

Assignment Bobble AI

Q1) With Jio coming in, we have seen an influx of internet users from Tier 2 and Tier 3. Video/Content apps like Youtube and Tiktok have seen a huge growth while Amazon/Flipkart haven't seen similar.

India is one of the fastest growing advertising market in the world, with over 13.8 billion people and 500 million internet users. After Reliance Jio made internet as cheap as Rs 15 per GB with it's extremely cheap data tariff plans, Indias went from consuming an average of 700MB to 11GB of data per month. According to Sensor Tower's Data, TikTok was the most downloaded social media app worldwide for September 2019 with close to 60 million installs where 44 per cent of total installs were from India.

Top Social Media Apps Worldwide for September 2019 by Downloads

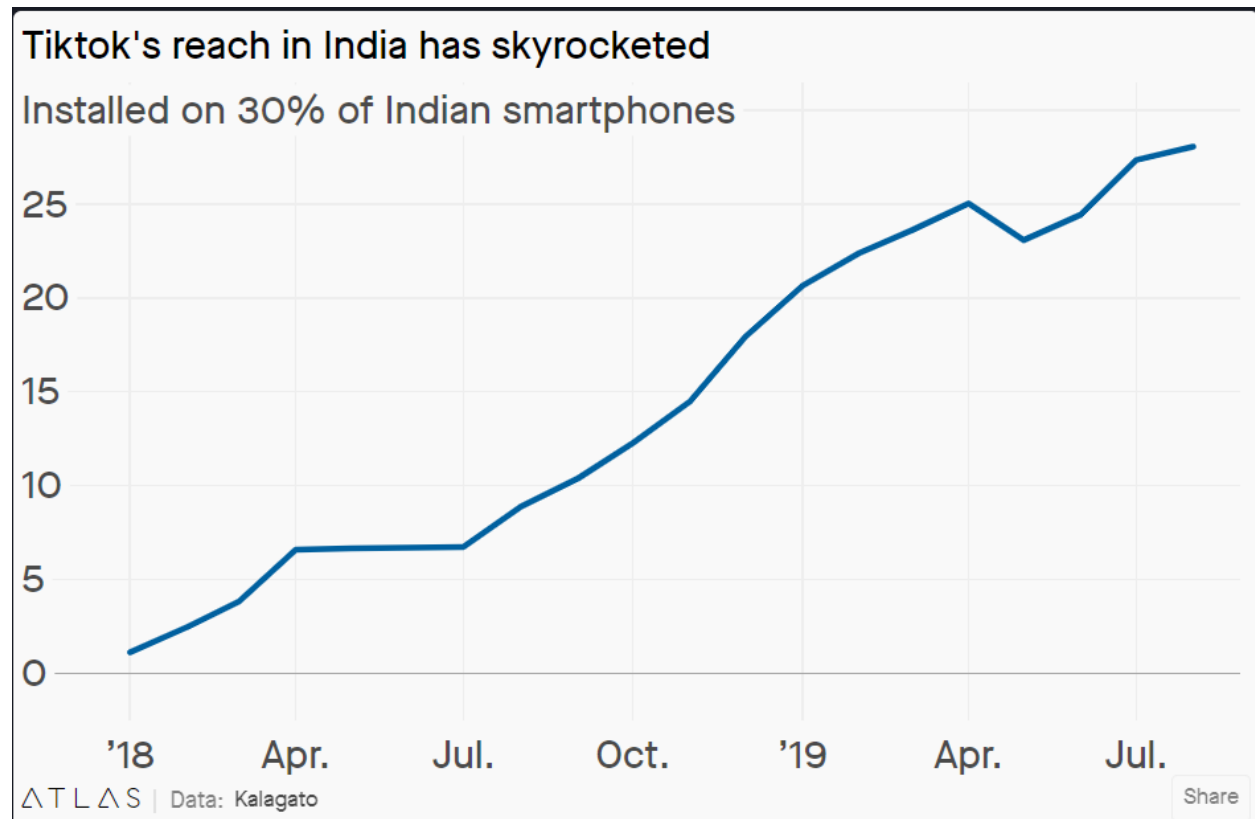


Overall Downloads	App Store Downloads	Google Play Downloads
1 TikTok	1 TikTok	1 TikTok
2 Facebook	2 Instagram	2 Facebook
3 Instagram	3 Facebook	3 Likee
4 Likee	4 Snapchat	4 Instagram
5 Snapchat	5 Twitter	5 Snapchat
6 Helo	6 Pinterest	6 Helo
7 Twitter	7 WeChat	7 HAGO
8 Pinterest	8 QQ	8 Twitter
9 HAGO	9 LinkedIn	9 Pinterest
10 BIGO LIVE	10 Discord	10 BIGO LIVE

Note: Does not include downloads from third-party Android stores in China or other regions.

