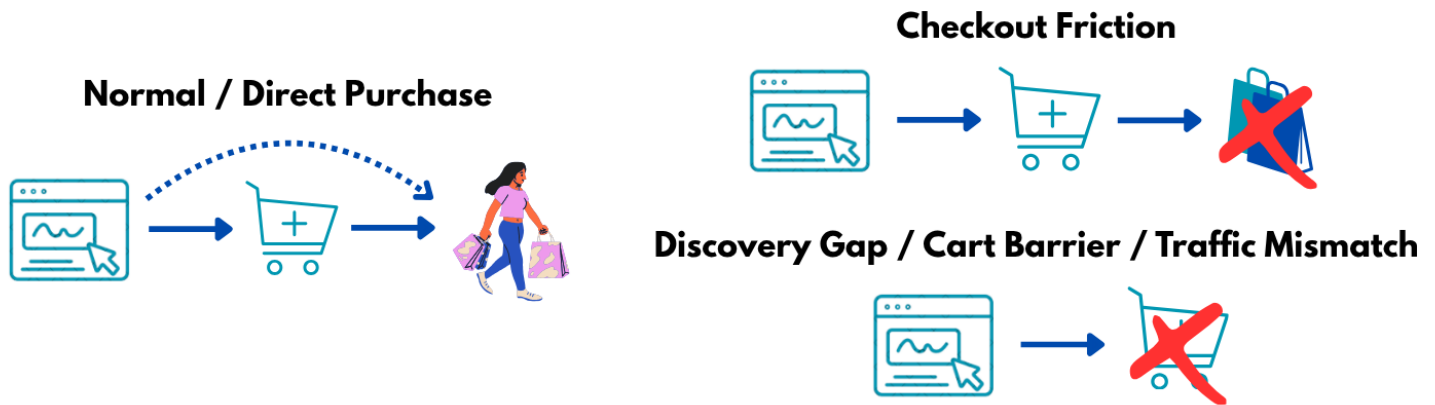


# Clicks2Actions

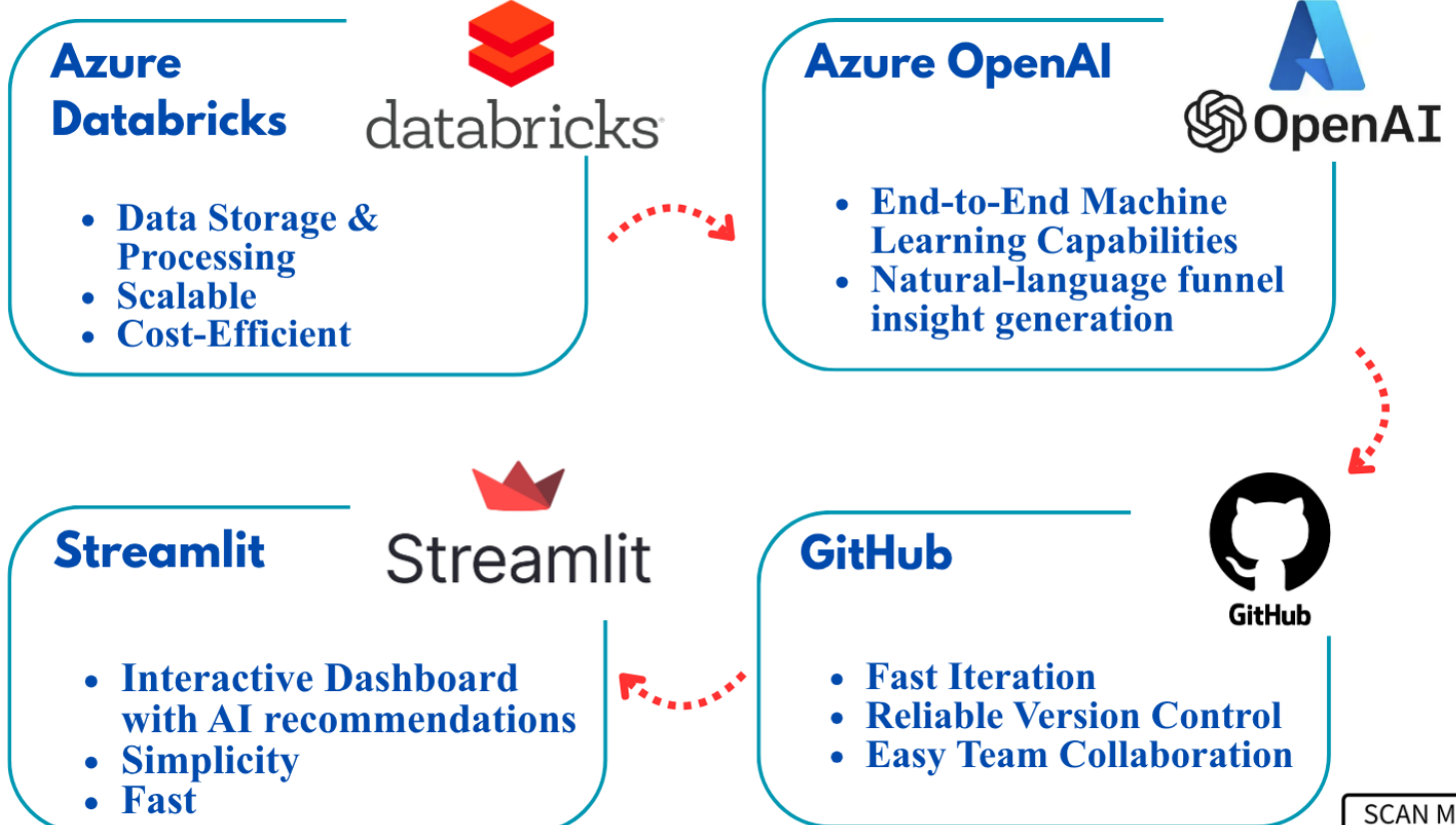


“From Clicks to Conversions: Spark-Driven Funnel Intelligence with LLM Insights”

## What are the online shopping behavior?



## How we built a tool that can explain the shoppers' behavior!



Identify drop-off reasons → recover lost revenue per product



# Making Clicks Count

## How it can help?



Monitors shopper drop-off across the funnel



