Saurabh Yadav - Business Report (Sprint Exam) 150096724010

Project: ParkPlot — Smart Parking Reservation System

Stack: React + Node.js + MongoDB + Google Maps + Stripe

Target: Indian urban markets (Tier-1 cities) — B2C (drivers) + B2B (parking vendors)

Problem: Indian urban drivers waste time and fuel searching for parking; vendors underutilize capacity and lose revenue.

Solution (ParkPlot): Mobile-first reservation platform (React + Node + MongoDB + Google Maps) providing atomic reservations (QR check-in), real-time availability, priority queueing, and vendor analytics (RFM / CLV / NPS) to increase utilization and customer satisfaction.

Key targets (12 months): 30k users, ₹2M ARR, 500 vendor partners, 85% retention.

Problem–Solution Fit

Clear problem statement: congestion + search-time = lost time & revenue.

Why ParkPlot fits: guarantees slots (atomic DB locks + QR check-in), reduces search time with live map, and gives vendors tools to monetize idle capacity.
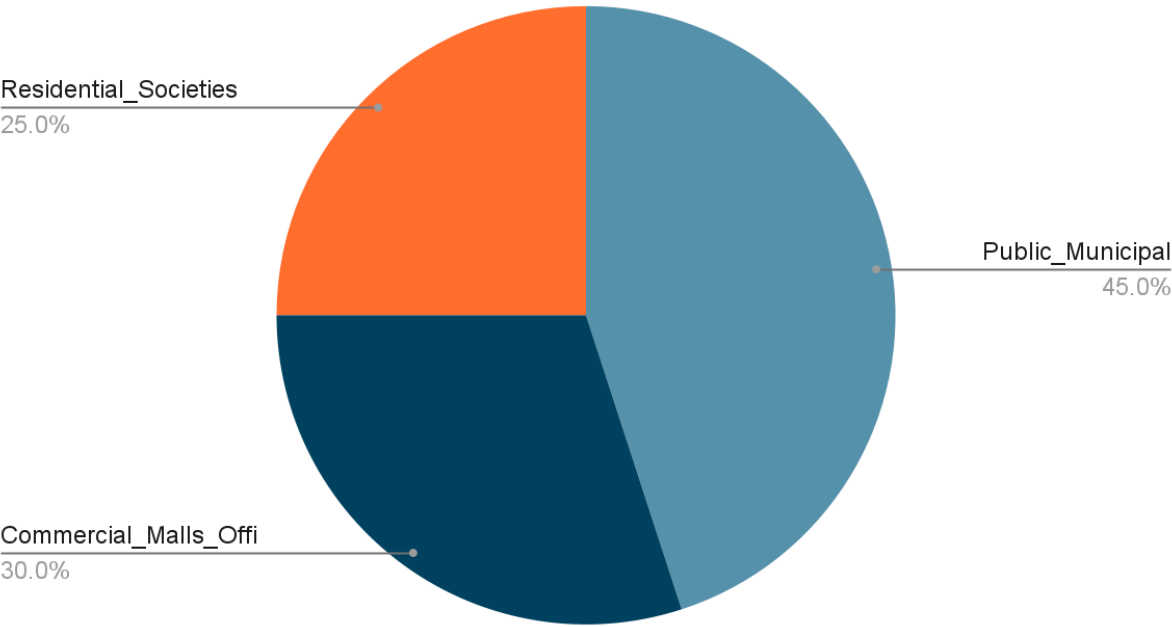
Evidence & KPIs: Booking success rate, average search time reduction, vendor utilization uplift.

Easy to use, open app, pay and park.

