

# Root Cause Analysis

Root Cause → Core issue

Metric change

Why?

→ Understanding

→ fix / Reduce Impact (Action)

→ Prevent future events

① Body Temp ↑ 102

consulting doctor

↳ Root cause

(understanding)

→ Medicines (Action)

→ Precaution, Supplement  
Vaccine

Goal

→ Defining Problem (root cause) ✓

→ Fix, Compensate (Action) ✓

→ Prevent future events (Recurrence)

→ Approach      Clarify - Rule out → Internal → External  
                                [Data)

① Myntra → Process, tools, techniques

② Uber (data)

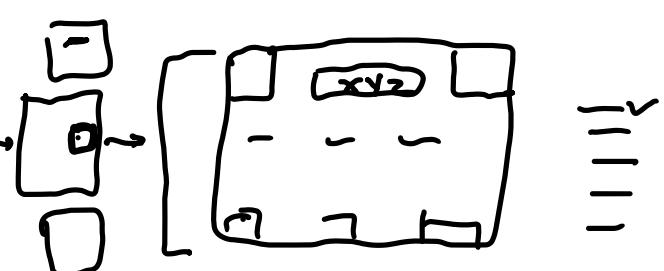
→ Myntra observed a decline of 2% (5% → 3%) Number of Confirmed (Placed) Orders in the last 3 days.

$$\rightarrow \frac{\# \text{ of visitors who placed an order}}{\# \text{ of all visitors}} \leftarrow$$

$$\rightarrow \frac{\# \text{ Order placed}}{\# \text{ of Sessions}} ? \quad \underline{\text{Session?}}$$

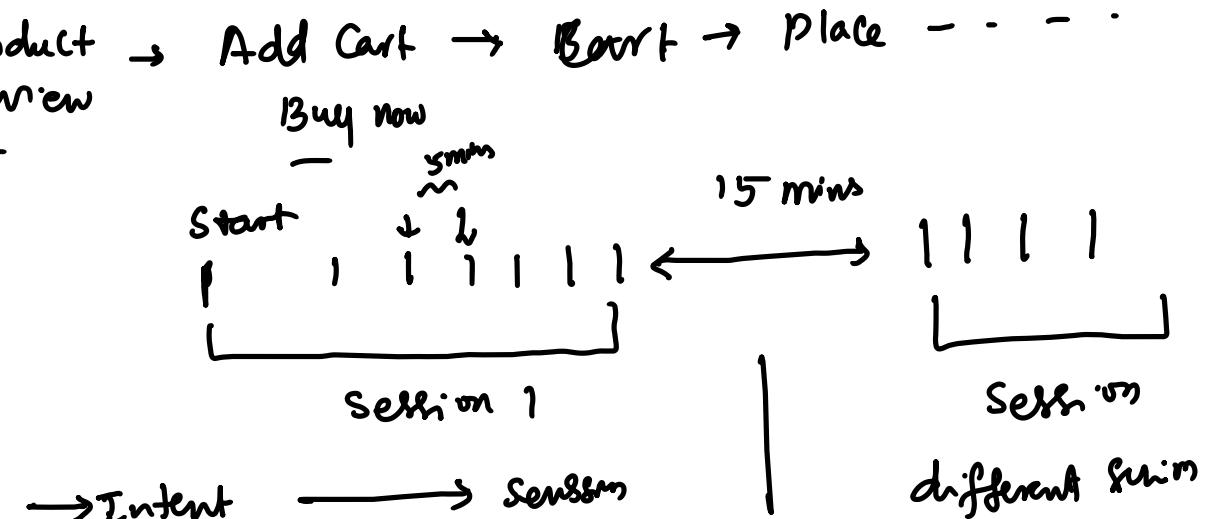
- opening app → closing session
- opening tab → close tab
- 

