S.T.A.R ANALYTICS
CART ABANDONMENT

SPENCER BROTHERS | AMBER CASH
RADHIKA BHAKTA | TAMI SALVADOR

TABLE OF CONTENTS

01 Business Problem

02 Abandoned & Recovered Carts

03 Financial Impact

04 Device Type

05 Logistic Regression

06 Random Forest

07 Clustering

08 Recommendation & Action Items

BUSINESS PROBLEM

Identify behavioral patterns that influence cart abandonment and recovery on MyCoke360

ABANDONED & RECOVERED CARTS

An ***abandoned cart*** is any cart with items added to it but no completed purchase within the current order window

15%

abandoned carts

A ***recovered cart*** is any cart with a purchase by the end of the next order window (after an abandoned window)

47%

recovery rate among abandoned carts

FINANCIAL IMPACT

$35.6M

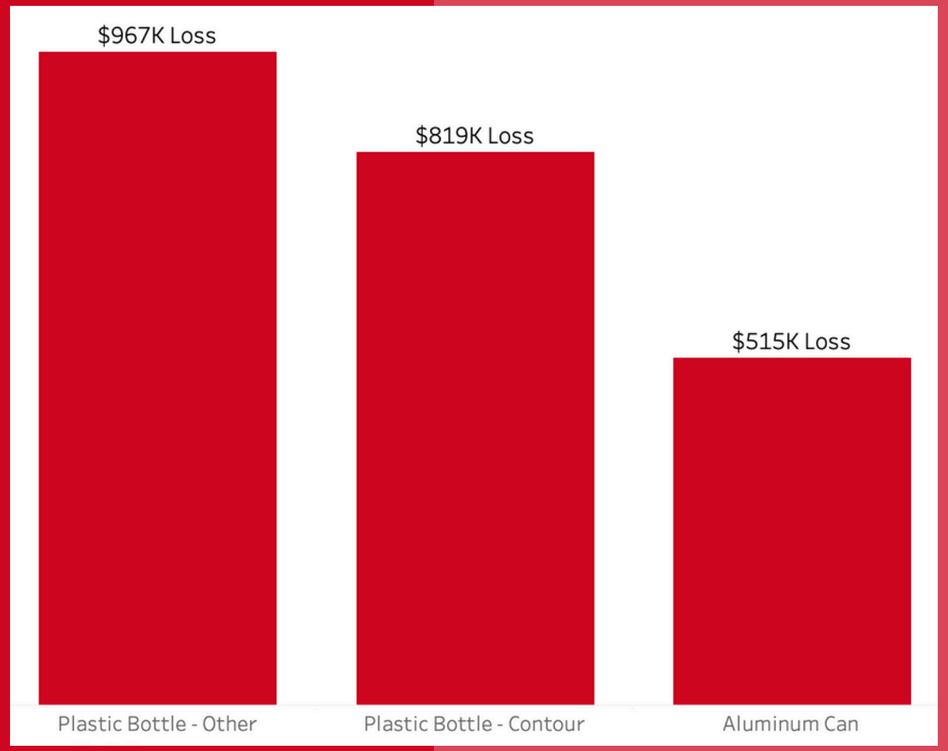
Total Revenue from Sales

$2.9M

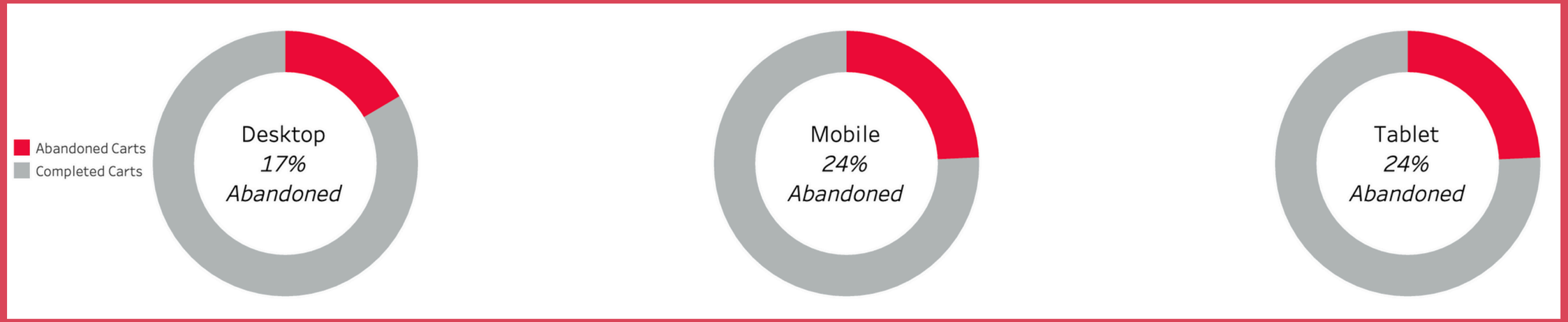
Total Revenue Lost from Abandoned Carts

8%

Loss of Total Revenue



DEVICE TYPE


Abandoned Carts
Completed Carts
Desktop
17%
Abandoned
Mobile
24%
Abandoned
Tablet
24%
Abandoned

