

GUESSTIMATE QUESTION & Product Strategy



How many Daily Active users on WhatsApp, and how would you improve this number metric

Clarifying Question:

- Is there any specific region - INDIA
- Normal WhatsApp/ business - BOTH
- Automated chatbot/ Normal chat - Normal chat

Knowing the Basic mathematics

- No WhatsApp users on a number of phones
- The % of phones having WhatsApp
- AVG members a family - 4 Avg 3

Over India - Population

- 1.3 Billion - 1300 million users
- $1300/4$ ----- 325 million
 - Upper level - 20% of people
 - Middle level - 65% of people
 - — Low Level - 15% of people — not taking as a calculation

■ AVG \rightarrow 20% (325) = 65 Million (Upper people)

■ AVG \rightarrow 65% (325) = 212 Million (middle people)

65 Million * 3

- 195 Million

212 Million * 1.5

- 318 Million

- Total = 413 Million Phones

85 % of the people use WhatsApp in INDIA

- 85% (513) = 436 million people
- Assume that 90% of use
- — 436 * 2.9 —

392 Million active users Per Day

How to improve Daily active users

Asking Questions–

- The same questions related to that add value
- Knowing the pain points
- – Know how users are using WhatsApp

After taking 2 minutes just to brainstorm My ideas after asking clarifying questions

Solution

3 Main solutions and 2 bonus or optional solutions:

- Private chat- communicate - that doesn't save any files or images to the local device or system - like Snapchat disappears the entire chat within 24 hrs
- Public profile - like online url - share the profile link that can contact - through the link without displaying the contact number
- Notify the birthday of date of birthday / improve story/ status part by providing music and collaboration status
- Split payment option that knows the expenses
- Adding the status with your contacts and friends and tag the people that can connect with more people who view the status

- Solutions Priority:

- Notify the birthday date (Low effort high reward)
- Private chat (High effort high reward)
- Split payment (Low effort high reward)
- Public profile (High effort high reward)
- Adding status collaboration (Low effort high reward)

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