AMAZON BUSINESS ANALYSIS CASE STUDY

Improving Checkout Conversion Through Payment Experience

PAGE 1 — PROJECT OVERVIEW

Case Study Type: Business Analysis (Simulated)

Industry: E-Commerce / Digital Payments

Organisation: Amazon

Role: Business Analyst

Business Problem

Even small inefficiencies in the checkout and payment process can result in significant revenue loss at scale. Payment friction—such as complexity, perceived security risk, or transaction failure—can increase cart abandonment and reduce customer retention.

Project Objective

To analyse Amazon's checkout and payment experience, identify conversion drop-off points, and propose data-driven recommendations to improve checkout completion and customer confidence.

PAGE 2 — BUSINESS CONTEXT & STAKEHOLDERS

Business Context

Amazon operates a high-volume e-commerce platform where speed, trust, and convenience are critical to customer satisfaction. Optimising the payment stage of the customer journey is essential to maintaining competitive advantage and revenue efficiency.

Key Stakeholders

- Customers (buyers)
- Product Management
- UX/UI Design Team
- Payments & Fintech Partners

- Finance & Risk Teams

PAGE 3 — ANALYSIS APPROACH & KPIs

Analysis Approach

- Customer journey mapping (Cart → Checkout → Payment → Confirmation)
- Identification of friction points at payment stage
- Review of industry benchmarks and payment UX best practices
- Use of assumptions based on e-commerce research and trends

Key Performance Indicators (KPIs)

- Checkout conversion rate
- Cart abandonment rate
- Payment success rate
- Time to complete checkout
- Repeat purchase rate

PAGE 4 — KEY FINDINGS

Insights Identified

- Payment experience is a critical driver of checkout completion
- Simpler and faster checkout flows increase conversion rates
- Strong security and trust signals positively influence customer confidence
- Poor visibility of payment status increases abandonment risk

These findings highlight the importance of optimising both technical performance and user perception during payment.

PAGE 5 — BUSINESS RECOMMENDATIONS

Short-Term Actions

- Improve visibility of security assurances during checkout

- Reduce unnecessary checkout steps

- Enhance real-time payment status feedback

Medium-Term Actions

- Expand preferred payment options by region
- Improve analytics around payment failures and retries
- Conduct regular A/B testing of checkout flows

Long-Term Strategy

- Continuous optimisation using customer and payment data

- Deeper integration with digital wallets and one-click payment solutions

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PAGE 6 — BUSINESS IMPACT & CONCLUSION

Expected Business Impact

- Increased checkout conversion rates

- Reduced cart abandonment

- Improved customer trust and loyalty

- More efficient revenue capture at scale

Conclusion

This case study demonstrates structured business analysis skills, including problem definition, stakeholder analysis, KPI identification, customer journey analysis, and practical recommendation development. The project reflects how data-driven insights can be applied to improve business performance in a real-world e-commerce context.

About This Case Study

This is a simulated business analysis project created for professional portfolio and recruitment purposes.

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