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# SWEET SUCCES

## *Data-Driven Strategies for Seol Sweets's Growth*

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# Our company

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**Seoul Sweets** is a popular Korean bakery known for its traditional pastries and cakes. We recently launched our online store and delivery service to expand reach beyond physical locations. Our core goal is to understand how customers navigate our new platform to optimize the sales funnel and enhance the overall online experience.

# 01. Problem Statement





# Main Problems

## *Problem 1*

### Fiction in the Customer

A significant **40% user drop-off** occurs between the 'Delivery Info' and 'Confirm Payment' stages.

## *Problem 2*

### Need for Actionable Data

The company **lacks metric-based understanding** of why users abandon their carts.

## *Problem 3*

### Threat to Expansion Goals

The high cart abandonment rate **jeopardizes the success** of their e-commerce expansion and efforts to reach new customers



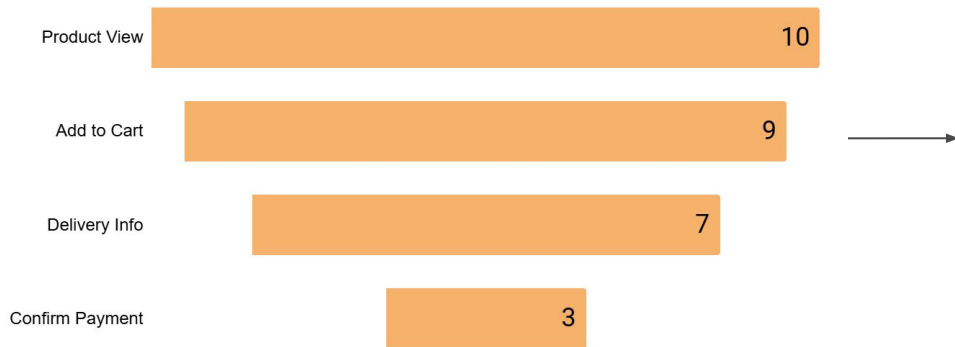
02.

# Analytical Approach & Data Overview

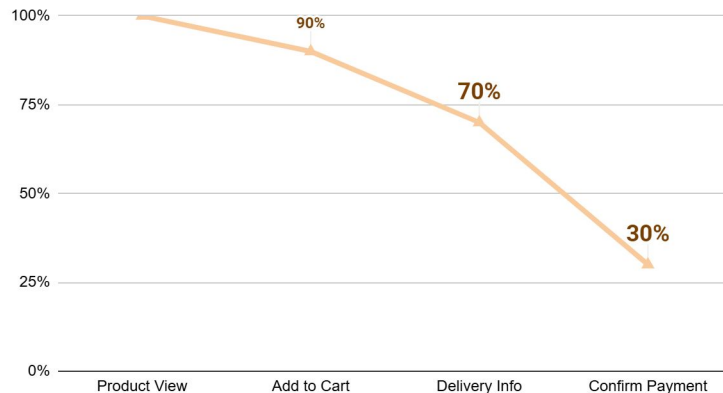


# Customer Data

Customer Journey Chart



Conversion Rate



## Problems:

Mostly users added items but **didn't proceed to the next step**.

This often happens because:

1. **Unexpected Costs:** Shipping/delivery fees were added and were too high or weren't clearly shown beforehand.
2. **Complex Form/Login:** The "Delivery Info" stage immediately required a complicated sign-up or too many required fields.
3. **Lack of Payment Options:** Payment methods weren't suitable.

## Resolutions:

1. **Immediate Fix:** Seoul Sweets needs to simplify the checkout process and display all costs (including delivery) transparently on the "Add to Cart" or "Product View" page.
2. **Action:** Conduct A/B testing on a simplified, one-page checkout that requires minimal data entry to get to



03.

