PharmEasy

Question :

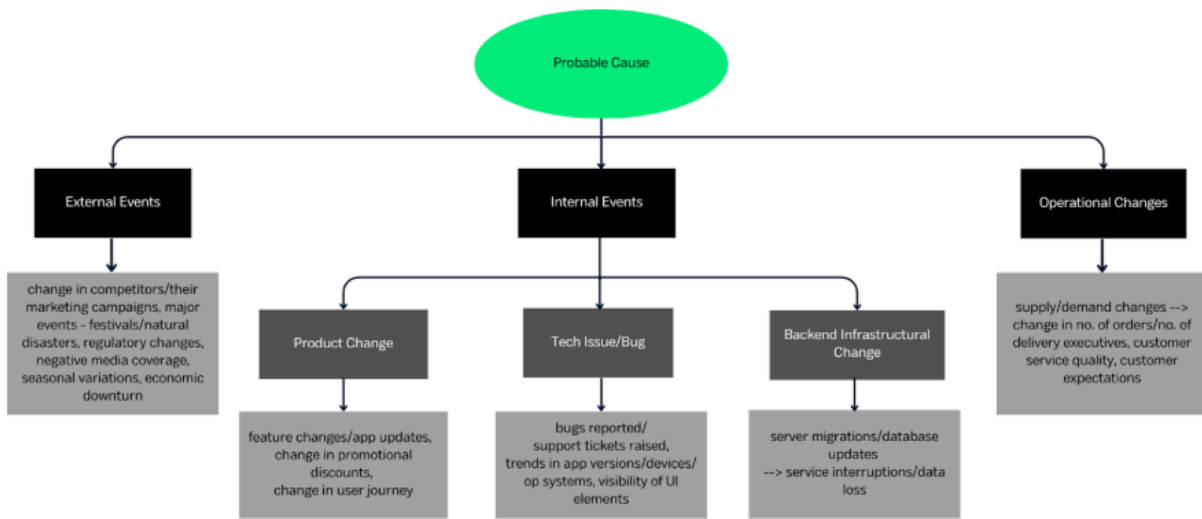PharmEasy's order fulfillment rate has decreased by 12%

My Solid Approach:

Ask clarifying questions to dissect the problem statement:

- Is there any sudden drop / gradual
- iOS / Android App
- Website / mobile app
- And more

Identify the possible causes:

- Internal Factors
    - Product Changes
    - Tech issue / Bug
    - Backend infrastructural Changes
- External Factors
    - Competitors
    - Macro economic changes
    - Major events
    - Campaigns .....

Probable Cause

External Events

change in competitors/their marketing campaigns, major events - festivals/natural disasters, regulatory changes, negative media coverage, seasonal variations, economic downturn

Internal Events

Product Change

feature changes/app updates, change in promotional discounts, change in user journey

Tech Issue/Bug

bugs reported/ support tickets raised, trends in app versions/devices/ op systems, visibility of UI elements

Backend Infrastructural Change

server migrations/database updates --> service interruptions/data loss

Operational Changes

supply/demand changes --> change in no. of orders/no. of delivery executives, customer service quality, customer expectations

Analyse the Causes :

Decrease in Doctors Tied Up for Consultations:

Data Analysis: Examine the number of available doctors for consultations before and after the observed drop in order fulfillment rate. Compare the scheduling delays and the number of orders delayed or canceled due to these delays.

User Feedback: Review user feedback and complaints regarding delays in consultations. Identify any correlations between negative feedback and lower order fulfillment rates.

Consultation Trends: Analyze if there is a noticeable increase in the time taken for consultations and approvals.

Plan and Implement Solution(s):

Recruitment: Increase recruitment efforts to onboard more doctors for consultations. Provide incentives for doctors to join and conduct more consultations.

Improve Scheduling:

Implement an efficient scheduling system to minimize delays. Use AI or machine learning to predict peak times and ensure adequate doctor availability.

Enhance User Communication:

Communicate clearly with users about expected wait times for consultations. Provide updates and notifications to keep users informed about their order status.

Monitor/Analyze:

-Consultation Completion Rate: The percentage of scheduled consultations successfully completed.

-Order Cancellation Rate: The percentage of orders placed but canceled after implementing solutions.

-Order Fulfillment Rate: The percentage of orders successfully fulfilled after implementing solutions.

-User Satisfaction: CSAT, User feedback and rating post-consultation.

Ramesh k
Data & Product Analyst
🧑‍💻 **LinkedIn**
🙆 **Portfolio**