

CAPSTONE PROJECT ASSIGNMENT OF PRACTICAL DATA ANALYTICS (CSU1594)

ASSIGNMENT SUBMITTED BY: **Team Phoenix (SECTION – B MBA 1ST YEAR)**

TEAM MEMBER :

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SUBMITTED TO : PROF. ANITYA GUPTA

SCREENSHOT OF GITHUB PUBLISH

Brainstorm 5 ideas on which your team wants to work on.

Amazon - Amazon could focus on developing its private label brands and expanding its grocery delivery business.

Flipkart - Flipkart could focus on expanding its reach in rural India and on improving its customer support.

Meesho - Meesho could focus on improving its product quality for Customer Retention

Snapdeal - Snapdeal could focus on developing a unique niche in the market

ShopClues - ShopClues could focus on expanding its product selection

We have chosen Meesho to work on. We believe that Meesho has a lot of potential to become a leading e-commerce platform in India.



[Meesho: Online Shopping Site for Fashion, Electronics, Home ...](#)



Meesho

<https://www.meesho.com>

Meesho is the best place to find fashionable and affordable western wear for women. With a constantly updating inventory of casual, formal, and partywear ...

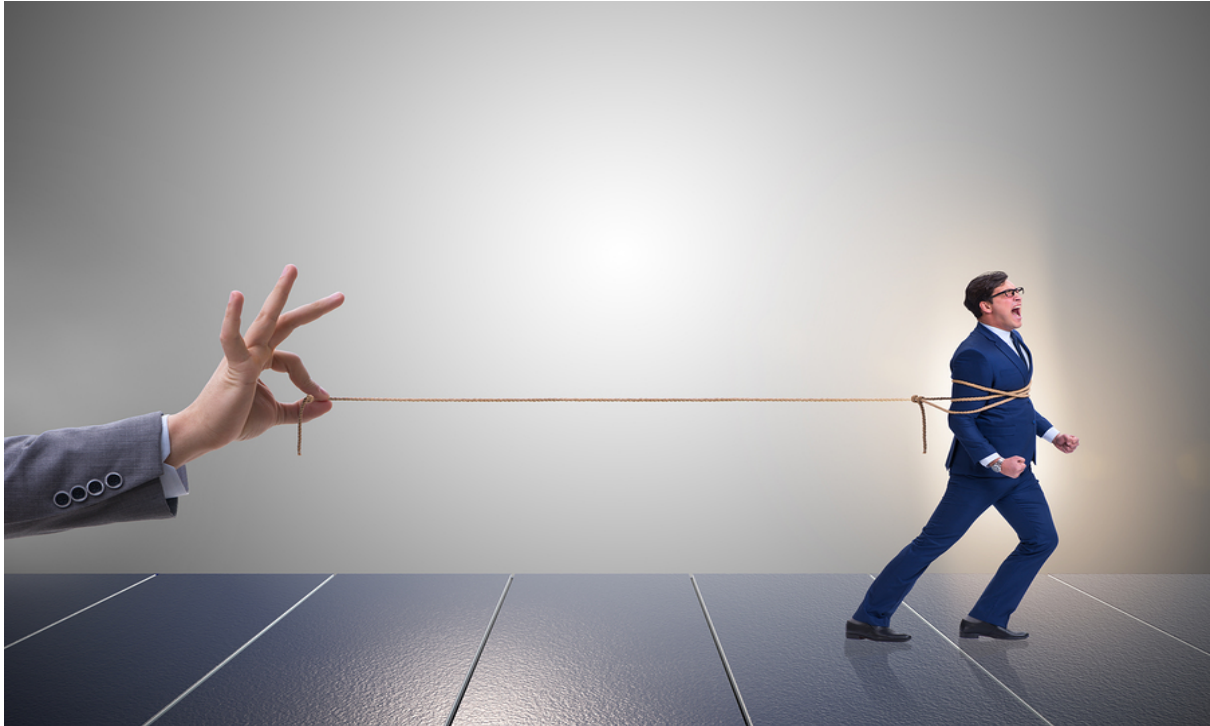
Short Introduction of Meesho

Meesho is a dynamic e-commerce platform that Vidit Aatrey and Sanjeev Burnwal founded in 2015. By utilising the strength of social networks, this cutting-edge technology redefines online commerce and entrepreneurship. Meesho gives people the tools they need to start and expand their companies by helping them find products, curate collections, and sell to their social networks.

At its core, Meesho strives to promote economic empowerment by democratising e-commerce and lowering entrance barriers for aspirant business owners, particularly women and those in smaller towns and rural areas. Meesho's dedication goes beyond simply bringing buyers and sellers together; it also provides helpful tools, training, and a welcoming community.

