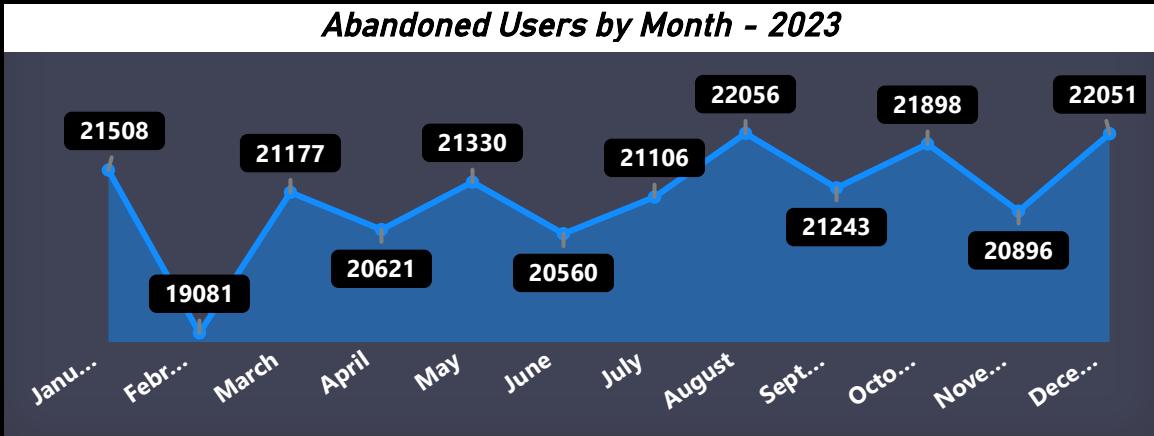
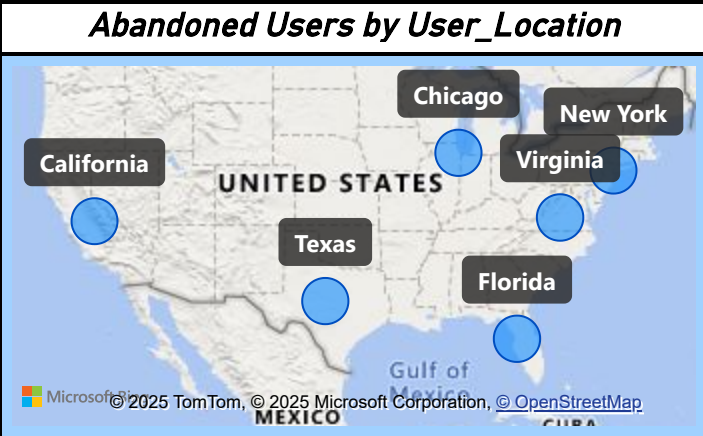
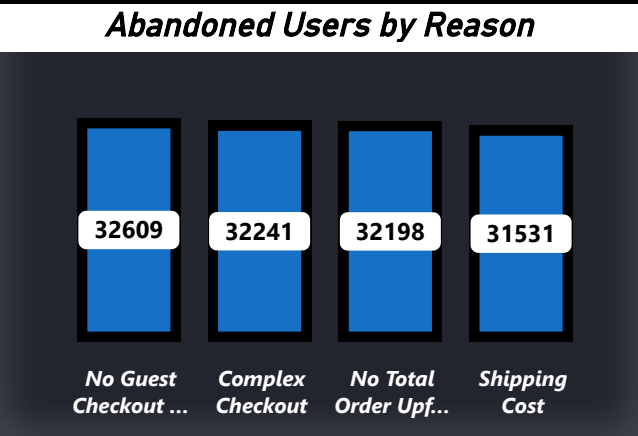
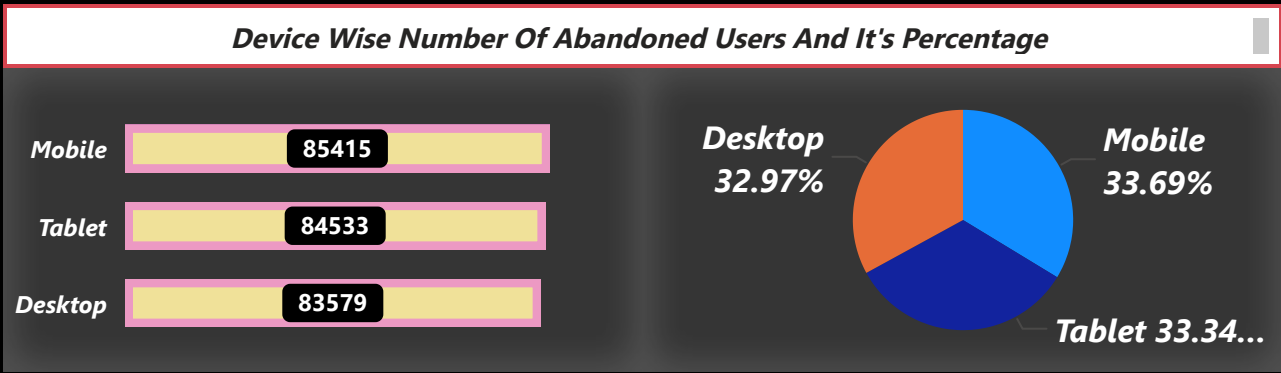
