

# **Recommendation Summary**

This section consolidates key actions for Product, Growth, and Engineering teams.

## **Product & UX**

- Review journeys around checkout, payment and order confirmation.
- Prioritise fixes for segments (channel/region/cohort) that contributed the most to recent drops.

## **Growth & Marketing**

- Launch win-back campaigns targeting users affected during anomaly windows.
- Monitor performance of campaigns against KPIs like conversion rate and revenue.

## **Engineering & Reliability**

- Add monitoring around payment failures, latency, and error rates.
- Instrument alerts for major/critical severity anomalies in core KPIs.

## **Business Analyst Takeaways**

- Track post-action KPI movement to confirm if anomalies are resolved.
- Document each anomaly with date, impacted KPIs, and actions taken.