Click Stream data → Click Stream Analytics

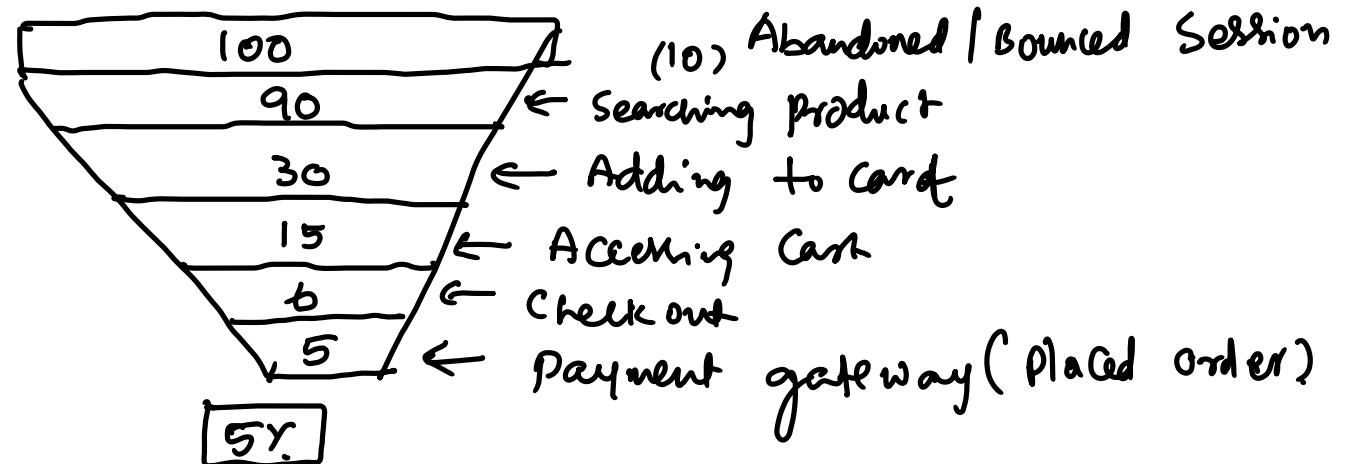


Traffic directed → Start, Search, Click on result, Product Review → Add Cart → Buy now → Cart → Place - - -

