

A Major Project Synopsis on
Analytical Research for Product Growth & Management

Submitted to Manipal University, Jaipur

Towards the partial fulfillment for the Award of the Degree of

MASTER OF COMPUTER APPLICATIONS

2023-2025

By

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Jaipur, Rajasthan

2025

I. Introduction

In today's rapidly evolving technological landscape, businesses must leverage data-driven strategies to maintain competitive advantage. Organizations that fail to monitor market trends, analyze customer behavior, and measure product performance risk stagnation or decline. Sustainable success demands continuous research, strategic planning, and iterative product enhancements aligned with evolving user expectations.

This project systematically analyzes product growth through three critical dimensions: market trends, competitive benchmarking, and key performance indicators (KPIs). By identifying improvement opportunities, optimizing user experience, and formulating retention strategies, the research delivers actionable insights for product optimization. The outcomes will empower businesses to strengthen market positioning, enhance engagement metrics, and facilitate data-informed decision-making for sustainable growth.

Why You Should Choose Us?

- 1. Evidence-Based Growth Frameworks**
Integration of market research, competitor intelligence, and performance analytics to drive product strategy.
- 2. Comprehensive Competitive Benchmarking**
Systematic feature comparisons to identify competitive advantages and improvement vectors.
- 3. User-Centric Development Methodology**
Prioritization of customer needs through engagement analysis and feature prioritization matrices.
- 4. Execution-Focused Recommendations**
Translational insights with clear implementation roadmaps for product enhancement and scaling.

II. Objectives

The primary research objectives focus on establishing a growth framework through:

- 1. Competitive Intelligence**

- Comparative analysis of feature sets, user acquisition strategies, and success metrics across industry benchmarks.

- 2. User Behavior Analytics**

- Examination of engagement patterns, retention drivers, and pain points through quantitative and qualitative metrics.

- 3. Opportunity Identification**

- Market gap analysis through trend evaluation and emerging needs assessment.

- 4. Strategic Roadmapping**

- Data-driven feature prioritization aligned with business objectives and user expectations.

III. Scope of the Project :

The research encompasses five core domains:

1. Market Research

- Demographic analysis and needs assessment through primary and secondary data sources.

2. Competitor Benchmarking

- Feature matrices, pricing models, and value proposition comparisons.

3. Performance Metrics

- Quantitative tracking of MAU, DAU, retention/churn rates, and conversion funnels.

4. Growth Strategy

- Market penetration approaches and scaling methodologies.

5. Product Optimization

- Feature prioritization using the MoSCoW framework and user feedback integration.

IV. Methodology/ Planning of work:

This project will be carried out in three main phases:

Phase 1: Market & Competitor Research

- Identify competitors and study industry trends.
- Compare features, pricing, and user experience of similar products.

Phase 2: Product Performance Analysis

- Track important metrics like user activity, retention rate, and churn rate.
- Use data analysis tools to understand how users interact with the product.

Phase 3: Growth Strategy & Recommendations

- Decide which features to prioritize using the MoSCoW method (Must-have, Should-have, Could-have, Won't-have).
- Suggest strategies to attract more users and improve the product experience.

Each phase will help in making better decisions for product improvement and growth

V. Tools & Technologies Used:

1. Data Analytics: Google Analytics, Power BI, Excel
2. Market Research: Industry reports, competitor websites, surveys
3. Visualization & Reporting: PowerPoint, Google Sheets
4. Hard Disk: 10 GB Hard Disk Space

VI. Bibliography/References :

Book:

1. Business Analytics: Applications to Consumer Marketing – Neeraj Kumar
2. "The India Startup Report" – Harsh Mariwala & Ram Charan

Websites:

1. Microsoft Power BI : Official Documentation. <https://powerbi.microsoft.com>
2. Google Analytics : Developer Guides. <https://analytics.google.com>
3. Glassdoor : Company Reviews & Salary Data. <https://www.glassdoor.co.in>
4. NASSCOM : Indian Tech Industry Reports. <https://www.nasscom.in>