LOGISTIC REGRESSION

Abandoned Model

- Overall Accuracy: 59%
- Key Observations:
  - Performs better on class 0 (completed carts)

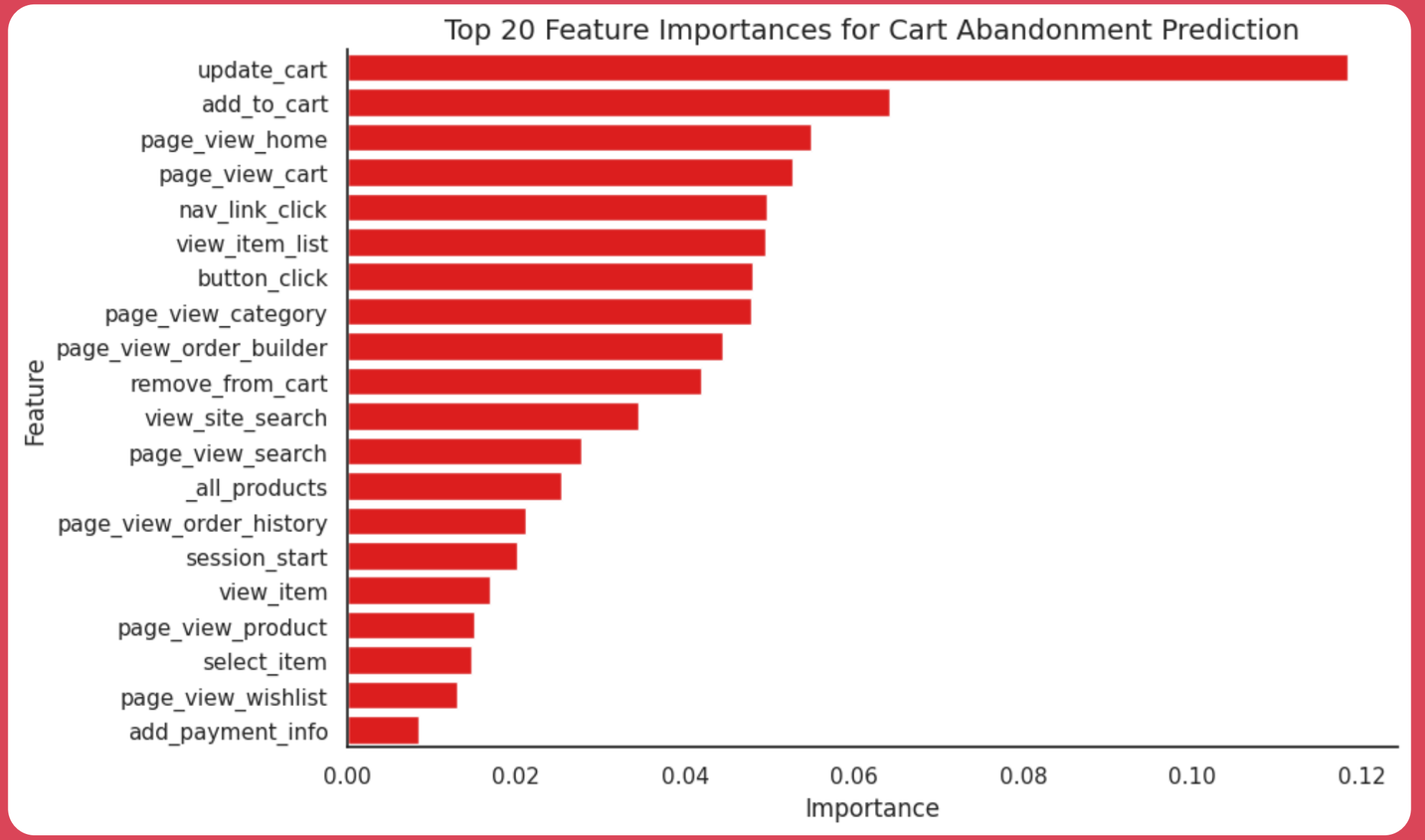
LOGISTIC REGRESSION

Recovered Model

- Overall Accuracy: 77%
- Key Observations:
  - Also Performs better on class 0 (completed carts)
- Overall: Not good at prediction for this analysis

RANDOM FOREST

Customer behavior within an order window is *highly predictive* of cart abandonment



91.1%

OVERALL ACCURACY

0.920

AUC-ROC

CLUSTERING

Understanding behavors preceding cart abandonment

ENGAGED PRODUCT EXPLORERS AND REFINERS

- 37% of abandoned cart volume
- 21% of total estimated $ loss
- 43% recovery rate

CUSTOMER GROUP

Active shoppers, likely performing detailed product research and refining cart
Longer decision making process