## **Key Finding & Metric Analysis**



# Actionable Metric

## Drop Off Rate at Confirm Payment Stages

- This metric points directly to their **biggest bottleneck**.
- Seoul Sweets can act on this 40% figure by simplifying forms or increasing shipping cost transparency to immediately improve conversion

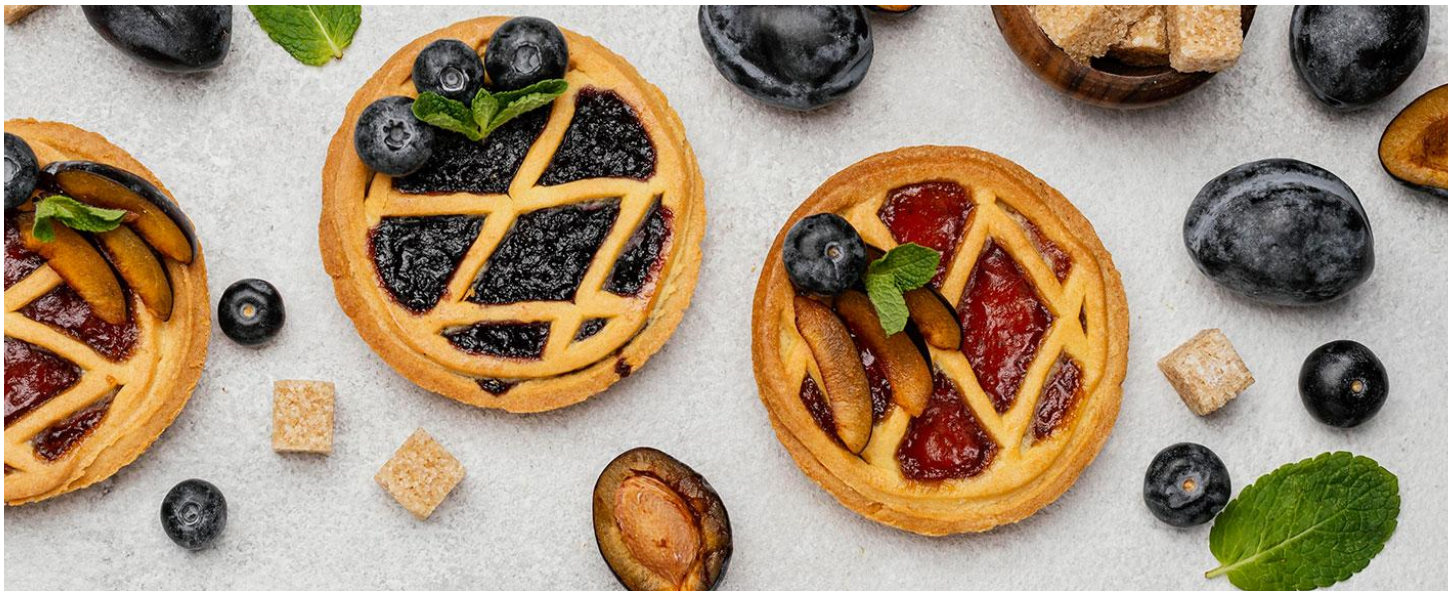
# Vanity Metric

## Total Website Traffic

- While high traffic numbers might "feel good" and look impressive on a report, they **don't provide useful insights** on their own about the business's health or growth.
- A massive influx of visitors doesn't matter if that traffic doesn't translate into engagement or purchases



04.



# Conclusion & Recommendations

# Conclusions

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- **Strong Initial Intent:** Products demonstrate high appeal, evidenced by a 90% conversion rate from 'Product View' to 'Add to Cart'.
- **Critical 40% Bottleneck:** The sales funnel experiences a major failure, marked by a 40% user drop-off when transitioning from 'Delivery Info' to 'Confirm Payment'.
- **Transaction Barrier:** This friction stems from checkout issues, likely due to a lack of cost transparency or the complexity of the required shipping information process.



# Solution

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- **Ensure Cost Transparency:** Display full shipping costs and total price upfront on the 'Add to Cart' page.
- **Streamline Checkout:** Implement Guest Checkout and minimize mandatory fields in the 'Delivery Info' forms.
- **Validate Actionable Metric:** Monitor the 'Confirm Payment Drop-off Rate' to measure the success of system improvements.



THANK  
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