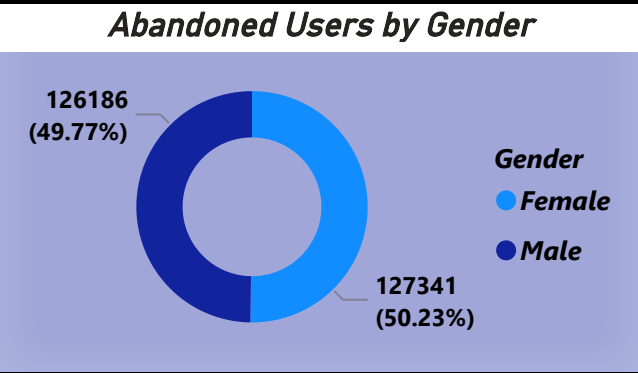
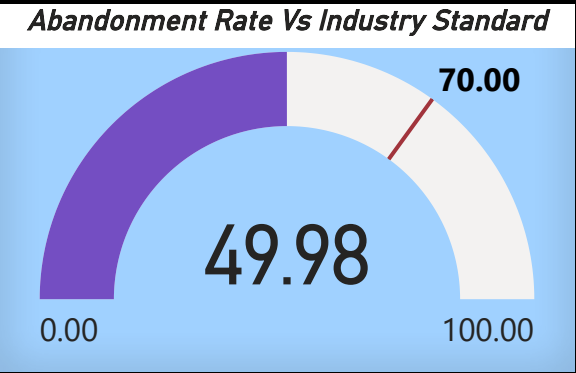
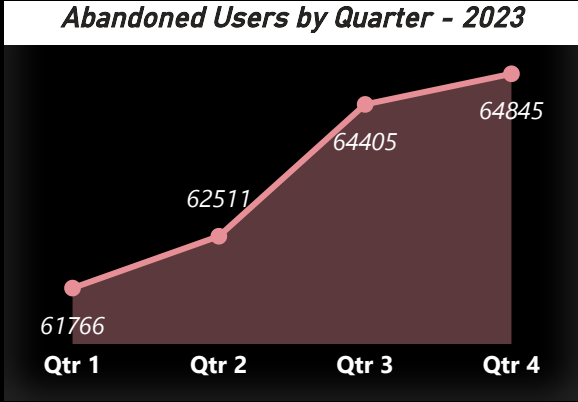


