

# E-commerce Retrospectives

For online retail and direct-to-consumer businesses using this pre-filled Retrospectives template.

## Keep Doing

- Optimize checkout conversion rates
- A/B test product landing page pricing

## Less Of

- Optimize checkout conversion rates
- A/B test product landing page pricing

## More Of

- Optimize checkout conversion rates
- A/B test product landing page pricing

## Stop Doing

- Optimize checkout conversion rates
- A/B test product landing page pricing

## Start Doing

- Optimize checkout conversion rates
- A/B test product landing page pricing