

Stakeholder Brief — Checkout Conversion Alert

Growth analytics · Project #DA-1182 · Confidential

TO: Growth leadership; Analytics team

FROM: Nina Okonkwo, Analytics Lead

DATE: November 17, 2026

RE: Checkout CR drop after mobile redesign — Monday standup prep

Situation

Overall checkout conversion rate fell from 3.4% to 2.1% week-over-week (Nov 11–17 vs Nov 4–10). Paid acquisition spend was held constant. Product shipped EXP-441 (mobile wallet UI) on November 14.

What leadership needs Monday

- Identify the funnel step where conversion loss is concentrated.
- Confirm whether the issue is device-specific (iOS vs Android vs desktop).
- Recommend next analysis — not a blanket pause of all media.

Early read

Sessions and add-to-cart rates are stable. Payment completion and payment failure metrics diverged sharply after the deploy window. See [funnel-export.pdf](#) and [device-segment.pdf](#).

