



IndMoney



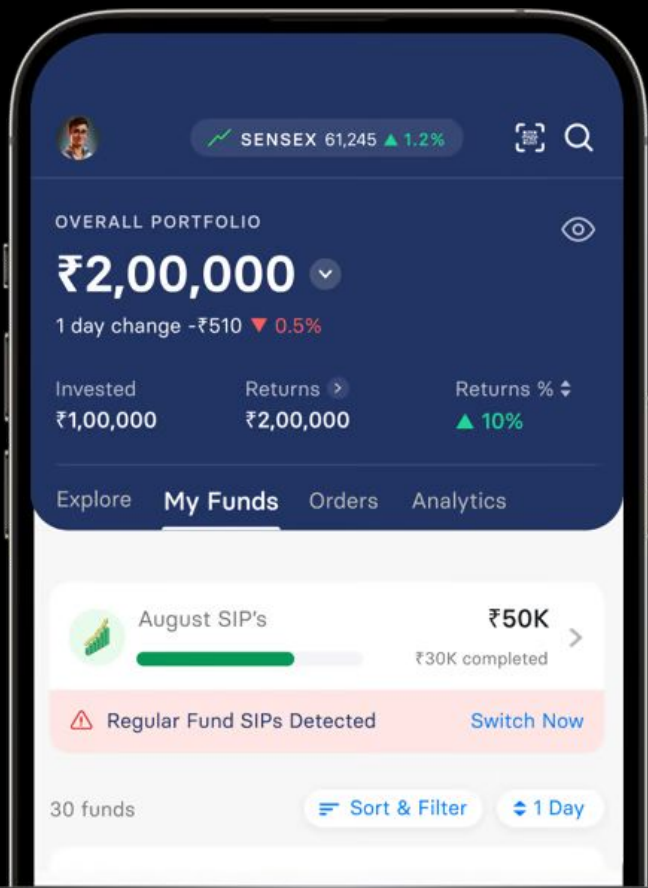
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Root cause Analysis

Context:

*You are a Product Analyst at **Indmoney**, a stock trading and investment platform in India. Indmoney recently launched a new feature: “**One-Click Portfolio Invest**,” where users can invest in curated stock/ETF portfolios with a single click.*

Problem Statement:

“We observed a 35% drop in conversion rates on the One-Click Portfolio Invest page over the past 10 days.”

Agenda

01 Intro

02 Clarifying Questions

03 Metrics

04 Causing factors

05 User journey & Hypothesis

06 Business recommendations

As a one stop shop personal finance application, Indians can track their finances across their family members, plan their goals and also get investment solutions ranging from mutual funds, Indian share market, US stocks, ETF's, IPO's and more.

Initial Clarifying Questions

- How many months/days/years have done after launching feature
- Is this drop in new users / existing users
- Is the Analytics tool / software are showing correct metric 35% drop
- Is this in Android / iOS
- Is this sudden drop / gradual

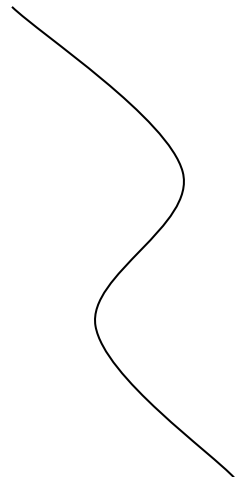
Metric I would Track for this feature

- Daily Active Users (DAU's)
- Number of new users invested
- Number of existing users invested
- Total number of investors (users)
- Avg Investment price
- Avg time spent on One click portfolio Investment page
- Monthly active Users (MAU's)
- Conversation rate
- Retention rate
- User satisfaction / feedback
- Avg rating



Internal factors

- Is there any drop in user engagement
- Is there any recent changes in UI part
- Is there any changes in Button in invest
- Updates in payment process
- Is there in App updates in recent time
- Is there company policy changes
- Is there any app crashes
- Is there any company policy changes
- Is there any drop in conversions rates
- Have you observed any KPI losses than avg value



Possible factors



External factors

- Is there any drop in new users
- Is there any macroeconomic changes in financial Sector
- Is there any competitors rolled out any new feature on Their app
- Is there any sudden controversial news rolling
- Is there any RBI / SEBI come up with new rules
- Is there any market drop
- Is there any sudden changes in market graphs