Cart Abandonment Analysis Overview Dashboard

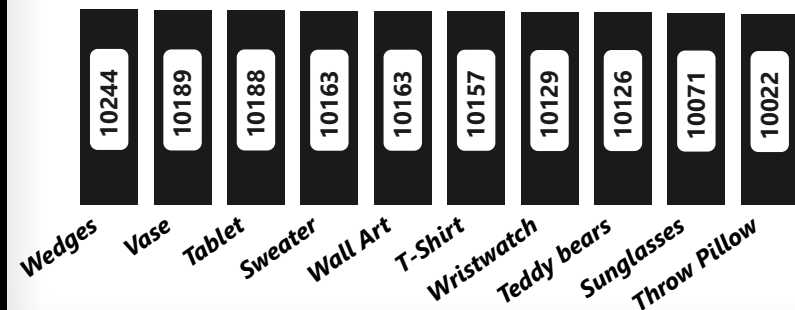
Session_Date
All

Total Users	Abandoned Users	Abandoned Users %	Paid Users	Paid Users %
507211	253527	49.98	253684	50.02
Total Cart Value	Abandoned Cart Value	Abandoned Cart Value %	Paid Cart Value	Paid Cart Value %
\$131.75M	\$65.94M	50.05	\$65.82M	49.95

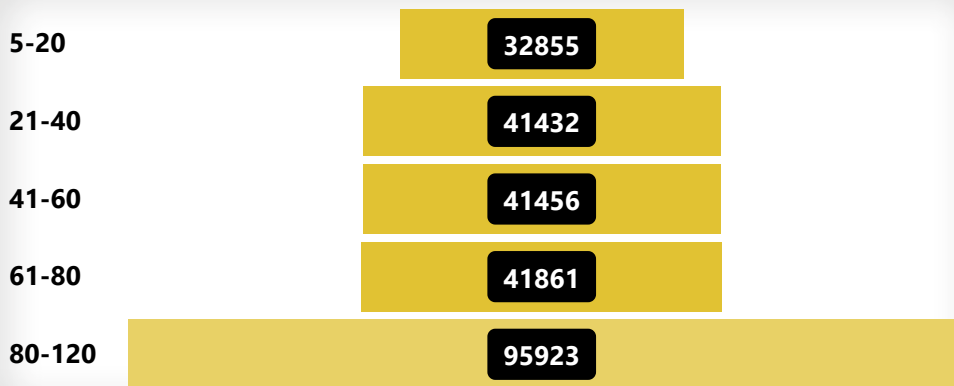


Cart Abandonment Analysis Dashboard

Top - 10 Abandoned Users By Purchase Category



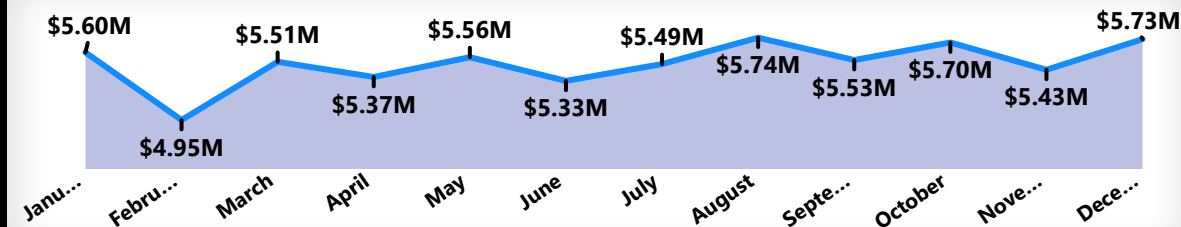
Abandoned Users By Session Duration



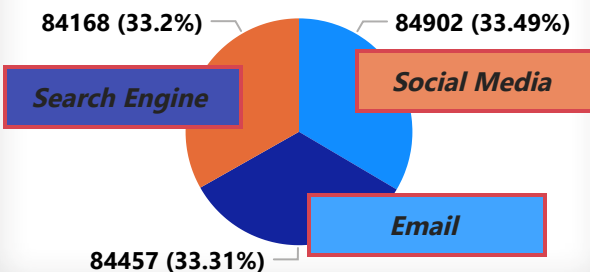
Abandoned Users By Cart Contents



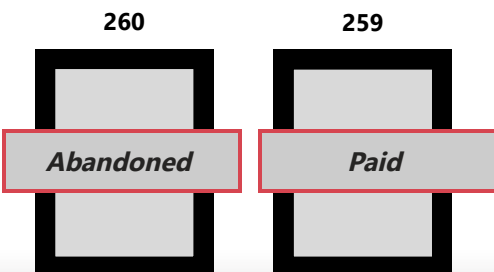
Month Wise Revenue Loss (Abandoned Cart Value)



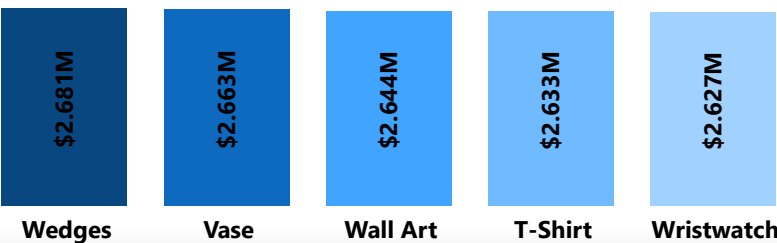
Abandoned Users by Referral_Medium



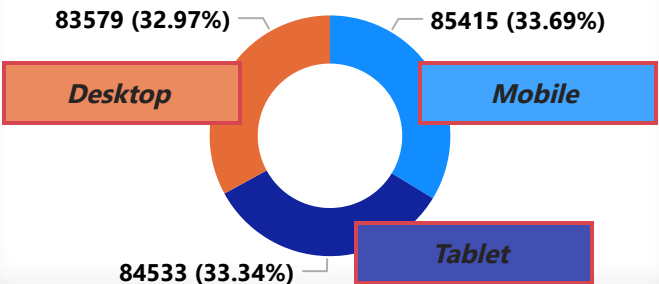
Average of Cart Value (\$)



