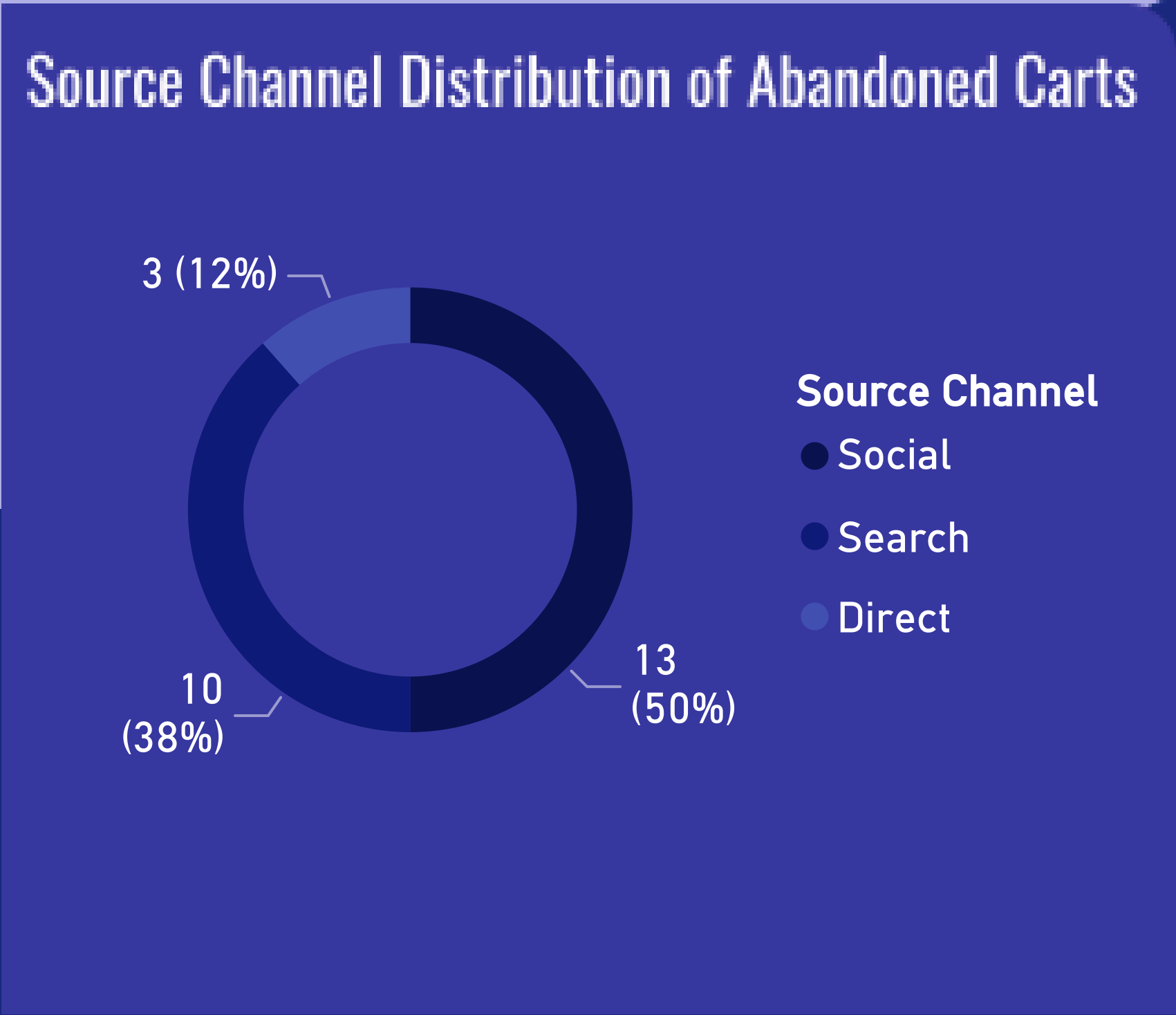