Meesho offers a broad marketplace for both vendors and customers with a wide range of products covering fashion, home decor, electronics, and more. In 200 words or less, we'll discuss Meesho's trip, unique features, and its significant impact on e-commerce and entrepreneurship. Join us to discover how Meesho is revolutionizing online shopping and business.

PROBLEM STATEMENT ON CUSTOMERS RETENTION AT MEESHO



A significant and alarming fall in customer retention rates is a critical problem for Meesho, a well-known and reasonably priced online retail platform in India. Due to the serious threat this issue poses to the company's growth and viability, it is urgently necessary to investigate its root causes in-depth and design solutions that will increase customer retention.

In the e-commerce sector, client retention is a crucial indicator that measures a platform's capacity to not only draw in new users but also engage and keep current ones. Meesho's client retention rates have continually been below ideal levels, which raises concerns about the platform's capacity to forge long-lasting bonds with its customers.

Additionally, market-specific cultural, demographic, and socioeconomic considerations for the Indian market may have a significant impact on trends in customer retention. It's essential to comprehend these subtleties in order to develop customised solutions that appeal to Meesho's target market.

In conclusion, Meesho confronts a significant difficulty with client retention, needing a careful analysis of multiple causes and the development of measures to buck this trend and assure the platform's long-term success in the cutthroat Indian e-commerce market.

Reasons why Meesho failing in customer retention:

Here are some of the reasons :

- **Product quality issues:** Some of Meesho's goods have received negative feedback regarding their quality. This is due to the fact that it works with many different suppliers, and it can be challenging to ensure that all of the items match its criteria for quality.
- **Delivery delays and problems:** Meesho encounters difficulties with delivery as well. Customers who received their items late or with damaged goods have expressed their displeasure.
- **Poor customer service:** Customer support at Meesho has also come under fire. Some customers have voiced complaints that it is challenging to contact customer care and that their problems are not swiftly remedied.
- **Competition from other e-commerce platforms:** Amazon and Flipkart are two e-commerce sites that compete with Meesho. These platforms have a stronger reputation for customer service and a bigger selection of goods and services.

Strategies to Resolve Customer Retention in Meesho :



Here are some suggestions for how Meesho can improve customer retention :

- **Improve product quality :** To make sure that all of its products satisfy its high requirements for quality, Meesho should collaborate with its suppliers & List Good brands in there website . Additionally, a stricter quality control procedure should be used. Quality should be checked in every line of delivering the product.
- **Wrong Perception about Meesho that cheap products equate to low quality & Brand Value & Trust :** Meesho is capable of carrying out a multifaceted marketing plan. Utilising well-known celebrities and social media influencers may be a potent strategy for reshaping the brand's image and building customer trust.
- **Correct Product photos on mobile app :** For online purchasing, product photos and videos are crucial since they give users a close-up view of the items they are interested in. Meesho could improve the size and quality of the product images and videos it already has in its app.
- **Reduce delivery delays and problems:** Meesho has to work on streamlining their delivery procedure and minimising delivery delays. It should also have a well-defined policy for handling lost or damaged goods.

Value to Meesho and Visualization:

Meesho will benefit greatly from improved customer retention in terms of revenue growth, brand loyalty, and market competitiveness. We will employ a variety of data visualisations, including line charts, bar graphs, heatmaps, and customer journey maps, to effectively convey our conclusions and suggestions. The Meesho team will be able to discover pain areas, comprehend client behaviour, and monitor the results of adopted tactics with the aid of these visualisations.

User Persona and User Stories:

1. **Arnab Mukherjee (Strategies Planner & Data analyst):** He was a key player in the strategic planning that went into how to deal with the issue of customer retention. He emphasised the need of gathering feedback and having a thorough communication plan.
2. **Ritik Raj (Data analyst):** His responsibility was data analysis. To find patterns and trends that might be causing low customer retention, he examined consumer data.
3. **Sagar Biswas (Marketing):** He contributed to highlighting the significance of changing Meesho's brand image and using influencers to win customers' trust.
4. **Sumit Kumar (Strategies Planner):** Sumit assisted Arnab in strategy planning by highlighting the value of data visualisation for clear communication of findings.
5. **Mrinmoy (Customer Service Representative):**His task involved primarily portraying the viewpoint of customer service. He drew attention to typical customer complaints about product quality, shipping issues, and customer service.
6. **Nancy Verma (Customer Service Representative):** In a similar capacity to Mrinmoy, Nancy represented the viewpoint of customer service.
7. **Shrishti (Customer Service Representative):** Shrishti additionally represented the viewpoint of customer service, contributing knowledge about issues and comments from clients.
8. **Vaibhavi (Wire Frame analyst):** Mobile application Analytics

Wire Frame of Meesho quality Control

meeso quality control project line