Points scored

Points scored

Residential_Societies
25.0%

Public_Municipal
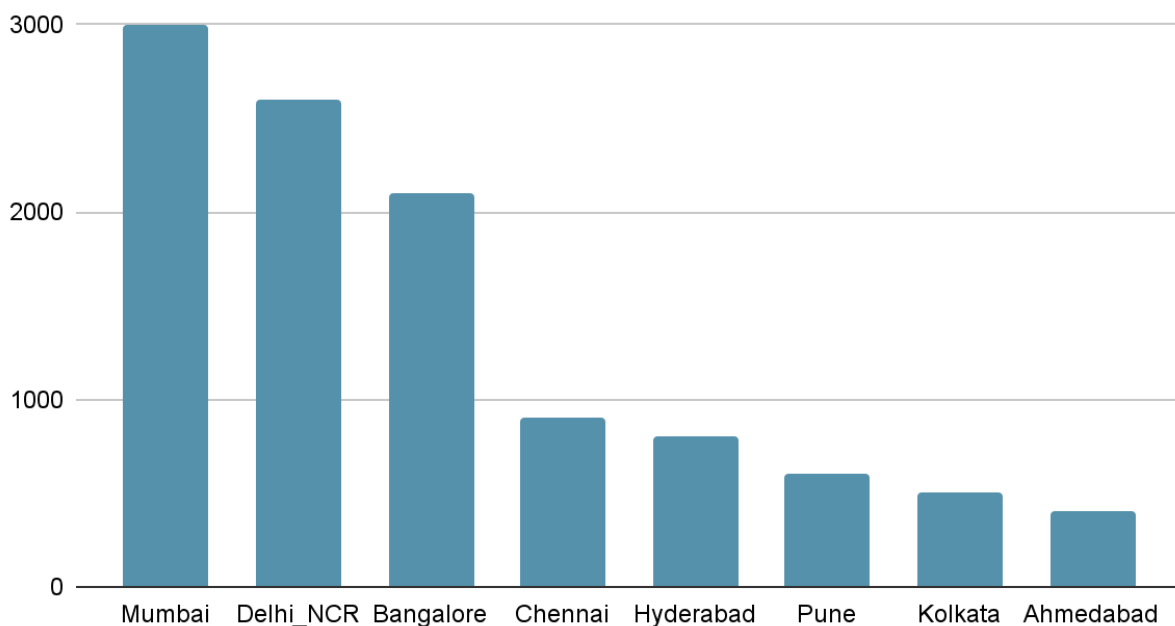45.0%

Commercial_Malls_Offi
30.0%

Market Analysis & Strategy

snapshot & differentiation: local (Park+, ParkingRhino, GetMyParking, NoBrokerHood, ParkPlus) ParkPlot differentiates by atomic guarantee, low-cost attendant QR check-in, and vendor BI via MongoDB aggregation pipelines.
Target cities (priority launch): Mumbai, Delhi NCR, Bangalore (high TAM + vendor density).
Acquisition channels: SEO, partnerships with malls/colleges, referral incentives.

Points scored

Comparisons between competitors:

Feature	ParkPlot	Park+	ParkingRhino	GetMyParking	NoBrokerHood
Atomic reservation guarantee	☑	☐	☑	☑	☑
Low-cost no-IoT check-in	☑	☐	☐	☐	☑
Vendor BI (RFM / CLV)	☑	☐	☑	☑	☐
Priority queue / subscription	☑	☑	☐	☐	☐

