

Problem statement

Swiggy orders dropped by 30% in Bangalore

clarifying questions

was this is sudden decrease or gradual decrease -lets assume the decline is steady

was there a new feature that was implemented or an outrage - new UI maybe educational problem of navigating and adjusting to Ui + payments was down some time which could result in people switching to other platforms

was it impacting only in Bangalore -yes

similar competitors released new features -no

Was there a drop in any other feature of Swiggy example : restaurants listing less , swigger drivers assigned was delayed , avg delivery time , number of customers visiting swiggy -no

Potential Solutions

1. Work with engineering team for RCA on why payments was affected and how many customer were affected due to this issue
- 2.create some educational videos to make customer accustomed to new UI and how it has been made better .

After implementing changes, it's important to closely monitor the metrics to see if the situation improves. This may also give additional insights into what factors have the biggest impact on order volume.