Business Intelligence Assessment

**1.With Jio coming in, we have seen an influx of internet users from Tier 2 and Tier 3.**

**Video/Content apps like Youtube and Tiktok have seen a huge growth while**

**Amazon/Flipkart haven’t seen similar.**

**What could be the reason for it? Feel free to use any publicly available data to support**

**your hypotheses.**

To answer the above question we need to know what did Jio bring to the market which wasn’t there before, how this impacted the netizens or the number of net users in the country.

* “Since its launch in 2016, the rural internet subscriber base(as per TRAI) in India has grown over 2.1x from 115 Mn (2016) to 247 Mn (September 2019).” – INC42. So, we know that the number of users grew rapidly and added new users to the internet community.
* “data volumes rose 4160% to 20.3 billion GB in the July-September 2019 period.” – LiveMint. From this data we know that data consumption increased massively in the 2 year period.
* “Net telecom spends by customers have fallen about 41% since Reliance Jio launched services”

From the above data we can easily infer that the rural population of internet users grew massively along with the total users and data consumption.

My hypothesis states that the economy of the country is poor and people don’t have enough money to spend. We have seen a massive rise in Tier 1 and Tier 2 streaming service apps because they are free, whereas the Tier 1 service are paid for most of the content. Jio may have enabled users to spend a very little money on internet but has certainly not enabled the population for spending wholesome amount of money on streaming services, or ecommerce.

**2. New Onboarding Design at Nymtra**

**Nymtra is India’s leading fashion app. The Product team revamped the app’s Onboarding**

**Flow on 31st July that introduced the following features:**

**● New walkthrough with 3 screens highlighting - extensive catalogue, free**

**shipping for the first-order, and easy returns**

**● Added a ‘Skip Login’ option to the login screen at the end of the walkthrough**

**● Added a new “10,000+ items under ₹999” banner on the home screen.**

**You are attending the product review meeting on 5th November where the team looks at**

**the following data:**

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Is the revamp successful ?

To answer this, we need to learn the main agenda of the company. If the agenda was to attain new customers for future benefits or adverts. YES.

To look from only financial perspective.

The number of new installs has seen a gradual rise, so none of the new revamp features have change that. We have seen a massive growth July onwards which tells us the benefits of easy login, first delivery free, and easy return. This also creates credibility and trust in the brand. Although the total revenue has not gone up comparing with the users because of discount on the products.

The major loss is seen in the column of second purchases, which has gone down. This is because users start waiting for better deals and feel at loss when paying delivery fees or not able to claim easy returns.

In my opinion the answer is not so black and white, but there is definitely a growth in users and revenue and hence scope for better promotion and ordeals. Along with which comes the burden of providing good offers and discount on the deals.

**3) Personalised Recommendations at FilmiStar**

**Part A: FilmiStar is India’s #1 app for watching movies. The Product team was tasked with**

**designing a new carousel on the home screen that will show personalised movie**

**recommendations based on the user’s taste. Currently, the home screen shows trending**

**and new movies only.**

**Questions:**

**1) What will be the change in user behaviour once this feature is introduced?**

**2) What should be the goals and metrics for this feature?**

**3) How should this feature be launched and evaluated?**

3.1. The human tendency to get things without the search will be quenched. The users will not use the other pages of the applications as much they used previously. The users will be more attached and cling to the application as they will be provided with better suggestions.

3.2. The goals and metrics for this feature should be the click through rates, and to check the number of users who clicked the banners on the home screen. The numbers of clicks and the users who clicked and watched the recommended shows.

3.3. this feature should be launched with proper advertisement and should start the roll out of this feature subtly to grasp both the consumers with the preference. The evaluation of the program should be measured by new users acquired.