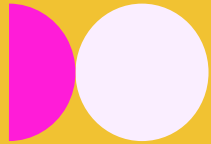


Product Case study



Ramesh k
Product & Analytics



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SWIGGY

Imagine you're the Product Analyst for **Swiggy (food delivery app)**

Question:

Swiggy's daily active users (DAUs) have dropped by 20% in the past 2 weeks. Walk me through how you would approach analyzing this issue.

What data would you look at, and what steps would you take to identify the problem and recommend solutions?

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01 - Understand overall business and app

02 - Asking right and clarifying questions

03 - Getting metrics

04 - Exploring factors

05 - Internal

06 - External

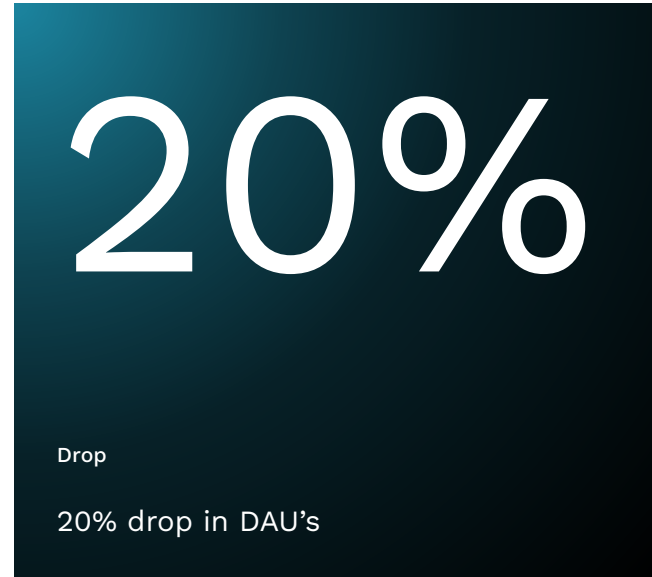
07 - User Journey & Hypothesis

08 - Cause / solutions / Business recommendations

Swiggy's daily active users (DAUs) have dropped by 20% in the past 2 weeks. Walk me through how you would approach analyzing this issue.

Clarify-

- *Company Swiggy (Food app)*
- *DAUs has dropped by 20% in past 2 weeks*



Asking right Questions

1. The Analytical tools showing exact metrics 20% is that correct
2. Is it happening sudden or gradual comparing other days
3. Drop in which city/ state
4. Drop in Android or iOS apps

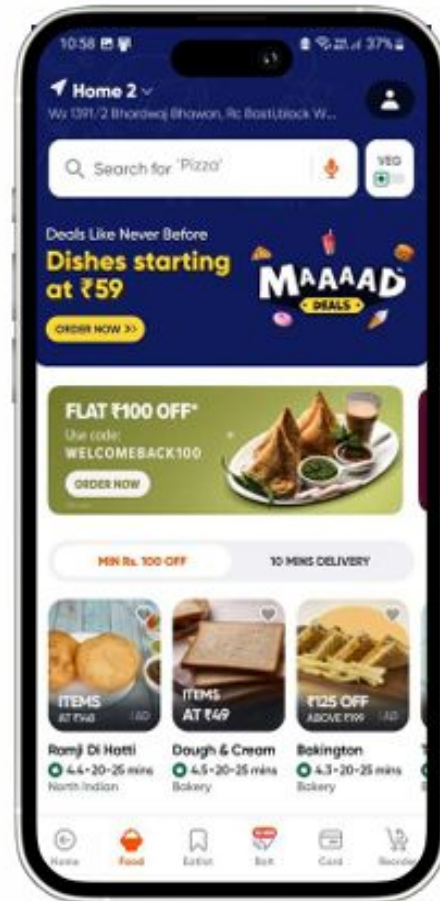
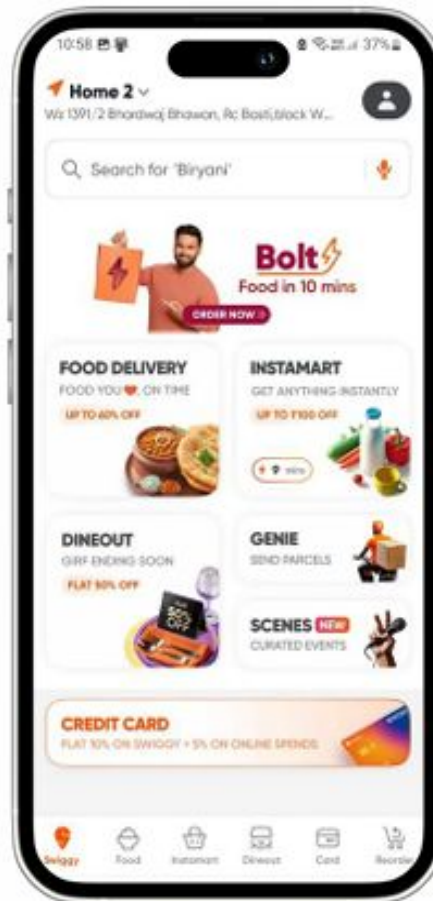
Internal Factors

