Business Problem

Customers have a specific assigned re-order date based on contract signing when onboarded. Several customers place items in their cart for their order, and then fail to order. This has a negative impact on revenue and, if the customer places the order later, can negatively impact shipping cycle expectations and process efficiency.

Benefits of a solution

- **Balanced Workflow:** Accuracy in shipping needs will streamline the manufacturing process and reduce warehouse space needed.
- **Shipment Window:** More accurate shipping targeting, which would enable a better assessment of excess capabilities and current servicing max load capabilities.
- **Profit Maximization:** Will be able to onboard more clients with improved order consistency, leading to efficiencies of scale.
- **Increased Revenue:** Reduced loss from cart abandonment and increased conversion rates.

Success Metrics

Stakeholders will evaluate the success of this project using the following measurable outcomes:

- **Cart Abandonment Rate:** Demonstrated reduction in overall abandonment compared to current baseline.
- **Recovery Rate:** Increase in the percentage of abandoned carts that convert into completed orders within a defined time period.
- **Revenue Impact:** Quantifiable retention of revenue through reduced abandonment and improved recovery.
- **Customer Segmentation Insights:** Clear identification of high-risk customers, products, and device types that drive abandonment.
- **Operational Consistency:** Improvement in order completion patterns across FSOP customers, ensuring more reliable digital engagement.

Analytics Approach

The analysis will focus on understanding customer behavior and its impact on sales. Key steps include:

- **Descriptive Analytics** to measure abandonment rates, recovery rates, and lost revenue across customer segments and devices.

- **Diagnostic Analytics** to analyze behavioral sequences, friction points, and conditions most predictive of abandonment.
- **Predictive Modeling** (e.g., classification, regression, sequence analysis) to forecast which customers or carts are at highest risk of abandonment and identify opportunities for proactive recovery.
- **Integrated Data Analysis** by combining Google Analytics, order, and sales data to ensure a holistic view of customer behavior and its financial impact.

Scope

The project will produce a report identifying key drivers of cart abandonment, recovery opportunities, and high-risk customer segments. This will guide targeted interventions to increase order consistency and revenue retention.

Details

- **Project Kickoff:** Sept 6th
- **Individual EDA Completed**: by Sept 30
- **Full EDA Completed**: Oct 5
- **Modeling & Insights**: Oct 26
- **Final Project Delivery**: Nov 16