

GrabOn Case-Study

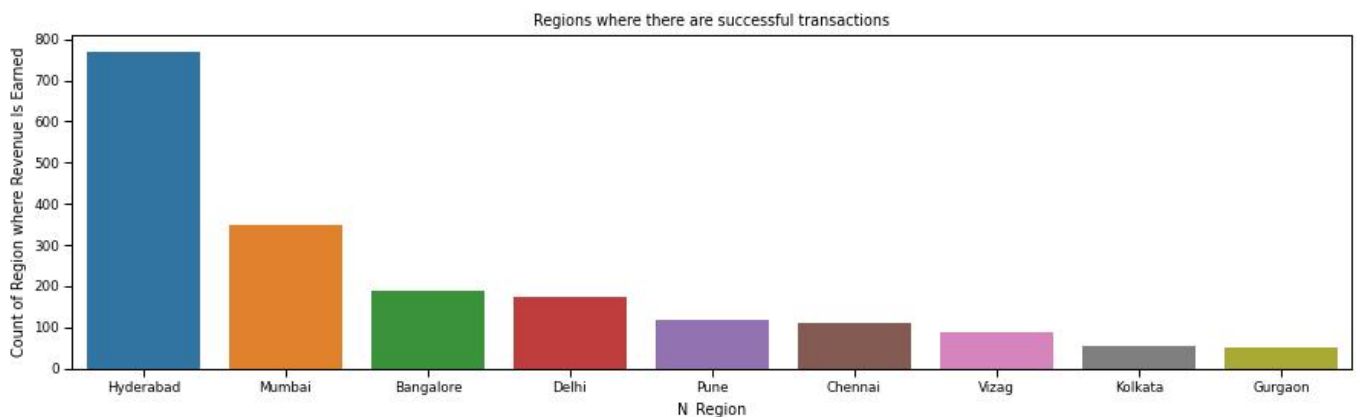
GrabOn is an Indian online coupon and deals platform that has gained prominence in the e-commerce and online shopping space. This case study provides an in-depth analysis of GrabOn, examining its growth strategies.

NOTE: This is a sample analysis and the data used is not Grabon's but from multiple sources where data is similar to Grabon's business model.

GrabOn operates on a user-friendly, cost-per-sale business model. It provides consumers with access to a vast array of coupons and deals from various online retailers and service providers. The revenue is generated through affiliate marketing, where GrabOn earns a commission for each successful sale generated through its platform.

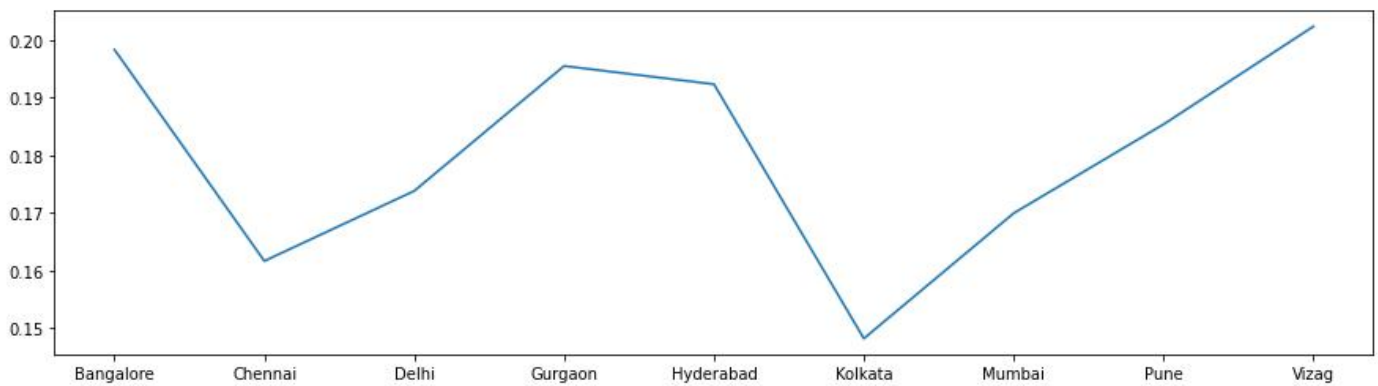
So, let's answer a few questions to generate insights for business growth.

