

Business Intelligence Assignment

Q1. 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.

With the penetration of mobile phones, the reliance on the device has increased many folds. Be it shopping, gaming or banking, there has been an immense growth in the hours people spend on their mobile phones. “The launch of Reliance Jio’s 4G telecom services in September 2016 helped spur the digital economy in India as it propelled internet usage in the country, with fast, reliable, and cheap 4G services leading to significant growth in data usage (especially on music and video content)”, said Morgan Stanley.

While in the past few years digital adoption in India has been evolving with increasing 4G adoption and rising internet penetration, the overall transactional base was still small.

With the boom in video streaming apps, India also saw the highest growth in time people spend on entertainment apps with 80 per cent rise in the last two years. While, Youtube Music saw 98 per cent growth in worldwide active users from Dec 2017 to Dec 2019. Globally consumers are spending 50 per cent more sessions on their entertainment apps in 2019 compared to 2017.

TikTok is a app that helps you to share a simple video but when we consider on its idea we realize that its an amazing idea. It's concept is that how much creativity can anyone add in just 15seconds. They give freedom to viewer and makers both. They have intelligent AI system that will only show content which you mostly viewed, so the content is of the viewer's choice always. While, Youtube has been a space that people often turn to, for information as well as entertainment.

Flipkart and Amazon have a reason to thank the controversial TikTok and Youtube. Popularity of the social media app, which lets people record short video and post them online, has boosted sales of mobile phone tripods and accessories up to 10 times in a year. Flipkart and Amazon told ET, that they've seen a huge spike in product categories, with sales sky rocketing to anywhere between 300% to 10 times within a year. More interestingly, higher sales are emanating from small towns and cities said industry insiders, where people use apps like TikTok and Youtube in the hope of becoming social media influencers, and in turn get money from advertisers to plug in their product in a bid to be seen by the large follower base. "The biggest killer app today is TikTok, more so in rural markets. In a statement to ET, TikTok said it has over 200 million Indian users across tier I, II and III cities. India has some 500-550 million smartphone users currently.

India was TikTok's largest market outside China. Following the ban on the popular short video app, a lot of Indian alternative apps emerged. These include apps like Roposo, Moj, Josh, Mitron and more. If TikTok comes back, these apps might lose its new users. Reliance Jio recently received a lot of investment from many global firms, including Facebook and Google. The acquisition of the TikTok India business could certainly help Reliance which has been struggling with its consumer apps. The Reliance Jio platform indeed has more than 400

million users in India. The free data plans launched by Reliance Jio and the drop in the prices of smartphones have sparked the growth of regional content in the nation.

Q2.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:

Month	New Installs	First Time Buyers (FTBs)	Revenue from FTBs	FTBs who made a second purchase
May	546,293	16,389	21,305,427	8,194
June	567,892	17,037	22,147,788	8,518
July	582,389	17,472	22,713,171	8,736
August	593,861	29,693	28,208,398	11,877
September	601,347	30,067	28,563,983	12,027
October	619,356	30,968	29,419,410	2,168

Question: Is the onboarding flow revamp a success? Justify.

1. Answer : Yes, of course the revamping of the onboarding flow was the major success as I have to increase the overall sell of the production . AS it is already mention about the revamp in the app ,

the first change that made was to New walkthrough with 3 screens highlighting –

- i. Extensive catalogue which gave the user numerous option to choose from the collection as per their choice . Even this helped to gain some knowledge about the new product as well as about the latest trend about the fashion in the market. As we know that every user have their own taste of fashion so this feature would help them in many ways out.
- ii. Free shipping for the first-order made the customer an opportunity to buy the product from this app which can make them atleast save bucks.
- iii. Easy returns is of the most important feature that every customer wants . As we know that this app is about the fashion that deals with the clothes products and sometimes some user or customer are unaware about their size or else the product does not arrive in real that seems to see in the image. So this feature give them a choice to order the product.

Conclusion from the above table its clearly seen increase in the new stalls from 31st of July to end of October which makes the revamp in the app a successful steps. Now in term of the Full Time Buyer (FTB) even there we can see the increase in the elevation nearly in 44% from the time period of JULY- OCTOBER . Now coming to the main part that is about the revenue from the FTB here also we can see the drastic increase of the revenue from the revamp of the app which has made it be a successful step . Now talking about the last column that is FTB who made second purchase here we can see some increase in the month of period from July-September which is a good part but we can also see some decline in the month of October.

Q3. 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?**

On desktop, the carousel has always been a popular way to stick multiple pieces of content on the front page without taking up too much space. Like menus and accordions, carousels have an important advantage on mobile.

Ans 1) The greatest benefit of using carousels which can be change in user behavior once this feature is introduced is that it enable more than one piece of content to occupy the same piece of prime real estate on the homepage, which can help diffuse any infighting about whose content is most deserving. An additional benefit is that because more information appears near the top of the viewable area, there may be greater opportunity for people to actually see it. They fit a lot of content into a relatively small footprint. Their second big plus is that they may solve content-priority quarrels within the organization by allowing everybody to make their mark on the main screen (even though it often turns into an

invisible mark). However, carousels also have some important disadvantages:

- They are based on sequential access : Users must go through all the items in the carousel one by one in order to get the last one. This interaction is inefficient.
- They are not always discoverable. Even if people recognize the carousel, they will often have no way to know what types of items are hosted in it without interacting with the carousel.

Additionally, not all carousel controls are implemented correctly on touchscreens.

Going through items one by one with the hope of possibly finding one of interest is no fun: most people stop after viewing 3-4 different pages in the carousel. Because of that, we recommend that users should be able to reach the last item in the carousel in 3-4 steps (i.e., taps or swipes).

2) One of the main upsides observed with home page carousels is that they are an easy way to include large and bespoke imagery. A static hero or integrating content in the UI may be better solutions. But if a carousel is your hero, a good navigation and content can help make it effective. But the most ubiquitous type is the feature area carousel which usually possesses the following traits:

- Appears towards the top of the homepage
- Occupies a substantial section of the “above fold” area
- Displays more than one piece of content in the same place(one at a time)
- Contains images and a small amount of text in each frames
- Consists of promotions.

The main goal of Filmistar personalized recommendation system has been to get the right titles in front each of our members at the right time. With a catalog spanning thousand of titles and a diverse member accounts, recommendation does not end there. One avenue to address this challenge is to consider the artwork or imagery we use to portray the titles.

3) Guidelines for good carousel design are :

- Include 5 or fewer frames within the carousel, as it's unlikely users will engage with more than that.
- User crisp-looking text and images that coincide with the organization's charter.
- Indicate how many frames are present and where the users is within the progression, to help people feel in control.
- Use icons and links that are understandable and recognizable.
- Ensure that navigation controls appear inside the carousel, not below it or separated by a fold.
- If offering a navigation button for each frame, ensure that each button looks different, and represents the frame.
- Make links and buttons large enough to decipher and click.

If you are using a carousel in the hope that people will see a variety of content, know that some people will only see the first frame or none at all. So ensure that important content is also placed mindfully in the IA and on another page of your site. Consider using a static carousel or hero image instead of a rotating one. And in any carousel's navigation, ensure the buttons and links are clear, large enough to decipher and click, and the selected frame's button appears selected.