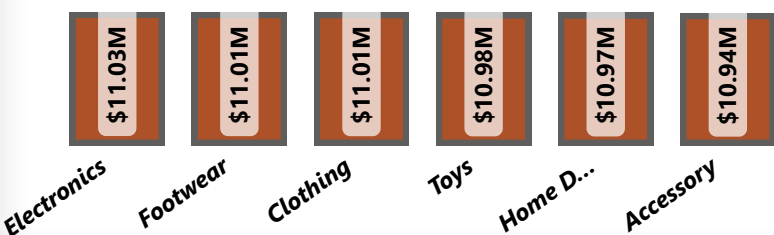
Top-5 Abandoned Cart Value by Purchase_Category



Abandoned Users by Device_Type



Abandoned Cart Value by Cart_Contents



Cart Abandonment Analysis - Insights

- 1. Abandoned User % 49.98**
- 2. paid users % 50.02%**
- 3. possibly abandoned cart value is 50.05 % of total cart value**
- 4. companies abandonment rate 49.98 % and Companies benchmark 70 %**
- 5. Abandoned customers - male : 49.77 % & female : 50.23 %**
- 6. device wise Abandonment users - mobile : 85415 , tablet : 84533 , desktop : 83579**
- 7. main Abandonment reason is : No guest checkout option & complex checkout**
- 8. highest Abandonment Customer State : Verginia**
- 9. highest number of Abandonment Users noted in month of August and December & Lowest number of Abandonment Customer Noted in February month**
- 10. Q .1 noted lowest number of Abandonment Customers & Q.4 noted highest number of Abandonment Customers**
- 11. top-3 Abandonment user by purchase category : Wedges , vase , Tablet**
- 12. highest revenue loss due to cart Abandonment in month of August , December And October**
- 13. highest Abandonment noted in 80-120 min Session duration (95923) & lowest Abandonment Noted in 5-20 min Session duration (32855)**
- 14. Abandonment user by Refferal medium : social media - 84902 , email -84457, search engine - 84168**
- 15. highest Abandonment Cart Contens Category is : Electronics & Footwear**
- 16. Average cart value : Paid (259 \$) And Abandoned (260 \$)**

Cart Abandonment Analysis – Recommendation

1. Addressing Checkout Issues to Reduce Abandonment :

- Guest Checkout Implementation: Since "No guest checkout option & complex checkout" is the main abandonment reason, MagicMade should introduce a guest checkout feature to simplify the process.
- Streamlined Checkout Process: Reduce unnecessary steps, provide autofill options, and integrate one-click payment methods like PayPal, Apple Pay, and Google Pay.

2. Targeted Campaigns for High-Abandonment Users :

- State-Specific Offers: Since Virginia has the highest abandonment rate, state-focused discounts or promotions could help convert users in this region.
- Seasonal & Quarterly Campaigns: August and December have the highest abandonment rates, likely due to holiday shopping hesitations. Offer time-limited discounts, free shipping, or cart reminder emails during these peak months.

3. Optimizing for Mobile & Tablet Users :

- With mobile (85,415) and tablet (84,533) users leading in abandonment, ensure a responsive and fast mobile checkout experience.
- Introduce progress indicators in the checkout process to reduce user frustration.
- Optimize page load times and simplify payment options for mobile and tablet users.

4. Enhancing Abandonment Recovery Strategies :

- Cart Recovery Emails & SMS: Use personalized reminders offering small incentives (discounts, free shipping).
- Retargeting via Social Media & Search Engines: With social media (84,902), email (84,457), and search engines (84,168) as major referral mediums, invest in retargeting abandoned users through Google Ads, Facebook, and personalized email campaigns.

Cart Abandonment Analysis – Recommendation

5. Product-Specific Strategy

- High-Abandonment Categories (Electronics & Footwear): Offer better product descriptions, warranties, and limited-time discounts.
- Top 3 Abandoned Categories (Wedges, Vase, Tablet): Provide additional customer reviews, product comparison features, and alternative product suggestions.

6. Managing Session Duration Impact

- Highest abandonment occurs in the 80–120 min session duration, which suggests indecision or price concerns. Introduce:
- Exit-intent popups with limited-time discounts.
- AI chatbots or customer support pop-ups to assist hesitant buyers.
- Shorter sessions (5–20 min) have the lowest abandonment, indicating impulsive purchases. Encourage quick checkout options for these users.

7. Benchmarking Against Competitors

- With a 49.98% abandonment rate vs. a 70% industry benchmark, MagicMade is performing better than the average. However, further reducing abandonment can increase revenue significantly.
- Set a goal to reduce abandonment to below 40% over the next quarter through optimized checkout, targeted retargeting, and better incentives.

8. Pricing & Value Optimization

- With Abandoned Cart Value (260\$) higher than Paid Cart Value (259\$), abandoned users might be hesitant about price or shipping costs. Consider:
- Offering free shipping or bundling discounts on high-value abandoned carts.
- Price-match guarantees or "buy now, pay later" options for hesitant buyers.