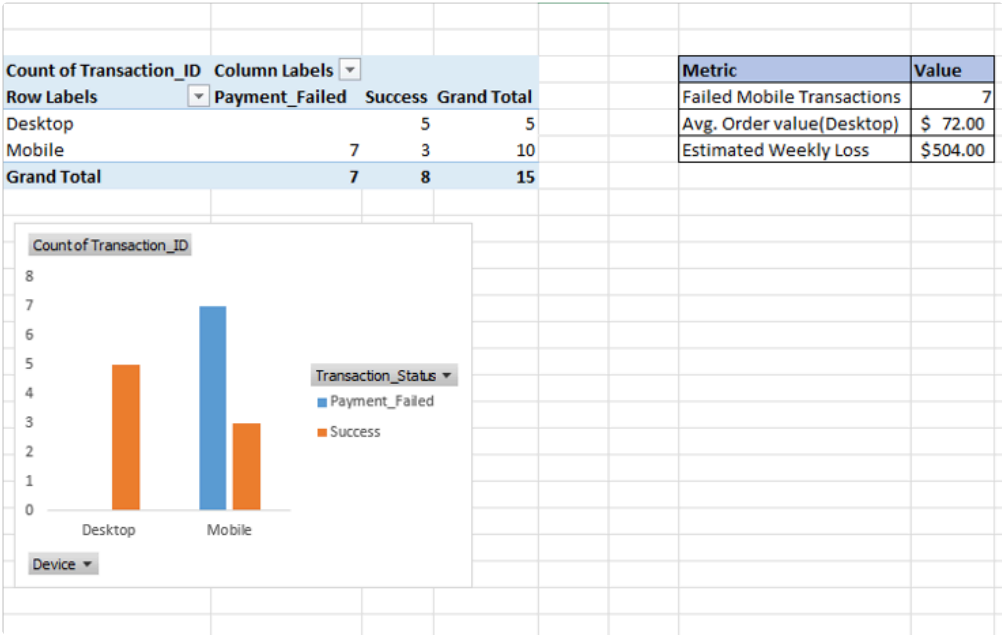# Project Report: Mobile Checkout Optimization

> ℹ️ **Executive Summary:** This report identifies a critical technical barrier in the mobile checkout funnel. Data analysis revealed a **70% transaction failure rate**, resulting in an estimated loss of **€504.00/week**. We have initiated a remediation plan via Jira to recover approximately **€2,016 in monthly revenue**.

1. **Data-Driven Insights :**

Count of Transaction_ID	Column Labels		
Row Labels	Payment_Failed	Success	Grand Total
Desktop		5	5
Mobile	7	3	10
Grand Total	7	8	15

Metric	Value
Failed Mobile Transactions	7
Avg. Order value(Desktop)	$ 72.00
Estimated Weekly Loss	$504.00

