

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.