As it is the Dussehra season, GrabOn wants to air deals and coupons on clothing and gifts. So based on the data suggest cities where more people are attracted to the ads and prone to make a transaction. Suggest cities where more percent for Ad budget should be used.



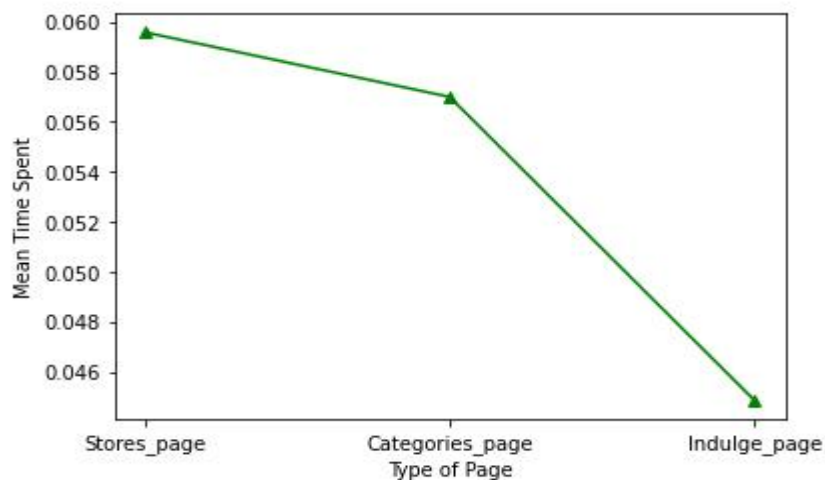
People in Hyderabad often do online shopping. People living in Hyderabad are prone to do deals and it is good to show ads in Hyderabad if we want to get more public attention.

Based on the GrabOn's website analytics data, which city's coupon redemption percent is high and low.
Redemption percent = successful redemption / failed redemption



Although in Vizag visitors are less comparative to top regions but it has the highest redemption percentage. Kolkata is the worst place for this business as the redemption percentage is too low and even got less visitors.

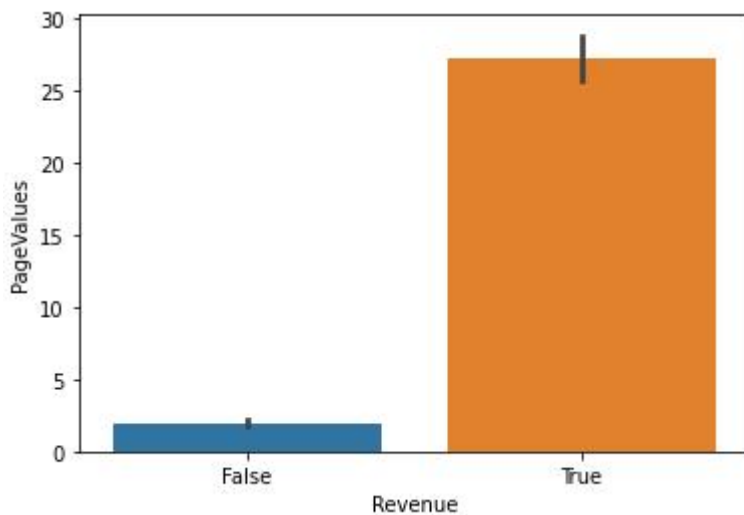
There are three main pages in the website: Stores, Categories, and Indulge pages. Check which page has more traffic and which page has less.



Average time spend on Indulge Page is least and max for Stores Related Page. This means customers are pre-deciding with store coupons they want and visiting them. Customers are less interested in deal posts.

