

Product Manager Intern Assignment

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Question 1

In summary of what was explained in the email, customers purchase a new pair every three months in average and also they mention stylish appearance and availability in many colors about the most valuable property in this product, whereas this company spends a lot on the Endure manufacturing process, which ensures their socks last for two years so they conclude that they can increase their profit by discontinuing their Endure manufacturing process.

First we should check the evidences and assumptions:

1. About purchase a new pair every three months in average we can say:
 - It doesn't mean that customers don't use the old socks when they buy a new pair. I mean they may expect to use them together and also use the old ones for maybe two years.
 - Humans like new things and it is normal to buy new things when they go shopping even with no reason for buying.
 - Even if the customers don't use the old socks, they may donate them to others to use them again.
 - There are a lot of people living in some conditions that they definitely can't buy a new pair every three months.
2. About the survey in the largest market of Tehran we should say:
 - Tehran is a big city and even each part of Tehran has different people with different conditions for their life.
 - In a survey we should have various type of people not just those who live in Tehran
 - Maybe those who have less salary pay less attention to appearance and pay more attention to how long their socks last.
 - Customers may fall into a habit of don't paying attention to how long their socks last because it became their basic expectation of socks

So those evidences and assumptions were not complete and we can't discontinue the Endure manufacturing process based on those incomplete assumptions.

We can decrease spend of money on the Endure manufacturing process and see the result of this in some parts of just Tehran and then make a better decision.

Question 2

Sex (Female, Male)

In our country, females are the main audience of jewelry but in general we should know the gender of our purpose society because their jewelry is different

Age (less than 15, between 15 and 25, between 25 and 40, and more than 40)

Age has an effect on the type of jewelry that people use. Young people usually use delicate jewelry.

Skin Color (light, semi-dark, dark)

People with darker skin jewelry are usually different from light skins.

Budget

We can know our audiences better with their budget for buying jewelry.

Favorite color

This item can have an effect on this segmentation, too.

Is Jeweled (Yes, No)

We should know whether our audiences usually use jeweled jewelry or not.

Usage (earrings, necklace, ring, bracelet, charm, ...)

Question 3

We should always consider both accommodation owners and customers so we have a cycle that accommodations are value when we have more than enough customers and customers are value when we have less than enough customers for our accommodations.

In Jabama's accommodation platform we should first bring accommodations and then bring customers.

In real-time analysis we should notice the ratio of accommodations and customers and try to fix this number to our ideal number.

We can use parameters like registers number, revenue, LTV (Customer lifetime value), ...

If we had not enough customer we can lower the prices by arrange it with accommodations and see whether we can attract customers or not and also when we have customers more than enough, the value is our accommodations and we can search for new accommodations to register them in our platform to help our customers and keep our ratio.

Question 4

- According to user engagement sheet that has 42663 record, we can see that:
 - Based on device ids, 4117 individual devices have used our platform
 - 9908 records related to IOS and 32755 records related to Android operating system
 - 21449 of Android records were from Samsung, 5008 of them were from Huawei, and 2857 of them were from Xiaomi devices.
 - 8763 records related to step 1, 9748 records related to step 2, 8414 records related to step 3, 15467 records related to step 4, and 271 records related to order step
- According to orders sheet that has 27140 record, we can see that:
 - 16379 individual user purchased in this period
 - 71 users registered in 2016 had order
 - 1045 users registered in 2017 had order
 - 3173 users registered in 2018 had order
 - 16221 users registered in 2019 had order
 - 6630 users registered in 2020 (Jan, Feb) had order
 - 10827 records related to final orders
 - 2352 of final orders related to users who registered in late two months

Question 4.1

Since I don't know the average price of the orders and also the company costs, I can't represent an appropriate budget. I think the budget should provide the costs in the first months and after that we pay the costs from our profit.

We know that registered users are increasing so we should notice that if these users don't have any orders, we will have less profit. So we should know that our users should have at least two purchases per year to have profit. We can see users in the order sheet who have two or three orders. If we push these users to have at least four purchases per year, we could have our planned profit. Notice that sustainable growth should be repetitive.

Question 4.2

I think a web application could have a nice growth in our purchases because as you can see in the user engagement sheet, our IOS users are half of our Android users, it could be because of Apple policies that limits users applications, so a web application could be a good solution for these problems and also it can involve PC and other devices, too.

Question 4.3

Our Android users, especially Samsung users are a large amount of our users and our interaction is more than others.