Assessment Challenge 2020-2021

Business Intelligence Assignment:

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.

Yes, there is a lot of influence that Jio makes on Youtube earlier and now on Tiktok too.

Netflix is competing with Amazon which is competing with YouTube which is competing with Facebook. People now-a-days are more interested in content which currently going viral in social media. Youtube and Tiktoks are the platforms that made common man to a celebrity level. Youtube is the platform where a news can spread easily to the public within no time. So people of this generation most likely to use youtube to know the news with a lot of internet data per day is providing by today networks like Jio, Idea, airtel. You can watch daily news, programmes, movies for free on Youtube. You can also show your own creativity on this platform and moreover you can earn money on doing this. People who are jobless or finds more free time will definitely makes use of it.

Also, Tiktok is the platform helps people who want to become an artists or entertainers. It's also entertaining so that people will also use this for relaxation purposes. Tiktok is more similar kind of youtube but is more specifically to play an act. These are very closely connected to people. Today's world is only popular for connections. So definitely with no doubt such platforms which make connections become trendy.

Amazon and Flipkarts too are popular and may not be upto the level of Youtube. These are online shopping applications where you need to put your money to buy but Youtube and tiktoks are worth free and in some

other ways you can earn. If Jio is not in, then definitely because of internet data issues Youtube and Tiktok may not be popular. And Amazon/flipkart can be more popular then because of consuming less data. Of Course these days Amazon and Flipkart are streaming movies and serials on their platforms but anyway those didn't impact more because people are pretended more to Youtube already and need to bring up something new by them to evolve over Youtube and Tiktok. Also watching film/ series needs more time that may not suit to everyone.

2) New Onboarding Design at Nymtra:

Is the onboarding flow revamp a success? Justify.

With the data provided, I understood that percentage of FTB to 2nd purchase was gradually decreasing. New installs are almost the same comparatively year by year. There was more change from July to August may be because took some time for marketing. And then for next 2 months we can see more first time buyers and then it doesn't seemed to be increased in the month of october. Actually, it has to be more in october since massive festivals like Vijaya Dasami and Diwali are celebrated on that month. So I felt this didn't get a success.

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?
Definitely, it will increase the followers since we are getting our most liked immediately after opening the app(First impression is the best).

2) What should be the goals and metrics for this feature?
To increase the followers and to become as top-rated movie app as possible.

3) How should this feature be launched and evaluated?
This feature should be launched with some celebrities so that it could reach people immediately. First and foremost it should be evaluated based on the app name and its logo and all other features involved in it.