1. While there has been an exponential growth of internet users from tier 2 and tier 3 cities after the oncoming of Jio, the key point to note is that while data services have been made dirt cheap, the average income of an average person from tier 2 and tier 3 cities remains the same. Hence, this explains a huge growth in the audience of content apps like youtube and tiktok while amazon/ flipkart lag behind.

To further elaborate, a normal internet user, from a tier 2 or tier 3 city would look more for free content on the internet rather than something he has to further pay for (on top of internet prices). Additionally, he would also look for future prospects that can earn for him, which is also offered by youtube and tiktok, if you manage to produce good content

On the other hand, Flipkart and Amazon are E-Shopping websites preferred by the upper middle class, who basically pay more for shopping from the comfort of home. An average middle class from a tier 2 city would prefer his shopping to be done offline, where he can get the same product cheaper, and even has the wiggle room to bargain and would rather keep his internet services for free entertainment content.

Based on the provided data, it is clear that while the revamp of onboarding flow was a success to an extent, there are other weaknesses that need to be dealt with.

After the new onboarding flow was implemented, there was a sharp increase in both the first time buyers(FTBs) and revenue from FTBs despite a normal growth in newer installs, which point towards a significantly better and effecient Onboarding flow. We also note that the sharp increase in FTBs and the revenue from them was not a temporary spike but a permanant one which has well lasted over 3 months after the implementation now and doesn't show any signs of stopping.

While the onboarding flow was a success and worked in the favor of Nimtra, it has to be noted the FTBs who made another purchase didn't increase proportionally to new FTBs and after 2 months, steeped way lower than even before the revamp which can be explained by any of the following points:

i)The points mentioned on the new onboarding flow, do not match the reality and hence users were dissapointed after the first purchase because of the mismatch in value of product promised vs product delivered

ii) Even if Nymtra is able to match the promises they have made on the revamped flow, this means that they are lacking somewhere in keeping the customer interested, which could be due to lack of products needed by the customer.

Overall, I would say that the revamp was a success but in case there is some false advertising on the new Onbaording Flow in regards to delivered products, it needs to be dealt with or it can cause harm to company's reputation.

3)

i) Provided this feature is properly implemented, it can have a very positive impact on user behaviour and can definitely bring more users to the platform. This new feature will reduce surf times for the user since it will now be easier to find a movie for a user according to his taste, more movie time compared to surf times brings in more revenue. Another possible behavioral change for the user will be increase in time spent on watching content, this is because many users end up not watching anything due to not being able to find a good enough show to their taste. Again, this will be positive for the company.

ii) The goals and metrics for the new feature can be clearly defined as follows:

GOALS:

a) Increased watch time of the users

b) Ease of use for the user in selections of his preferred show

c) Proper implementation of the feature so that the personalised carousel is indeed in line with user's choices

Metrics:

a) Growth in new users/ lesser inactive users due to ease of use and selection

b) Lesser time spent surfing the carousel and more time spent on content

c) User uses his personalised carousel more rather than searching/ looking for trending shows

iii) Implementation of this feature can be a bit complex but worth it, with the help of tracking user's watched content (with highest priority to most recent and vice versa) the personalised carousel can be designed and implemented.

For the launch of this feature, a new Onboarding Flow pointing to this feature would be welcomed for newer users and for the older users, a popup dialog box announcing the feature followed by a simple walkthrough would fit in perfect with the theme of platform.

The evaluation of whether the feature is working as intended can be done by measuring simple but useful metrics, such as:

a) Watching content from personalised carousel rather than other options

b) Increase in watching time per user/ Decrease in surf time per user

c) For an even better evaluation, a to the point objective feedback can be collected from users at the end of their sessions.