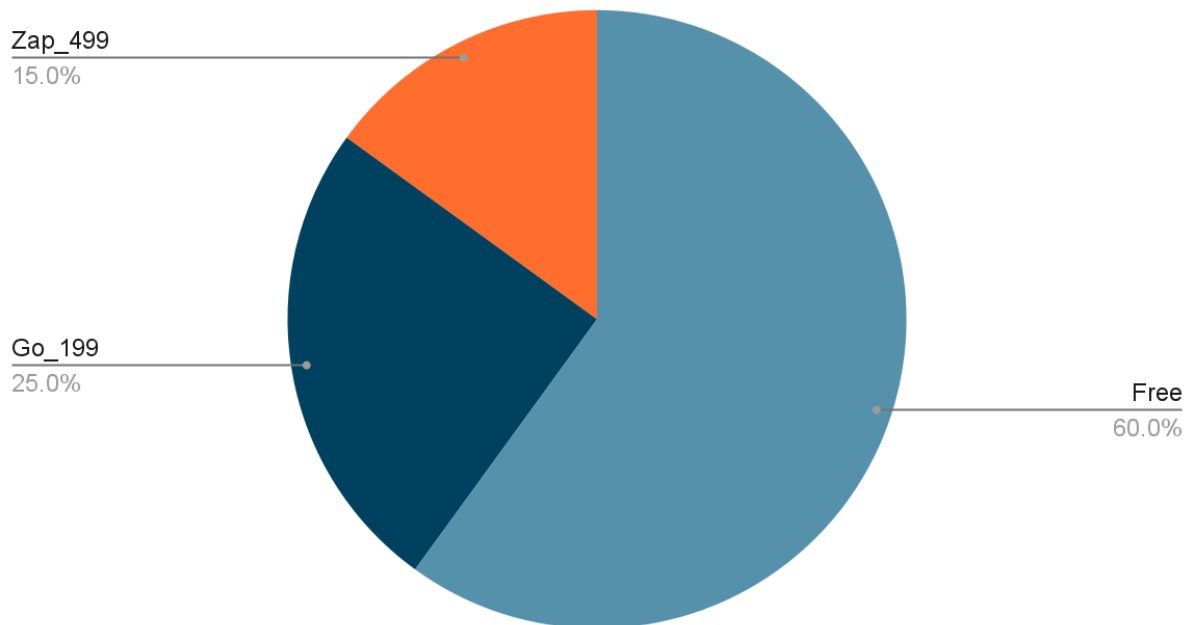# Product & Pricing Strategy:

Pricing model (Freemium + B2B SaaS):

- Free — ₹0: up to 5 reservations/mo (discover).
- Go — ₹199/mo: unlimited reservations, priority queue access.
- Zap — ₹499/mo: analytics + API + priority support.

Vendor monetization: 3–5% commission, featured listing ₹999/mo, vendor analytics ₹1,999/mo.

