

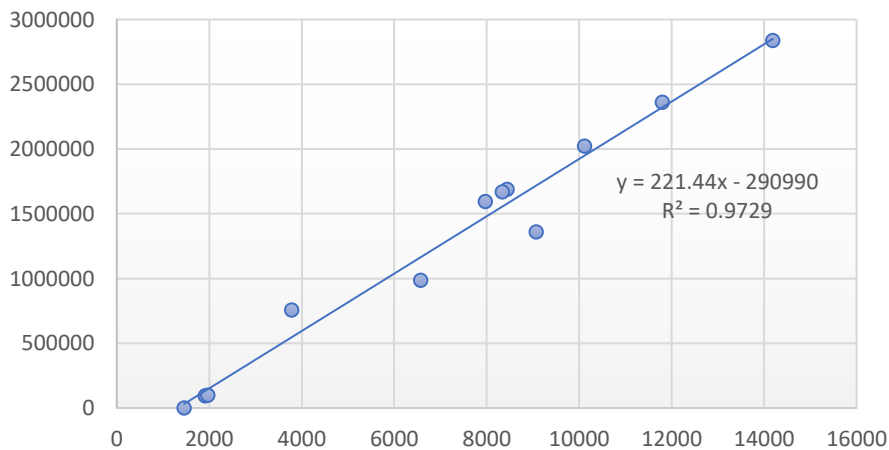
Assignment 1

#CASE1	Pizza On our mind
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1)

month	Vouchers Sold	Saving Offered	Saving offered in number(per voucher)	Saving offered overall vouchers
1	14188	20% discount	200	2837600
2	11801	20% discount	200	2360200
3	8442	20% cashback	200	1688400
4	8340	20% cashback	200	1668000
5	10118	20% cashback	200	2023600
6	6574	15% cashback	150	986100
7	9072	15% cashback	150	1360800
8	7970	20% cashback	200	1594000
9	3779	20% cashback	200	755800
10	1457	No savings	0	0
11	1913	5% cashback	50	95650
12	1968	5% cashback	50	98400
sum	85622		1800	15468550

Saving offered overall vouchers



From the graph we can see that as higher the amount of voucher sold the higher the savings were offered. As the sales of voucher decreases the cashbacks & discounts dried up. That is, whichever month the vouchers is sold higher there is a chance of getting higher cashbacks or discounts.

2) Would suggest a combination of cashbacks +discounts @ 15%+15% which will attract customers in order to revive the sales of vouchers. Keep the offer as it is for the next month. Then from the 3rd month on the basis of voucher sales record decrease either cashback.

3)

next quarter idea	offer	Value	Voucher Value	Voucher value earned by nearbuy	revenue earned
1st month	15%+15%(cashback+discount)	300	1000	800	-100
2nd month	15%+15%(cashback+discount)	300	1000	800	-100
3rd month	10%+15%(cashback+discount)	250	1000	800	-50
4th month	10%+10%(cashback+discount)	200	1000	800	0

4)

month	Vouchers Sold	sales price	cost	cashback/discount offers per voucher	profit	profit after discount /cashback
1	14188	1000	800	200	200	0
2	11801	1000	800	200	200	0
3	8442	1000	800	200	200	0
4	8340	1000	800	200	200	0
5	10118	1000	800	200	200	0
6	6574	1000	800	150	200	50
7	9072	1000	800	150	200	50
8	7970	1000	800	200	200	0
9	3779	1000	800	200	200	0
10	1457	1000	800	0	200	200
11	1913	1000	800	50	200	150
12	1968	1000	800	50	200	150

CASE#2:	<u>The PVR Conundrum</u>
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Let x be 300 INR

- 1) Because of possibly poor marketing strategy.
- 2) The system is such that the purchase of the voucher & eventual booking of movie tickets happen on two different platforms with no linking between the two. Because of two possible platforms it might have hit the dead road.
- 3) As an alternative process nearbuy should completely sale there purchased vouchers on the PVR platform with appropriate marketing strategy. So nearbuy doesn't have to pay as highy as 38000X for their API access. And for the first option only 10000 transactions limit will exceed in few days given the population of India.

- 4) First of all which ever strategy cost less. And hosting the sales of voucher on PVR site with correct kind of marketing strategy will help.

CASE#3:	Are merchants pilfering?
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- 1) Those merchants are needed to be analyzed weekly who are not giving enough commission (set a threshold commission on weekly basis) to nearbuy. This type of data point analysis will give us a fair idea which merchants are pilfering.
- 2)

Possible ways in which pilferage can happen:-	Contribution
Larceny (outright theft)	Low
Skimming (diverting business funds)	Medium
Fraudulent disbursements (billing schemes, inflated expense reports, check tampering)	High
Embezzlement of raw materials or inventory	High
Stealing business opportunities (misappropriation of customer lists or other trade secrets).	High

3) Possible Solutions to pilferage

i) Short term quick fixes

Don't let the user see the details of merchant until unless the user books an appointment on nearbuy website with a particular time slot. And from the merchant side they need to update their time slot availability on daily basis.

ii) Long Term solution

As a solution we can set a target commission (set some kind of threshold commission value) for the merchant to complete every week. And the merchant is needed to update his/her available time slot for the day on nearbuy site. If the merchant doesn't follow the above rules then those merchant might lose their access to nearbuy site for booking. And this type of merchant will be easily analysed by nearbuy.