- Identified a significant disparity between Desktop (100% success) and Mobile (30% success) transaction completion.
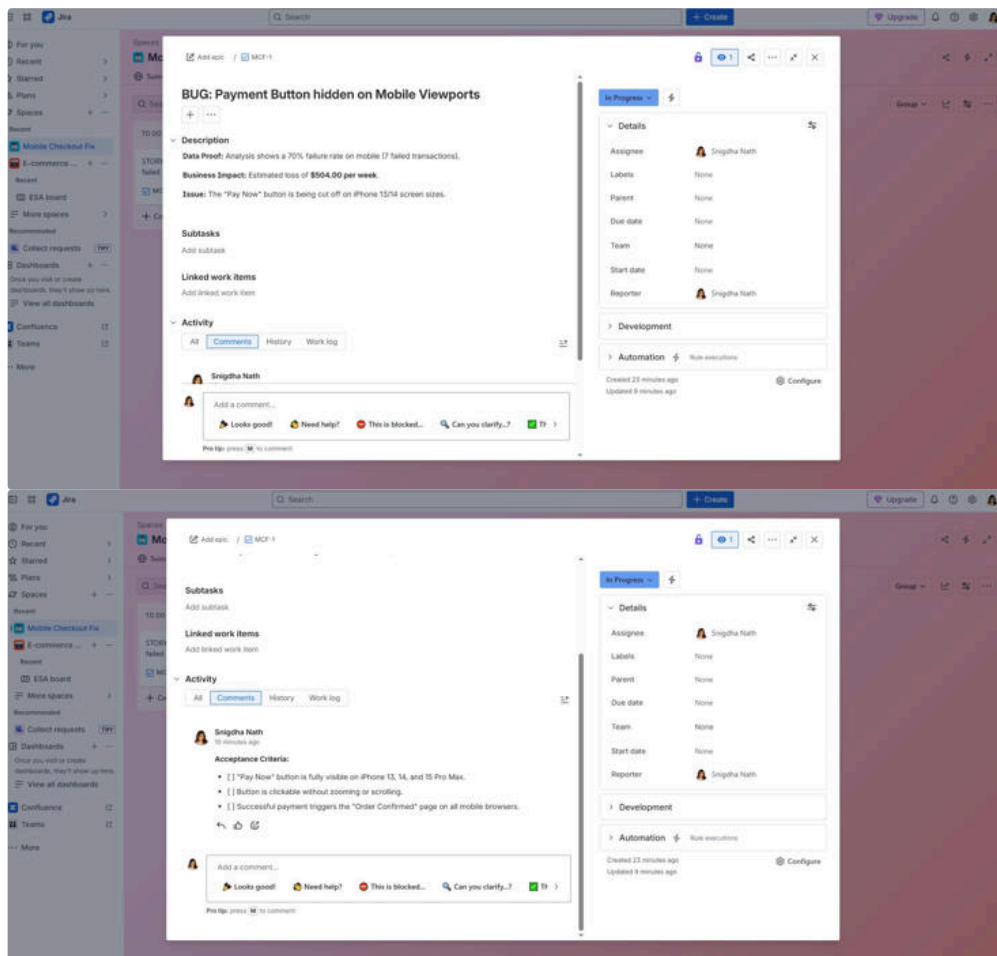
2. **Project Execution (Jira):**
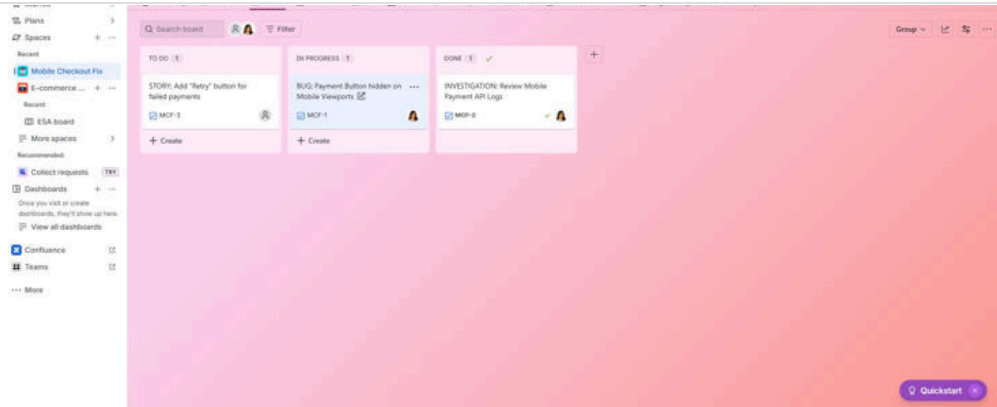
- Deployed a Kanban framework to prioritize high-impact bug fixes and investigate potential API bottlenecks.

3. **Quality Assurance & Standards:**

- Defined strict Acceptance Criteria to ensure cross-browser compatibility and seamless mobile UI responsiveness.

4. **Lessons Learned & Future Recommendations :**

- **Proactive Monitoring:** Implementing real-time alerts for checkout failures would allow the team to identify revenue-dropping bugs within hours rather than days.

- **Device-Specific Testing:** The disparity in mobile vs. desktop performance highlights a need for mandatory UI testing on varying screen viewports (iPhone 13-15) before every deployment.

- **User Experience (UX) Recovery:** The proposed "Retry" button (MCF-3) is essential to prevent total cart abandonment when external factors (like poor signal) cause a transaction to fail.