Classifies products into four actionable signal types

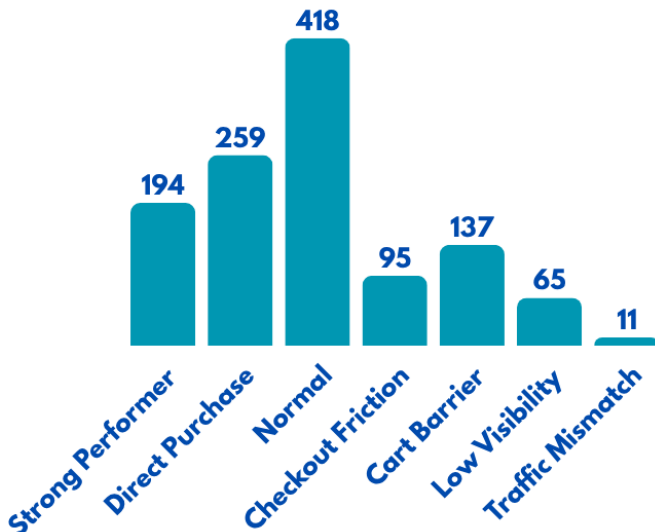


Prioritizes opportunities by estimated lost revenue



Empowers teams with LLM-powered recommendations and an intuitive dashboard

## Product Signal Distribution



## Business Value



Scales Seamlessly with Big Data



AI-Powered Recommendations



Prioritizes Revenue Recovery Opportunities



Ashwini Manokar



Xiang Li



Isabel O'Grady



Shang Chi Hsu



Meenakshi Narendra