Business Problem Statement

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Problem:

Swire Coca Cola uses its MyCoke360 online ordering system to facilitate customer orders. During the purchasing process, customers add items to their cart and are required to complete the transaction before the order window closes. Customers who don't complete transactions before this deadline create the issue of cart abandonment. Incomplete transactions result in lost revenue and lower customer retention. Blending behavioral and transactional data, Swire would like to better understand why customers abandon their carts.

Benefit of a Solution

- Gain insight into cart abandonment, creating opportunities for better customer experience
- Increase revenue by reducing cart abandonment
- Increase customer retention and ARPU

Analytics Approach

- Create a standardized definition of cart abandonment by integrating data from Google Analytics, order records, and sales tables
- Determine top drivers of friction that prevent customers from completing orders
- Apply regression and other modeling techniques to predict customer churn linked to cart abandonment
- Analyze frequent products found in abandoned carts and explore order methods after cart abandonment.
- Use k-means clustering to segment customers by behavior and order patterns to find groups with higher cart abandonment.

Success Metrics

- Cart abandonment rate will be reduced
- Average revenue per user will increase
- Use of the MyCoke360 platform will increase compared with other ordering methods

Scope/Deliverables

- Written report of findings from models and prediction results
- Presentation of findings to business stakeholders
- GitHub Repository with all code and detailed README with documentation

Details

- The project will be done by the end of the semester
    - Business problem statement
    - EDA
    - Modeling
    - Final Presentation