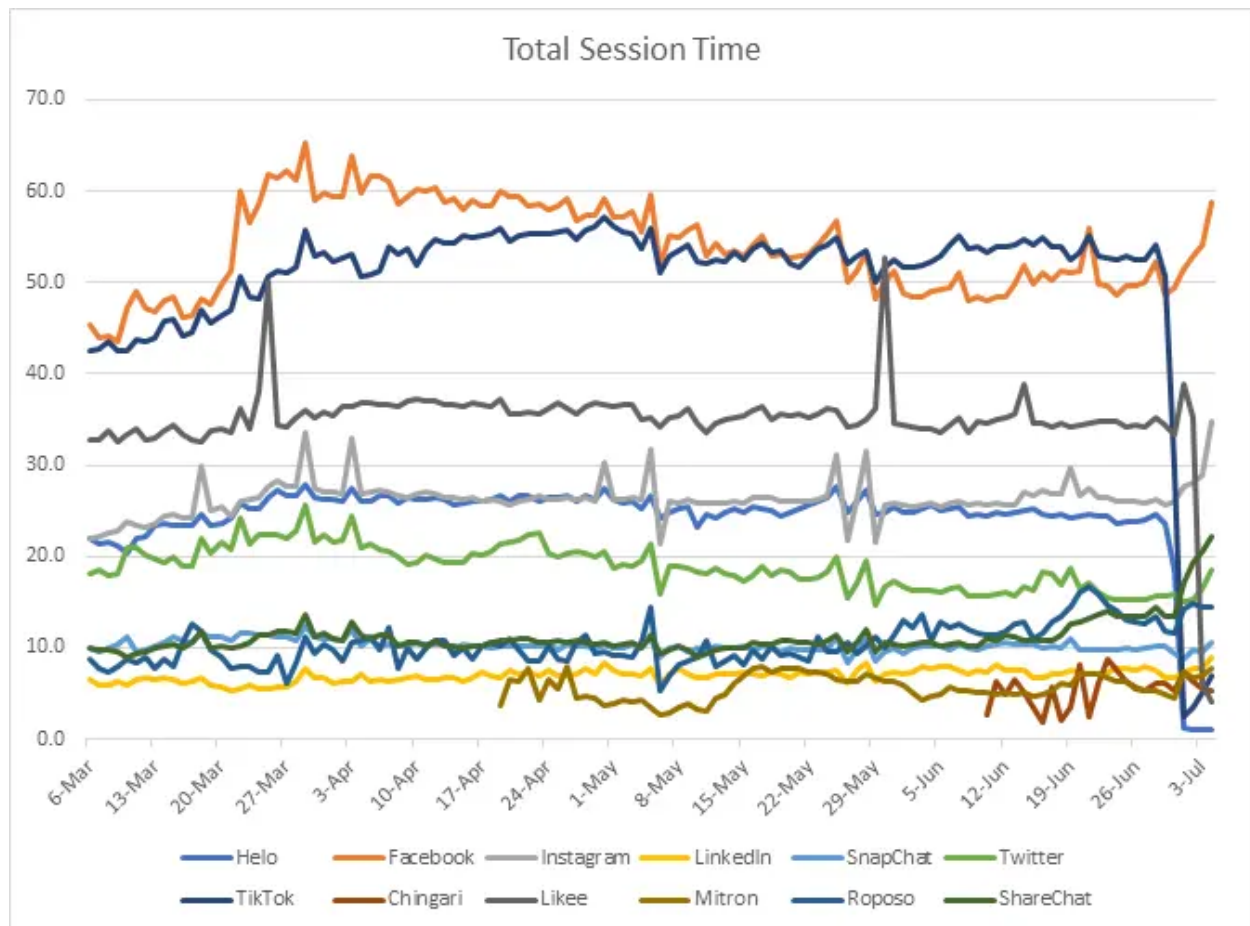
Here I present my hypothesis as to why tik tok's sudden growth dwarfed the growth of multinational global leader like amazon and even facebook.