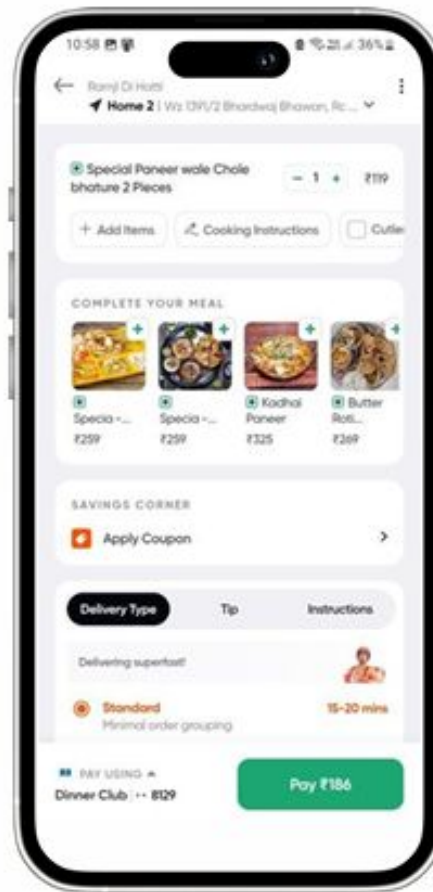
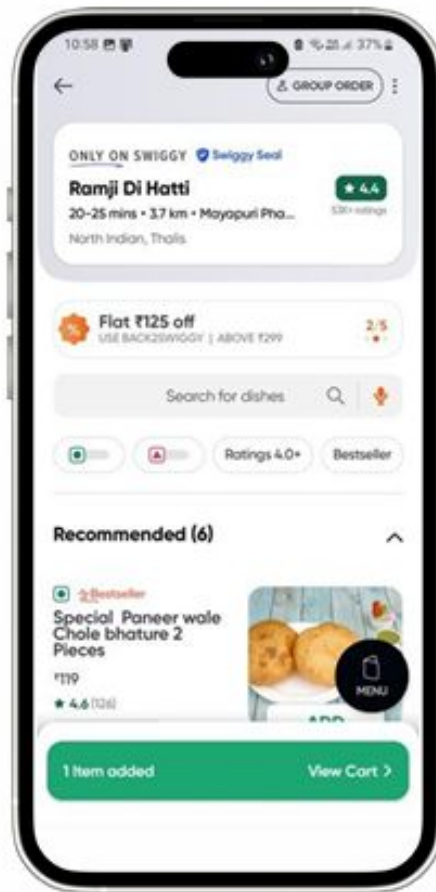
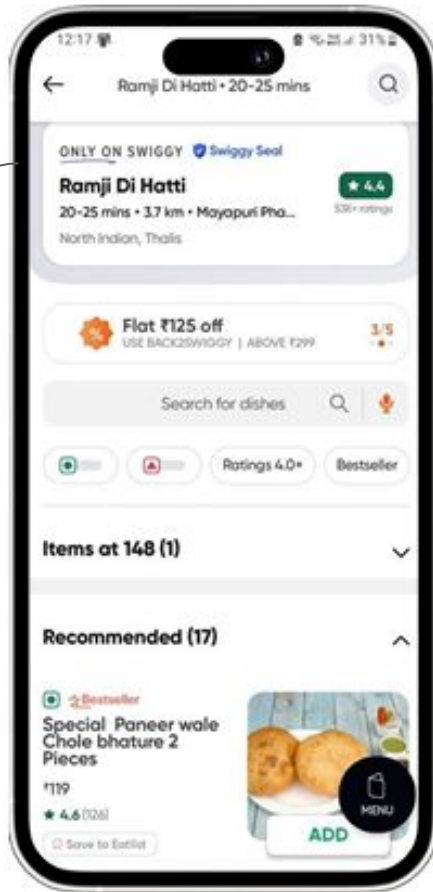
- *Is bug issues in the code recently*
- *App crashes in recent time*
- *Is there any company policy changes in recent times*
- *Is there any rating has dropped in analytical tool*
- *How was the Customer feedback in recent times*
- *Is there any changes in UI/UX*
- *Is there any infrastructure changes in company*
- *Is there any new app updates*