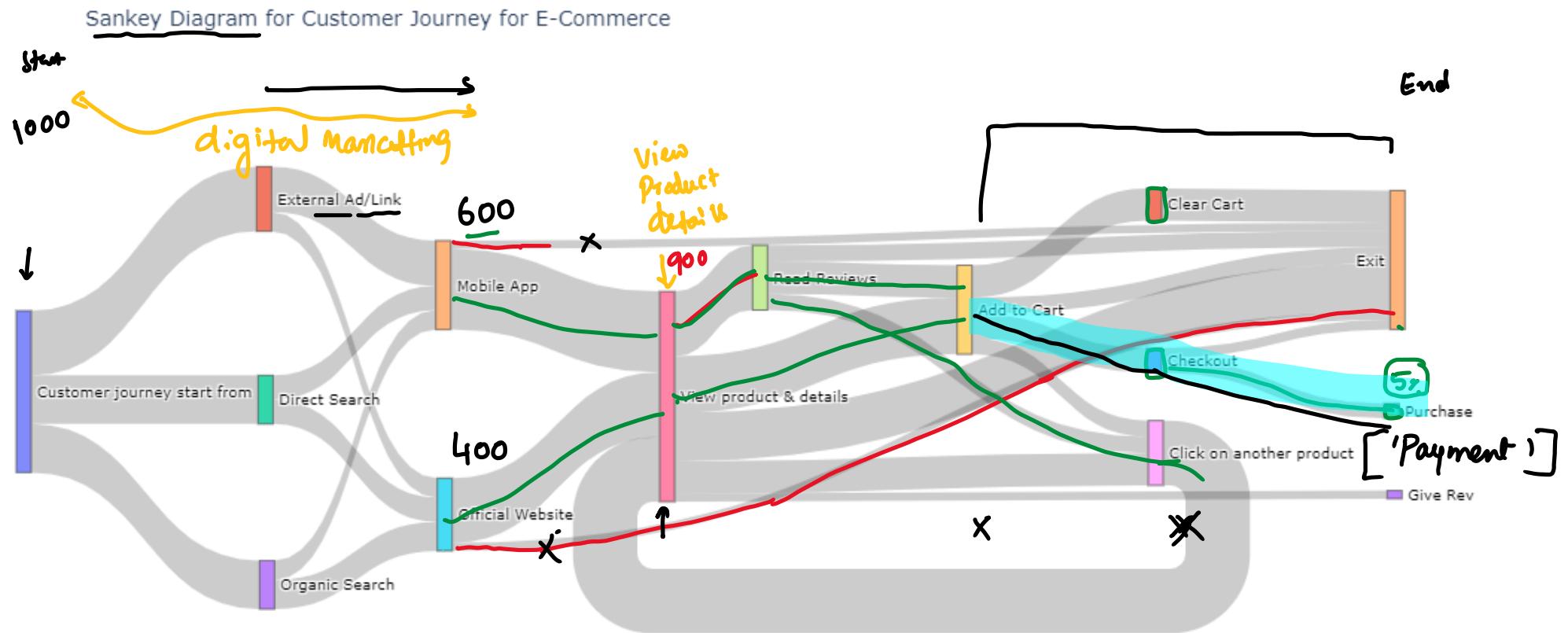
Session? Time based Session



Funnel Analytics



Session taken at same time point delay is less than 15min



Rule out? Did Abandon/Bounce rate increase?

$$\frac{\# \text{ of Conversion}}{\text{No. of Sessions}} \uparrow$$

Big Billion days starts in 3 days

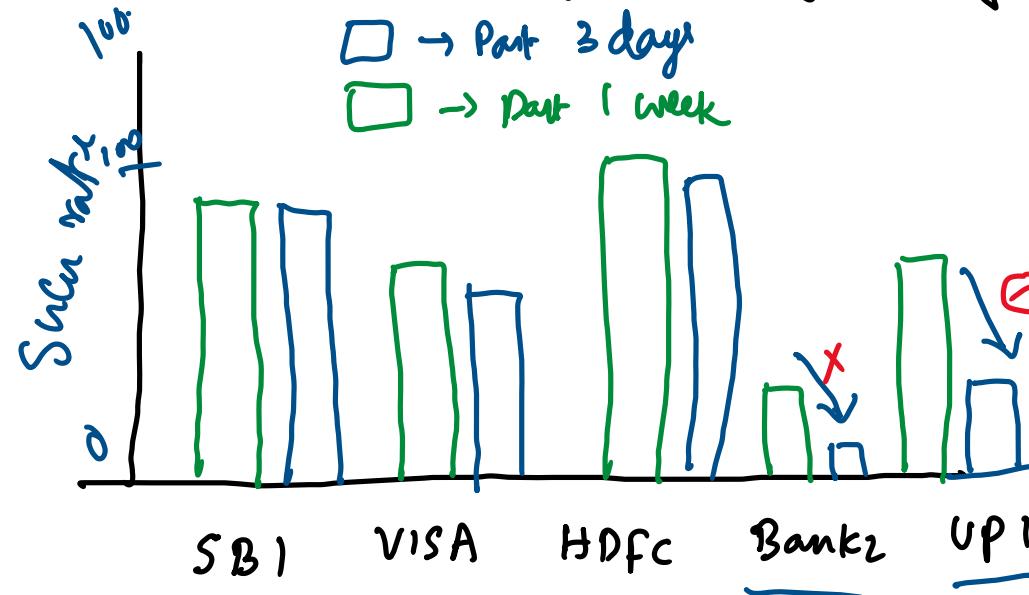
Ans: No ✓

- Payment
- Competitors ?
  - Payment methods? CC, gateways, wallet, upi, ... X
  - discount Coupon Not being accepted? Changed discount coupons X
  - delivery Charges applicable | delivery charges?
  - Taxes increased → X
  - ETD is too high → [Big Billion days ← (Delivery longer)] ←
  - Is it from a particular State?
  - Is it for all products | Some Products?

### Payment Section :-

- External factors → Payment method is dropped X
- Policy changes ✓
- Cash on Delivery - X
-

→ Payment gateway failure? (External)



Root Cause

- External data
- [Bank2 - Operation issues]
  - [UPI - failure (volume) & latency]

Action?