Points scored

Zap_499
15.0%

Go_199
25.0%

Free
60.0%

RFM

Points scored

NPS

800	
600	
400	
200	
0	

Promoters_9_10   Passives_7_8   Detractors_0_6
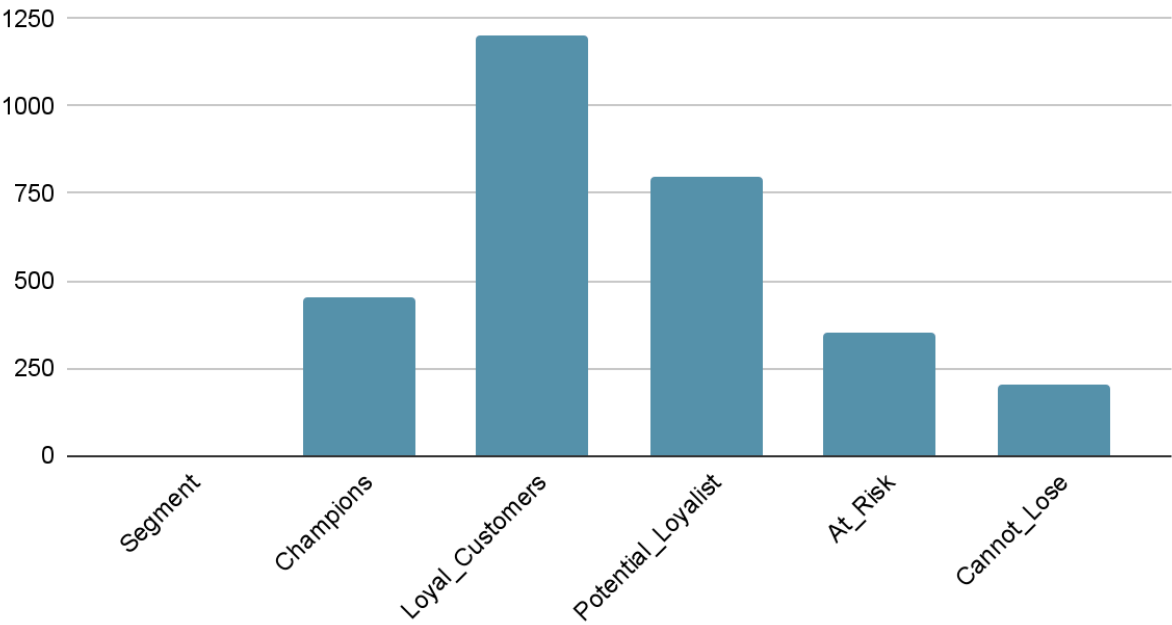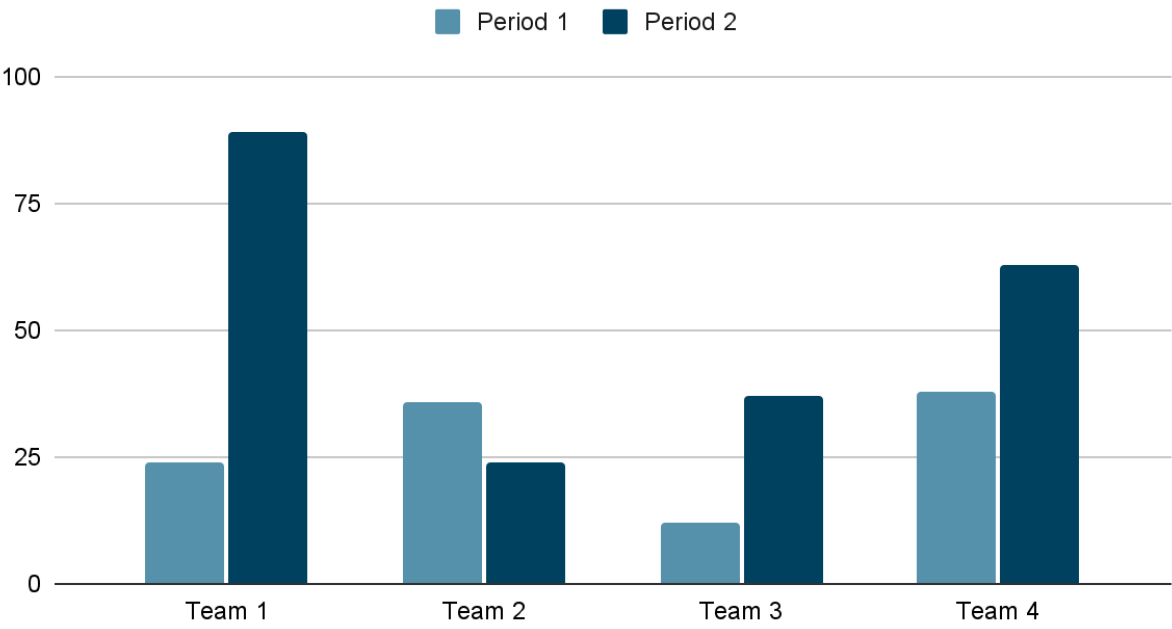