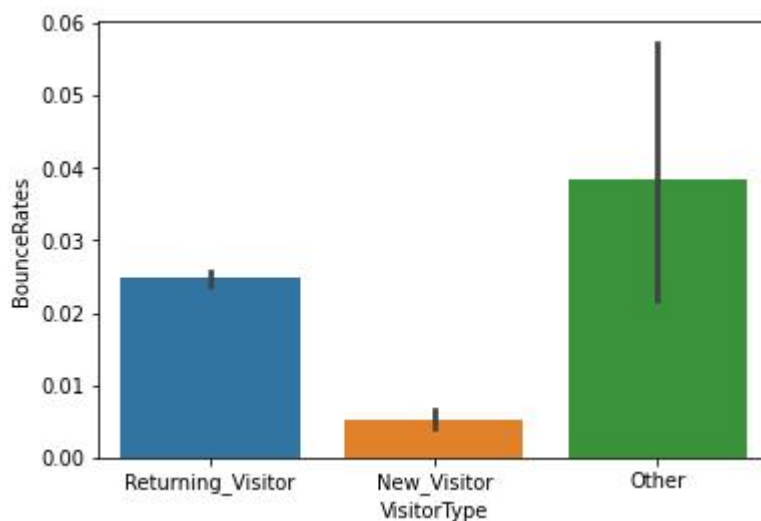
Does revenue depend on page value.

Page value= No of pages visited by the user



If the page values are more i.e if number of pages visited by user is more, then there is more chance of earning revenue.

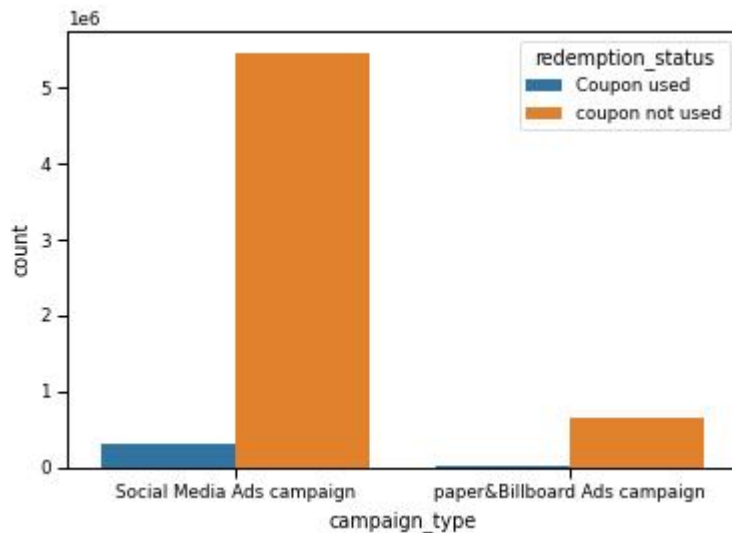
What type of visitors have most bounce rate from website



Other visitors i.e visitors who are not registered have highest bounce rate compared to returning and new visitors. Newly registered visitors often redeem the coupon.

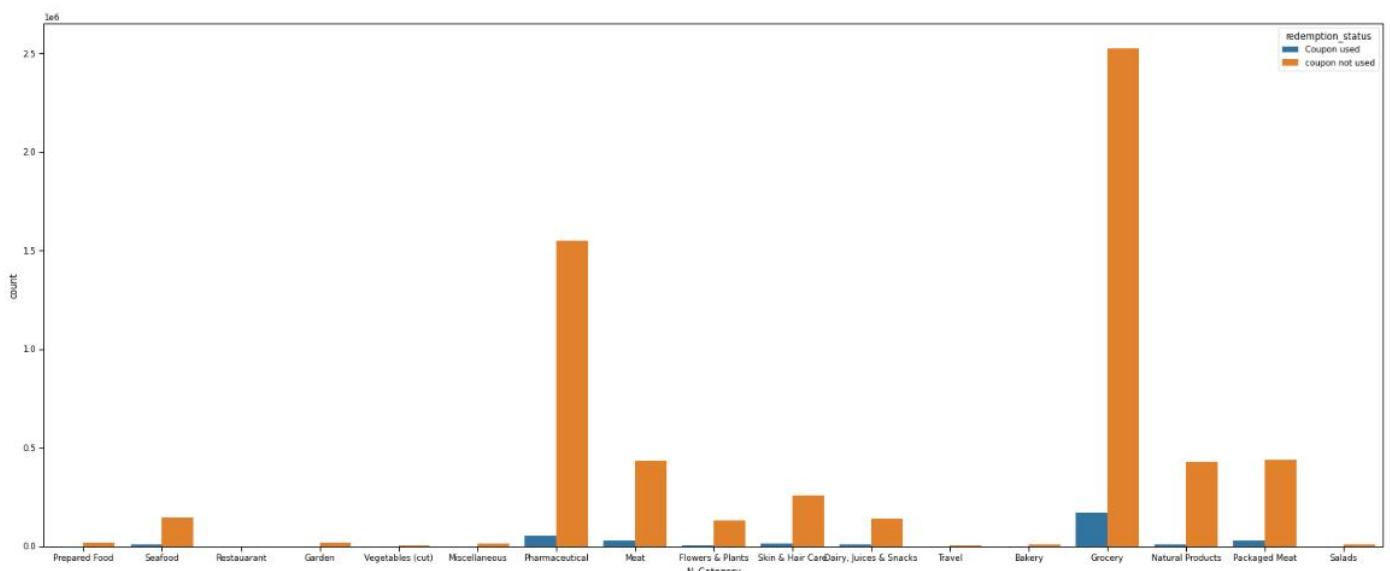
Strategies to increase coupon redemption.

