



Root Cause Analysis

Scenario: Your company's food-delivery app has seen a **20% drop in order conversion in Tier-2 cities** over the past month. The overall user base is still growing.

Question: How would you identify root causes, and what steps would you take to isolate and solve them?

Walk through: KPI segmentation (e.g., cart abandonment, time to check-out), internal vs external factors, hypotheses, data-driven tests (surveys, logs), and your approach to address the core issues.

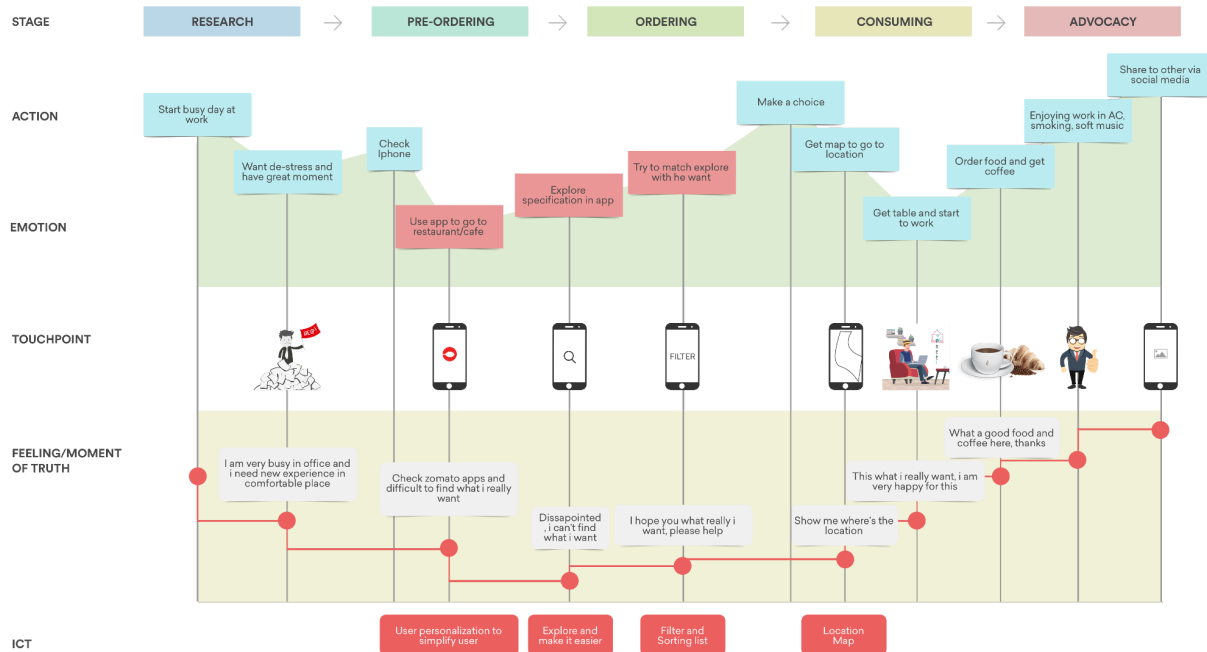
My Solid Solution:

1. Understand the problem deeply: The Food-delivery app company is facing a 20% drop in orders in tier-2 cities
2. Asking clarifying questions
 - a. Is the drop showing that the Analytics tool is correct - yes
 - b. Is the drop in a specific location, across all tier-2 cities in IND
 - c. Drop in Android or iOS - Both
 - d. Mobile or web... - Mobile most
3. The drop is sudden or gradual - Sudden

Brainstorming ideas to come up with the best framework:

- Asking a clarifying question Completed ▾
- Exploring both internal and external factors Completed ▾
- User Journey Analysis Completed ▾
- Competitor Analysis Completed ▾
- Frame Hypothesis Completed ▾
- Business solution Completed ▾

Understand the User Journey:



Internal Factors:

- Product Changes (UIUX)
- Company policy changes in ordering
- User rating dropped
- User satisfaction
- Bug in technical
- The payment process is very long
- Is simplifying the steps in ordering food

External Factors:

- Compiatore like Zomato, Swiggy, Fresh
- Is bad news rolling out on social media about the company
- Are campaign any recent improvements in marketing

Hypothesis:

- If the Payment process is simplified, then users have more possibilities to make orders
- Giving some cashback and co-op cards if
- The user journey has to be simple

Considering that tier 2 cities have less internet penetration of mobile usage compared to tier 1 cities.

- less internet consumption
- Fewer Smartphone users
- Less Knowledge of using smartphones

Business solutions:

- Make an easy payment process in the app
- Make the user journey as simple (what phonepe does that every age person can use and understand the complete app)
- Run an A/B test across the user segmentation/groups
- Make Social media posts about the company in simple and basic English for a better understanding of the product.
- Give Cash points or a Food ordering score dashboard that they may interact with on the dashboard
- Notify (notification with recently ordered foods) / Memory notification on old ordered foods

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