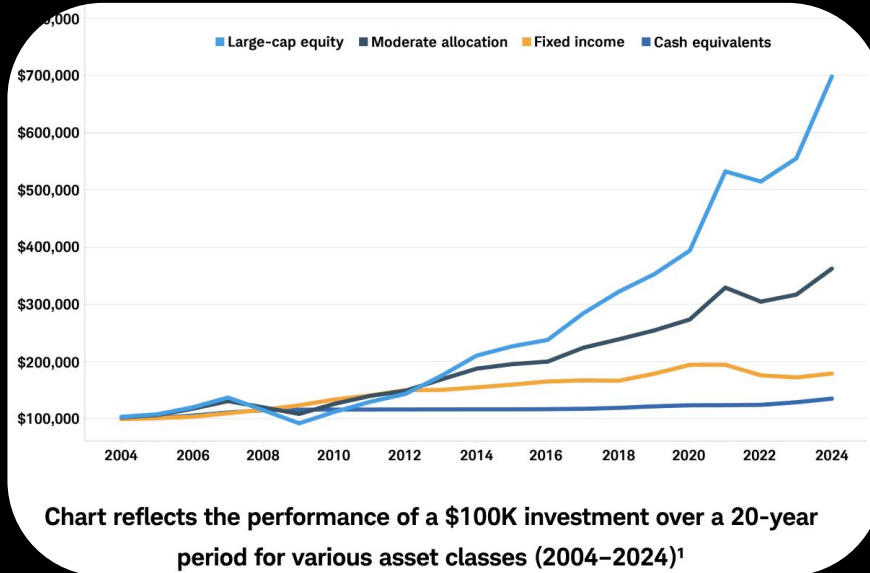


Possible factors



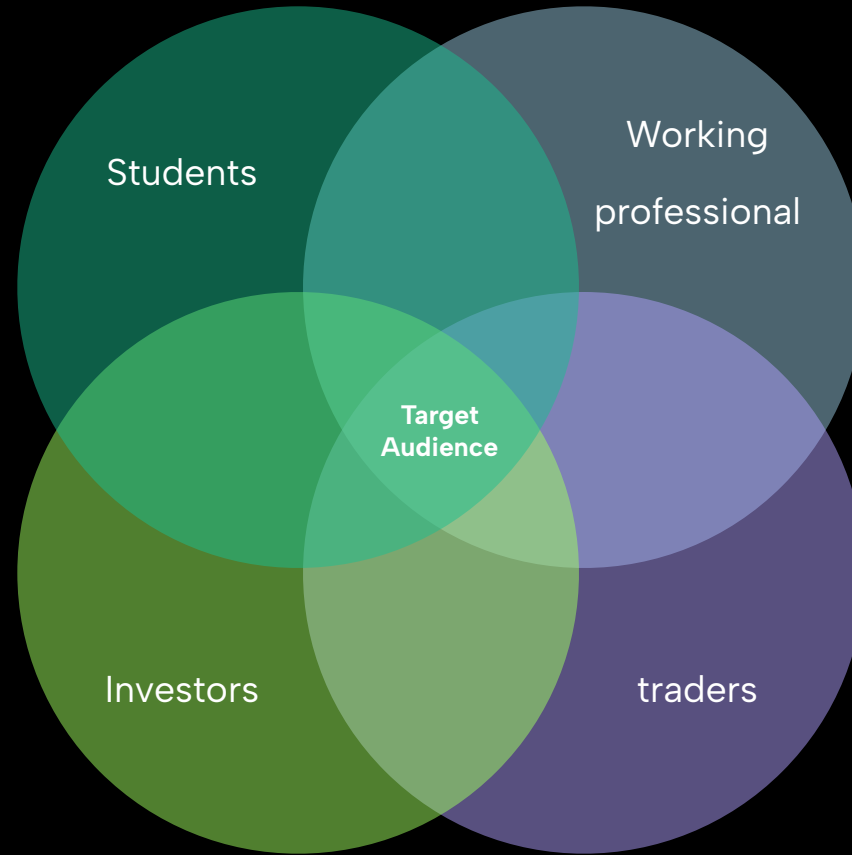
Note: In my thought process

- About 3% of the indian population only invest in Indian stock market (Src: Google)
- One click investment it will take a lot of time to make a decision on human money mind
- So this will work who will not research about the stocks and directly invest (penny stocks)



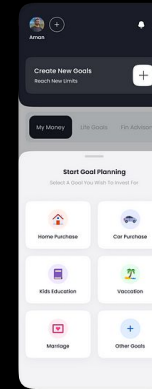
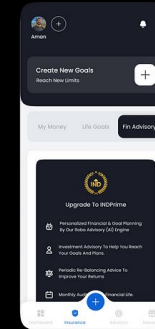
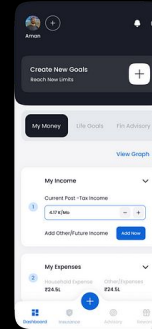
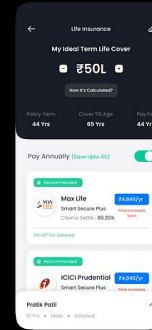
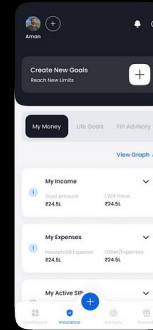
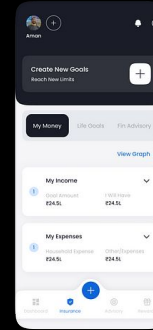
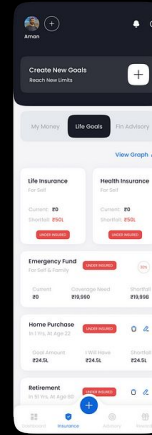
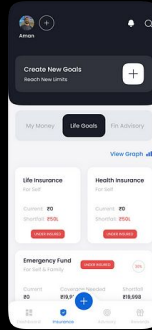
Over 20 years chart this will explain exponential Growth after 20212

Our Audience



User Journey

- User Open the App
- Watch the list of stocks
- Add to cart / select
- Stock Buy





Business recommendation

- Make use journey need to simple and minimalist
- Introduce the new feature beta version – and knowing the user interests one week / 15 days roll out by notify
- Payment process need to be simple within 2–3 steps
- Notify up and down in stock
- Give me prons and corns about the company on above the one click investment – feature

Thank you

Any Cause ?

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