BUSINESS RECOMMENDATIONS

Enhanced Product Comparison Tools
Intuitive Cart Management
Targeted Search Suggestions

DETAILED PRODUCT SELECTORS

- 9% of abandoned cart volume
- 0.2% of total estimated $ loss
- 33% recovery rate

CUSTOMER GROUP

Methodically exploring options with product list pages (PLPs)
Low average cart value suggests they may have issues early in the process

BUSINESS RECOMMENDATIONS

Optimized Product List Pages
Exit-Intent Pop-ups (PLP-specific)

BROAD RESEARCHERS AND ACCOUNT MANAGERS

- 23% of abandoned cart volume
- 7.1% of total estimated $ loss
- 55% recovery rate

CUSTOMER GROUP

Wide-ranging researchers, may be comparing products or managing accounts

high recovery: strong intent to purchase

BUSINESS RECOMMENDATIONS

Enhanced Wishlist/Saved Items

Personalized Homepage & Category Pages

Proactive Account Management Prompts

HIGH VALUE ORDER BUILDERS AND MANAGERS

- 31% of abandoned cart volume
- 71% of total estimated $ loss
- 50% recovery rate
- `page_view_order_builder`

CUSTOMER GROUP

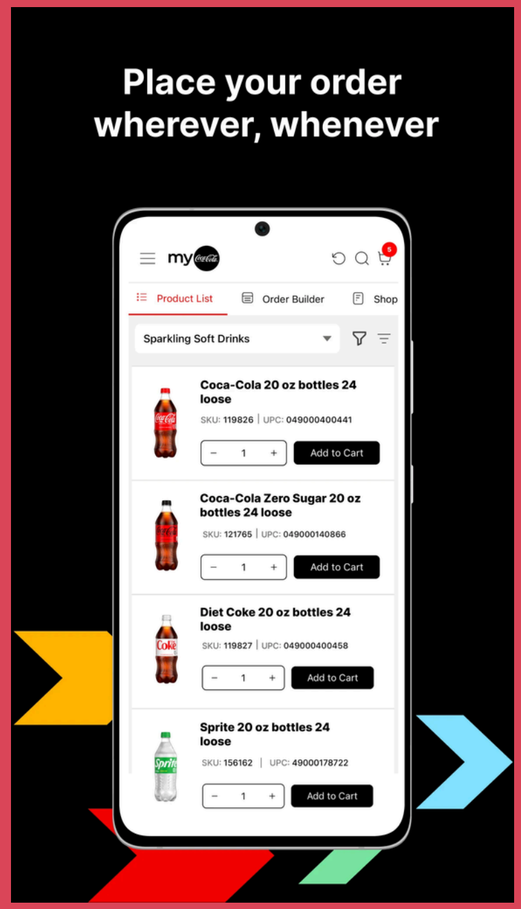
Managing/updating complex orders
Past purchasers/B2B clients
Use specific tools to build orders

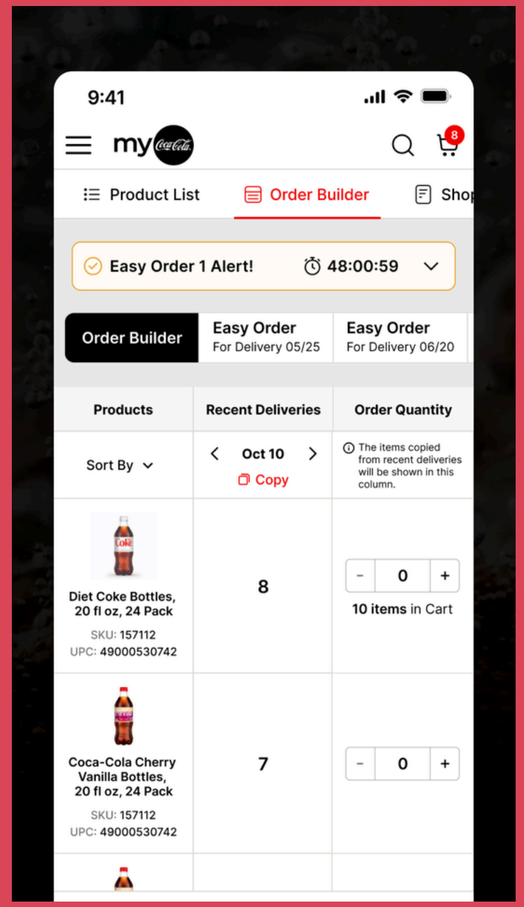
BUSINESS RECOMMENDATIONS

Dedicated Order Builder Optimization
Personalized Concierge Support
Robust Save & resume functionality

RECOMMENDATION

INVEST IN UI





ACTION ITEMS

Enhance product content and search functionality

Simplify cart interactions and pricing transparency

Improve dashboard usability and quick-action workflows

THANK YOU

S.T.A.R ANALYTICS