

# Problem Identification and Stakeholder Management:

## Problem Identification

Sales Statistics	Feb-24	Mar-24	Difference
TOTAL	TOTAL	Value	%
Total Sales Value	\$71,626.00	\$40,620	43%
Total Number of Transactions	477	302	37%
Average Daily Sales Value	\$2,558.07	\$1450.77	43%
Average Number of Transactions per Day	17	11	35%
Average Transaction Value	\$150.16	\$138.45	8%

Ref	Complaint type	Quantity	%
1	Complicated checkout process	5	33%
2	Poor website design	3	20%
3	Forced account creation	2	13%
4	Poor navigation & descriptions	2	13%
5	Slow website performance	1	7%

### Conclusion:

The most frequent complaints revolve around the complicated checkout process, which frustrated multiple customers and led to abandoned purchases. The website redesign also received negative feedback, with users finding it cluttered and difficult to navigate. Additionally, the requirement to create an account before purchasing was a major pain point. To improve customer satisfaction, Northwind Trading should simplify the checkout process, optimize website performance, and reconsider design choices to enhance user experience.