Customer understanding Case Study

Classification: **Top Confidential**
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Background

The platform

Soum is a second-hand C2C marketplace that connects sellers and buyers. It's currently operating in the Electronics market in Saudi Arabia with the intention to expand to other regions. It offers distinguished value propositions compared to other marketplaces; such as a money-back guarantee, online verification system, price transparency, trustworthiness, and convenience.

How it works

Sellers list their products after it goes through an "Online verification system" that has been created by Soum which is a set of comprehensive device-specific questionnaires that a seller must answer in order to get his/her device evaluated and given one of the following conditions "Like new, Lightly used, Good condition, Extensive use"

Buyers then browse the products. Each product page details consist of key information derived from the questionnaire given to the seller. Buyers have two options, either buy the product now or place a bid.

If a product was sold -by an immediate purchase or an accepted bid, Soum holds the amount in an escrow account and contacts the seller to make sure of product availability. Soum ships it to the buyer free of charge if the product is available.

The buyer is then given a 24-hour guaranteed time to try out the product and make sure it matches its specifications, if it does, Soum transfers the money to the seller. If not, the buyer will get his/her money back and the seller will get his/her product back.

Case Overview

Soum want to understand its customer's behaviors in order to get actionable insight and execution plan to execute these initiatives and achieve the exponential targeted growth.

Two excel sheets will be shared with you with the following data points:

1. Transaction sheet includes:
    a. Order ID
    b. Purchase date
    c. Buyer phone number
    d. Buyer city
    e. Transaction grand total in SR
2. Users sheet, where all users who purchased and didn't is there
    a. User ID
    b. User phone number
    c. User registration date
    d. Last login date

Your mission

Mainly to analyze the data and present it properly, you will be asked to get specific numbers, and you can be creative and cut the data in different ways to have more powerful insights

1. What is the % of users who had 1+ transaction?
2. What is the % of users who purchases their 2nd or 3rd transaction after a refunded transaction vs of users who purchases their 2nd or 3rd after transferred one?

3. What were the top 3 cities in terms of buying in the last 10 months (please have a graph where the x-axis is the month and the x-axis is the % of each city from total transactions)

4. What was the average time between registration and purchasing day (purchase date – register date) in the last 10 months

5. Give us any actionable insight from the date given, the data point should be where the insight is coming from should be different than the previous four analyses mentioned above, examples can be:

   a. Insight: 65% of the buyers are males between 18-24

   Action: We should target universities students intensively

   b. Insight: 80% of the transactions are happening on the weekdays

   Action: We should not do our regular advertising on the weekend and we might use a new approach

6. For the previous action given, how are you going to execute it, and what resources do you need? what's the expected timeline? And what is the expected timeline?

References

The excel sheet will be shared separately.

Any questions or inquiries? Contact:

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