Execution & Feasibility:
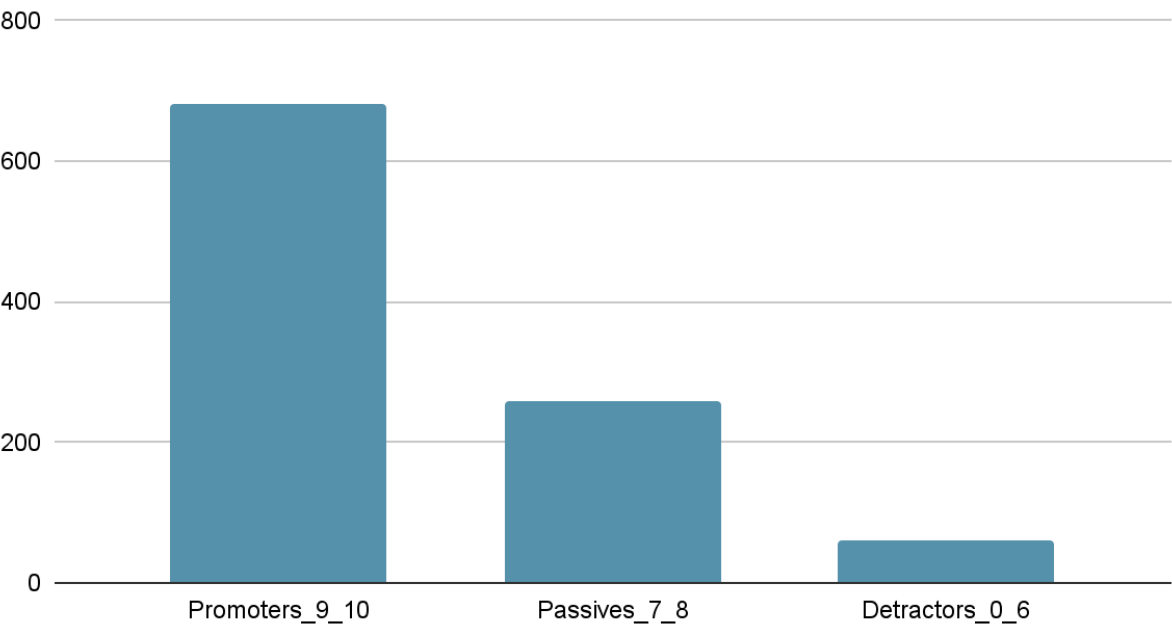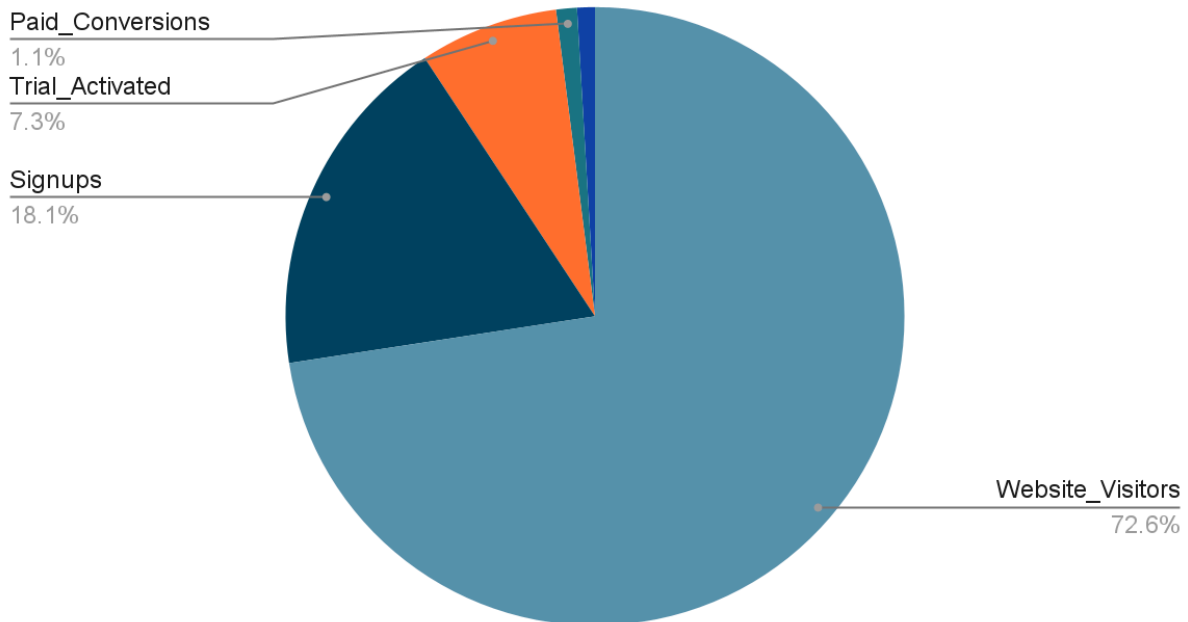
plan: pilot city 100 vendors, 2k users -> iterate -> expand 3 cities.

