Strategies to Combat Shopping Cart Abandonment & Boost Sales at MagicMa

Why Does Cart Abandonment Matter?

Cart abandonment is a major concern for e-commerce businesses because it leads to lost sales and revenue. It helps businesses analyze customer behavior and improve their checkout process. Understanding the reasons for abandonment and implementing strategic solutions can significantly improve conversion rates and overall sales.

Key Insights:

1. Total Users: 507,211

2. Virginia (US State) - Highest No. of Customers: 85,681

3. Highest No. of Cart Abandonment Customers State: Virginia (42,765)

4. Highest No. of Cart Paid Customers State: Virginia (42,916)

5. Lowest No. of Cart Abandonment Customers State: California (41,714)

6. Lowest No. of Cart Paid Customers State: New York (41,616)

7. Gender Distribution: Male - 49.75% (252,360), Female - 50.25% (254,851)

8. Abandonment Rate: Male - 49.77%, Female - 50.23%

9. Most Common Abandonment Reasons: Complex Checkout (63,748), No Guest Checkout Option (63,746)

10. Device-based Complaints:

   - Desktop users: Complex checkout complaints highest

   - Mobile users: Complex checkout complaints highest

   - Tablet users: No guest checkout option complaints highest

11. Avg Abandoned Cart Value: $260

12. Abandoned Cart Value Range: Max = $500, Min = $20

13. Users with cart value above avg abandoned cart value: 126,827 (50.03%)

14. Users with cart value below avg abandoned cart value: 126,700 (49.97%)

15. Cart Status Distribution: Paid = 253,684, Abandoned = 253,527

16. Session Duration: Min=5 min, Max=120 min, Avg=62.39 min

17. Session Count: Highest in December (44,177), Lowest in February (28,111)

18. Highest Abandonment Month: August, Lowest Abandonment Month: February

19. Highest Abandonment Rate: May (50.28%), Lowest Abandonment Rate: November (49.65%)

20. Avg Cart Value: Paid Customer = $259.44, Abandoned Customer = $260.08

21. Referral Medium: Social Media - 169,700, Search Engine - 168,834, Email - 168,677

22. Highest Mobile Users: 170,835 (also highest abandonment rate)

23. Social Media Platform has the highest abandoned users; Search Engine has the lowest.

24. Top 5 Purchase Categories: Chains, Heels, Phone, Sweater, Oxfords

25. Top 5 Highest Cart Value Categories: Chains, Puzzles, Sunglasses, Heels, Phone

26. Highest Cart Abandonment in Purchase Categories: Candle Holder, Wedges, Puzzles, Slippers, Games

27. Highest Cart Abandonment Value: Candle Holder, Wedges, Puzzles, Vase, Laptops

28. Highest Paid Cart Users Purchase Categories: Oxfords, Sunglasses, Chains, Phones, Heels

29. Highest Paid Cart Value Categories: Sunglasses, Oxfords, Chains, Phones, Heels

30. Electronics Category: Most Visited (85,092) and Most Abandoned (42,467)

31. Primary Abandonment Reasons by Category:

   - Accessory: Complex Checkout

   - Clothing: Complex Checkout

   - Electronics: No Guest Checkout Option

   - Footwear: No Guest Checkout Option

   - Home Decor: No Total Order Upfront

   - Toys: No Guest Checkout Option

32. Possible Revenue Lost Due to Cart Abandonment: 50.05%

33. Purchase Category with Highest Revenue Loss: Candle Holder

34. Peak Cart Abandonment Month: August

35. Peak Cart Paid Month: December

36. Lowest Cart Abandonment Month: February

37. Highest Abandonment Recorded at Sessions: 62 min, 45 min, 27 min, 90 min, 57 min

38. Session Duration & Abandonment Users:

   - 81-120 min (Very Long) : 87,165

   - 61-80 min (Long) : 44,020

   - 41-60 min (Medium) : 43,615

   - 21-40 min (Short) : 43,687

   - 5-20 min (Very Short) : 35,040

39. Cart Value Range & Abandonment Users:

   - $100-$199: 105,955

   - $200-$299: 105,874

   - $400-$499: 105,501

   - $300-$399: 105,341

   - $20-$99: 84,540

40. Highest Cart Abandonment: $100-$200, Lowest: $20-$100

Recommendations:

1. **Optimize Checkout Process:** Simplify checkout steps and reduce form fields.

2. **Enable Guest Checkout:** Reduce friction by allowing purchases without account creation.

3. **Mobile Optimization:** Improve the mobile shopping experience with responsive design.

4. **Streamline Payment Options:** Provide multiple, fast, and secure payment options.

5. **Cart Recovery Strategies:** Implement abandoned cart email reminders and discounts.

6. **Improve Social Media Retargeting:** Since most traffic comes from social media, use retargeting ads.

7. **Address Category-Specific Issues:** Fix category-specific abandonment reasons (e.g., Electronics - Guest Checkout Issue).

8. **Incentives for High Abandonment Categories:** Provide limited-time discounts on high-abandonment products.

9. **Enhance Customer Support:** Implement live chat and AI chatbots to assist customers in real-time.

10. **Analyze Abandonment Timing:** Identify critical drop-off points in the session duration and optimize the experience.