External Factors

- *Is there any competitors launches new feature*
- *Is other company rolled out any offers*
- *Is there any bad news rolling out in social handels*
- *Are user shifted to the other competitors platform*
- *Ask main questions on Externa*
 - *Because external factors is not in our hand to control*
 - *Only we have internal we can control*

User Flow on the App



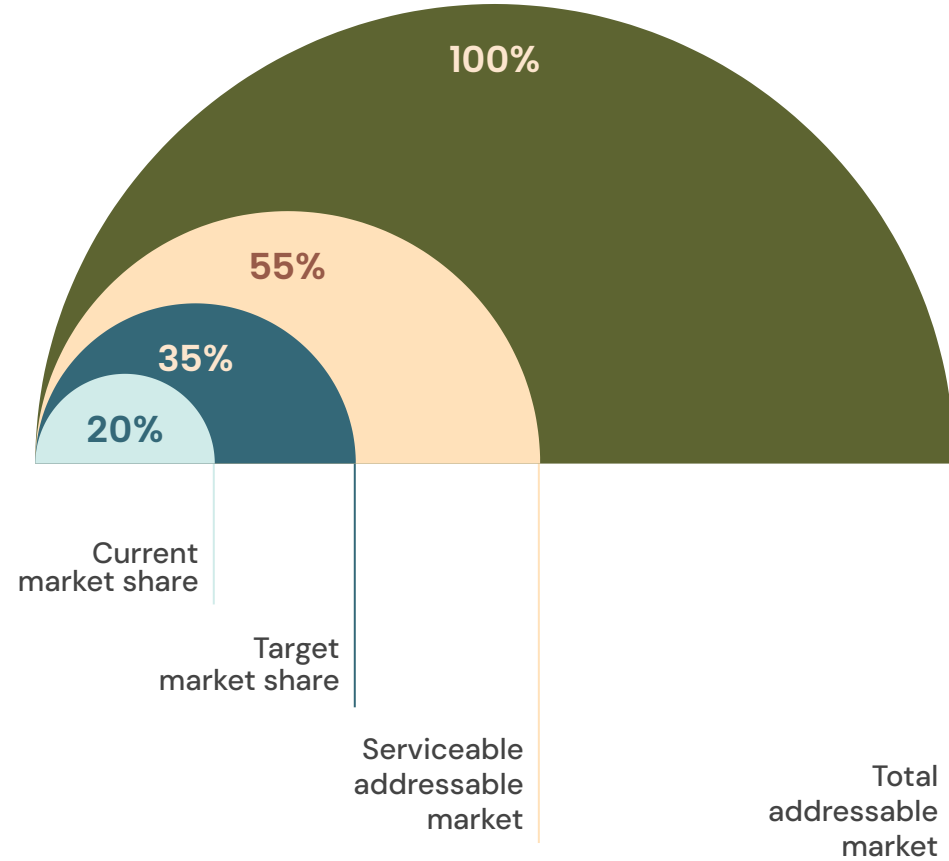


Ordering food flow

Order to pay

Hypothesis

- User flow need to be change as in the first type
- UI updates need for minimalist design
- Payment section optimize it
- Using clear font size



Business recommendations

- *Optimize user flow*
- *Use simple pages to attract users and don't leave it*
- *Payment process has to be with 2 steps*
 - *Pay*
 - *Proceed*
 - *Ordered*
- *Personal notify (food memories based on recent orders)*
- *Use some of the copywriting skills to attract the users*
- *And notify on the mobile navbar notification*

*Suggestions that may
increase the KPI's*

*Thank you
Any Questions*

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