Userbase



A majority of the userbase that tik tok targeted were people between the ages of 18-35 from tier 2 and tier 3 cities, the majority of Amazon's user base come from tier 1 cities. Tapping into this market expanded Tik Tok's reach to 30 percent of all Indian Smartphones, it brought video content to a previously untapped userbase and bridged the gap that most tech platforms couldn't.

Content & Engagement



Tik tok allowed user's to make short 15 second videos allowed user's to create a vast variety of content, data shows that Indian users have been spending more than 30 minutes a day on TikTok, ahead of both Instagram and Snapchat. The reason behind this incredible engagement was that tiktok allowed it's users to be content creators, The app's features to shoot footage, rapidly trim and stitch together clips, and incorporate music and voice effects at the touch of a button make it an amateur creator's dream. Another engaging factor is the viral hashtag-driven challenge which makes it easier for users to create content in a matter of minutes.

Marketing

Social Media Influencers on tik tok can produce a large amount of content that can easily be marketed to different platforms, a large amount of tik tok's were shared on other social media sites like Instagram and Facebook. People living in

tier 1 and tier 2 states could interact directly with these influencers either by participating in viral hashtags or could make their own content very easily. The possibility of being an influencer and expanding your reach drew a huge untapped userbase to tik tok which was advertise according to domestic markets from content and cultural point of view.

Q2) New Onboarding Design at Nymtra

The new onboarding revamp introduced three concepts, they were focused on converting the first time visitors into buyers, It was successful in converting first time visitors into buyers but couldn't convert them into loyal customers. This is evident from the data provided, here is three point hypothesis on each feature,

- The aim of the first three screens was to give an incentive to the first time visitors in terms of an extensive catalogue, free shipping and easy returns. According to webengage, First time visitors are the hardest to acquire and cost the most if you're running a PPC campaign. The first feature was successful in converting first time customers into buyers.
- According to web hosting buzz, 86% of online shoppers are bothered by having to create new accounts on a website and certain successful apps like Duolingo and chipotle have a temporary skip login which has worked in their favour. However, in an e-commerce product like Nymtra, user credentials are useful for users in keeping track of their orders and returns and are crucial if nymtra wants to provide users with products related to their interests. Not signing up with nymtra but still being able to avail the first time visitor offer doesn't convert first time buyers into loyal customers.
- Adding a "10,000+ items under ₹999" banner on the home screen makes nymtra too focused on products rather than the customer. The banner should display products according to the store's overview data like popular products or recommended products. Also, There was a lack of incentives for second time buyers who could not avail any more offers.

To conclude, I would like to propose a new system where a potential user could login using as few credentials as possible, and set up his profile during later stages. This would solve the problem of customer abandoning their carts due to

hassle in signing up and would also allow nymtra to provide user centric features to convert first time buyers into loyal customers

Q3) Personalised Recommendations at FilmiStar

1) What will be the change in user behavior once this feature is introduced?

There would be an increase in the number of users who would extensively use the recommendations tab to fine tune their recommendations. People would also develop a sense of trust on the movies shown in the recommendations tab, and would be more likely to choose a popular movie shown on their recommendations tab rather than one shown in the trending tab.

2) What should be the goals and metrics for this feature?

The goal of this feature should be to increase movie selection rates and increase overall user satisfaction, a personalized section should develop trust in the user and should allow the user to navigate in a better and faster way to find a movie.

Metrics:

1. Predictive Accuracy :

Predictive accuracy can be measured by how close the ratings estimated by a recommender are to the true user ratings.

2. Classification Accuracy:

Classification Accuracy can be measured by the successful decisions taken by the algorithm

3. Rank Accuracy:

Rank Accuracy can be measured as the correct order of movies recommended concerning the user's preference.

3) How should this feature be launched and evaluated?

This feature should be launched as a feature curated for the users to provide them the best quality of movies catered to their needs, it should give the users a sense of personalization and care.

Evaluation:

1. One way this recommendation system can be tested is to see the rise in viewership for a movie solely in terms of recommendation system, that is, to see if a movie is suggested to users belonging to a certain user group solely through recommendations.
2. Another metric is to see how accurate the recommendation system is for users and if the system is the preferred tab for users to find movies.