Grabon has hosted campaigns for past 2 year, analyse which type of campaign are successful with most coupon redemption.



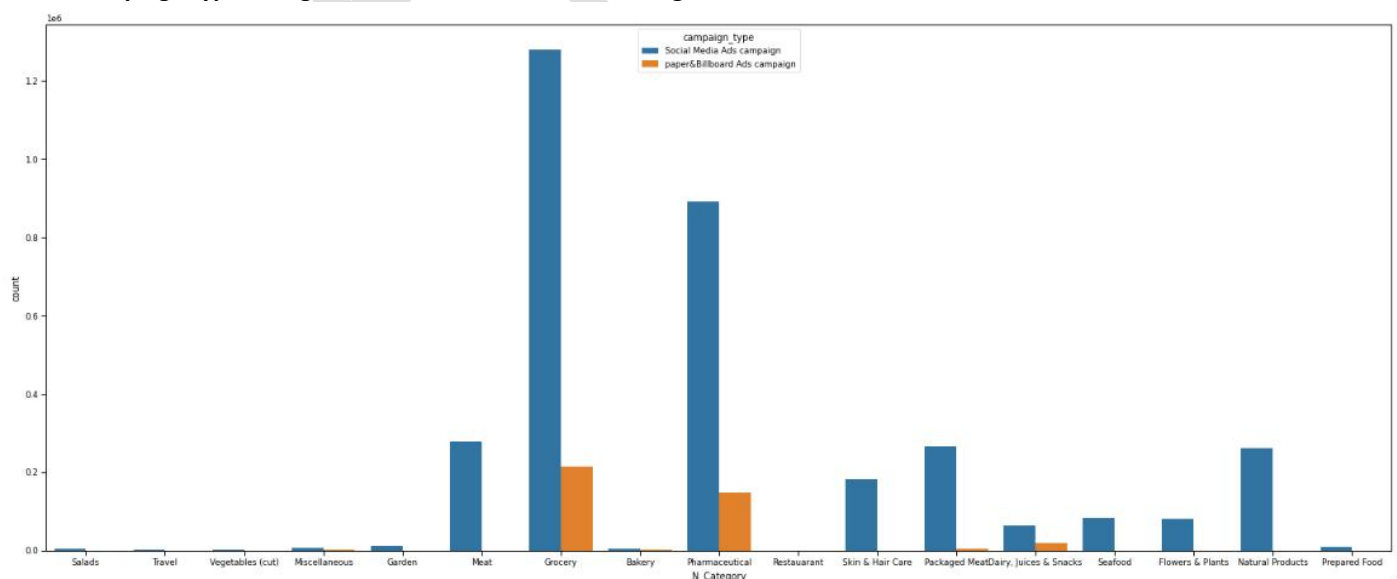
Social Media Ads Campaign is most successful in number of visitors and coupons used compared to paper and billboard campaigns. Though coupons used are less, campaign was successful with attracting customers.

Analyse which type of categories are most popular in Grabon and bring revenue.



Groceries and pharmaceutical are most popular categories in Grabon and also with most redemption.

Which campaign type brought more customers to these categories



These are sample analysis and source code to this is published in the git.

https://github.com/Prabhat1646/Grabon_CaseStudy/tree/main