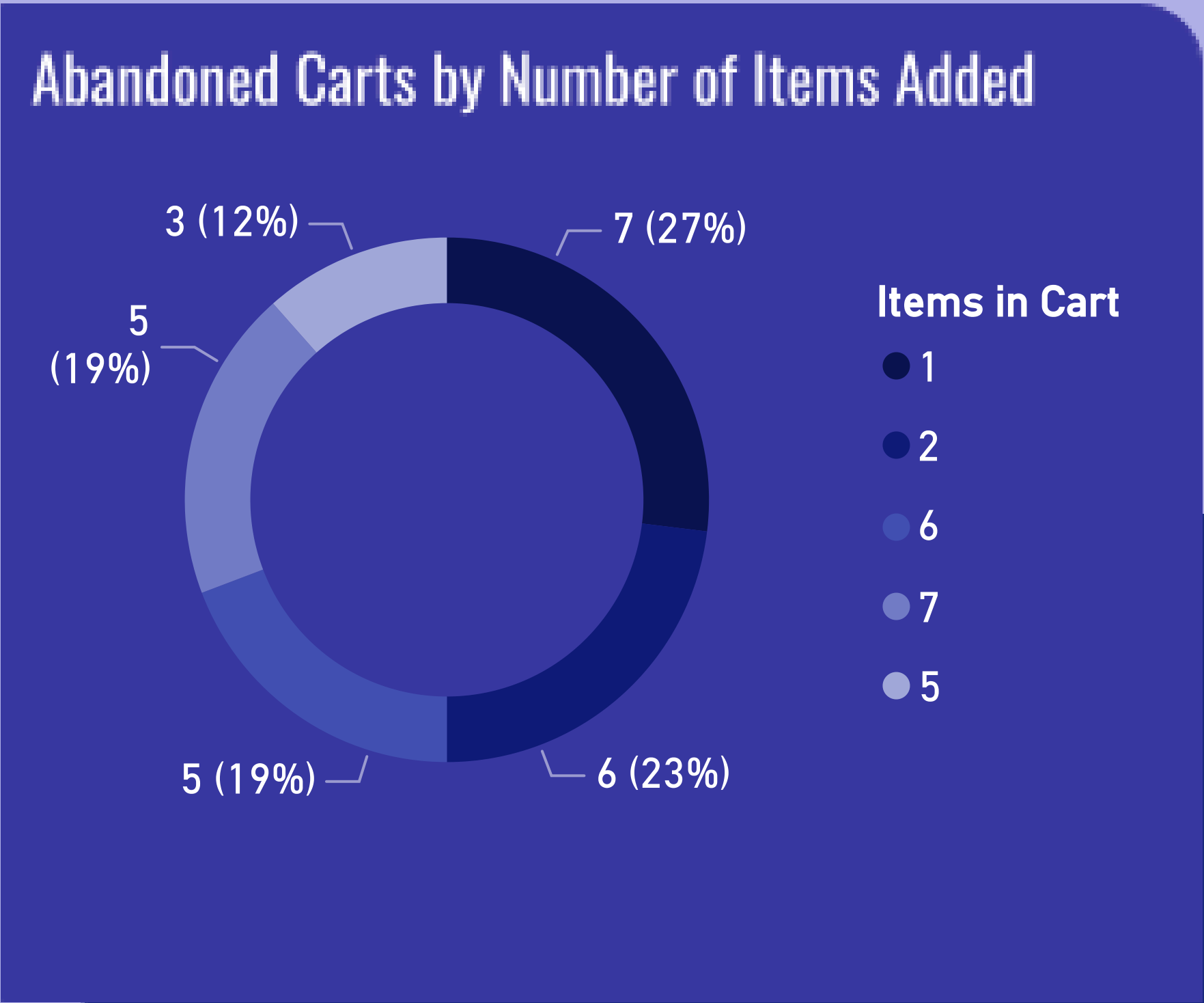
26
Abandoned Carts Without Discount