operations: vendor onboarding flow, 24-hr vendor verification

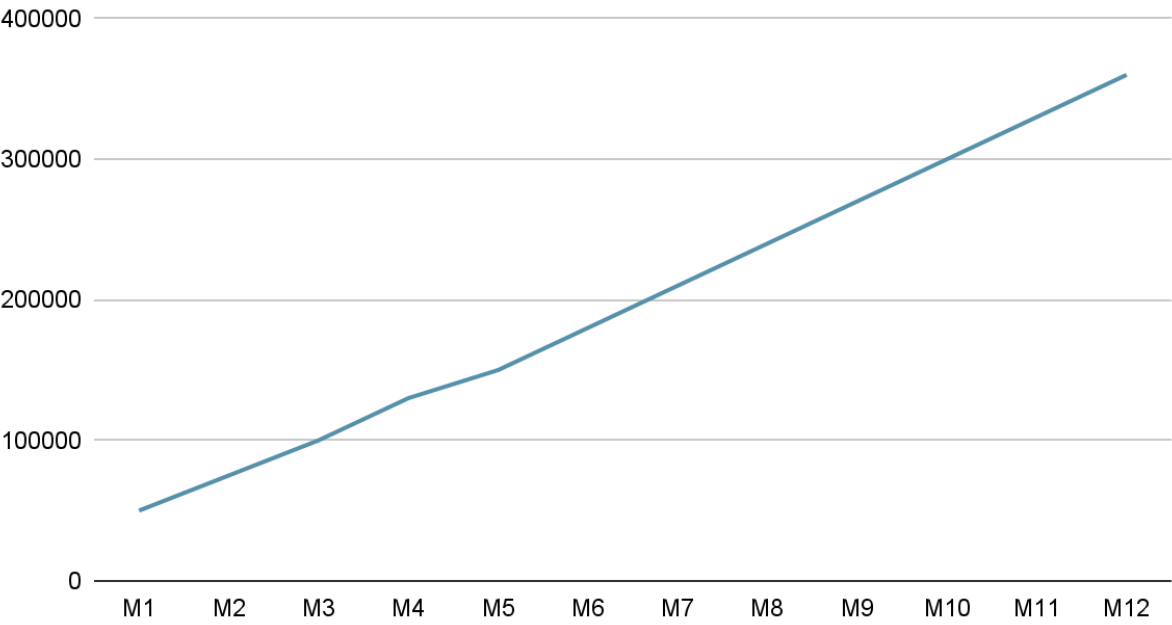financial feasibility: base-case revenue projection reaches ₹360k/mo by month 12

risks & mitigations: competition -> partnerships

Points scored

Paid_Conversions
1.1%

Trial_Activated
7.3%

Signups
18.1%

Website_Visitors
72.6%

Points scored

FROM WEBISTE VENDOR's Sales Dashboard:

Business Metrics Dashboard

Last 30 days | **Overview** | RFM Analysis | Customer CLV | NPS Score | Projections

Total Revenue	Total Bookings	Average Rating	Occupancy Rate
₹239	**3**	**0/5**	**2%**
This month	1 new customers	Customer satisfaction	Average across all lots
0	0	↑ 2.1% from last month	↓ 3.2% from last month

VIP Customers	Regular Customers	New Customers
0	**0**	**1**
High-value customers	Repeat customers	This month

📊 Revenue & Booking Trends

May	Jun	Jul	Aug	Sep	Oct
₹0.0k	₹0.0k	₹0.0k	₹0.0k	₹0.0k	₹0.2k
0 bookings	0 bookings	0 bookings	0 bookings	0 bookings	3 bookings

● Revenue ● Bookings

🏢 Top Performing Locations

1 | **Hello** | **₹239**
3 bookings ⭐ 0 10% occupied