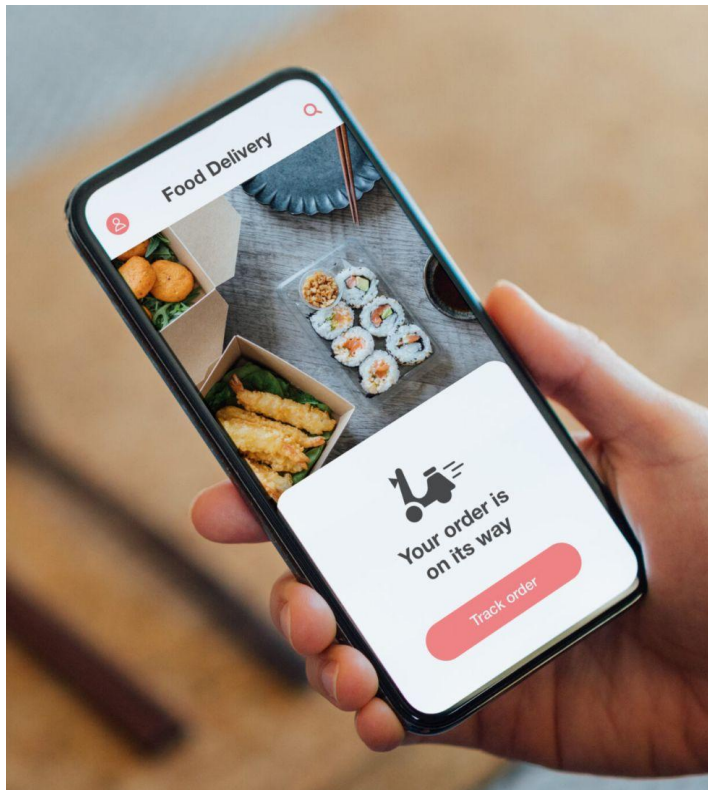


# Osmoze'21

**Bechu** is a leading online food delivery partner based in Varanasi. It has partnered with several restaurants in the city to deliver food from them to the customers. They started their service in 2017 and have been doing fairly well. A customer would log on to the Bechu app and browse through the list of available restaurants and select from the list of available dishes. After making



the selection, the customer would then go to the payments page to make the payment. Once the payment is done, an order confirmation message is displayed on the screen following which the restaurant starts preparing the order. Once Bechu receives payment from the customer, the order is forwarded to the partner restaurant who then confirms the order and starts the preparation. Once the order is prepared, based on the availability of the delivery partner, the order is delivered to the customer.

Bechu had done fairly well in the pre-covid times but their conversion rate declined a bit since March'20. So, the management decided to analyse their current supply chain to figure out where they can perform better. The team faces tough

competition from well-established food delivery giants in the market and the management constantly tries to improve their service to stay afloat in the market. Since they do not have any analyst on their team, they have hired you to help them with a few problems.

**Note: Bechu is a fictional company.**

This task is focussed on conversion of potential eater who logs into the app to the last step which is getting the order completed. DO NOT CONSIDER ANY OTHER DATA.

*Given below is the eater conversion funnel for Varanasi.*

<b>Session</b>	<b>100%</b>
<b>Marketplace View</b>	<b>83%</b>
<b>Restaurant View</b>	<b>64%</b>
<b>Item View</b>	<b>47%</b>
<b>Checkout View</b>	<b>39%</b>
<b>Order_Placed</b>	<b>25%</b>
<b>Order_completed</b>	<b>23%</b>

**Session:** It corresponds to logging in to the app

**Marketplace view:** Checking the list of all the open and closed restaurants

**Restaurant view:** Tapping on to a specific restaurant and checking its menu

**Item view:** Tapping on any specific menu item

**Checkout view:** “Add to cart” and seeing checkout screen

**Place order:** Tapping place order following which the order preparation begins

**Order Succeeded:** Order is completed and out for shipping.

Analyse the supply chain of and try to answer the following questions with proper reasoning and assumptions:

1. Suggest for each step, a potential cause of a user dropping out of the funnel
2. Give your suggestions and provide three initiatives you would implement to improve metrics.
3. Out of the initiatives, which one would you prioritise above the others and why?

Tip: Do not give Covid as the reason for every cause. It may be a possible reason (and you can include that in your deck as well), but that's not why the company has hired you!!

## **TIMELINE**

### **ABSTRACT SUBMISSION**

- Submit a brief summary of solution (a pdf doc) to [osmoze@itbhu.ac.in](mailto:osmoze@itbhu.ac.in) by **14th April, 2021, 11:59 PM**.
- Font Style - Calibri.
- Font size - 11, Single line spacing
- Title - font size – 14, bold.
- Word Limit – 500 words.
- Email Subject: Case-Study | TEAM NAME

### **VIDEO SUBMISSION**

Selected teams from round 1 will have to submit a video of themselves explaining the solution in more detail. Upload your video to google drive and send the link to [osmoze@itbhu.ac.in](mailto:osmoze@itbhu.ac.in).  
Deadline for video submission : **17th April 2021, 11:59 P.M.**

- Video length should be between 6-8 minutes.
- Build up on your abstract and include more details and numbers.

Make a PPT and explain using that PPT. Record your voice while showing that ppt on the laptop screen (there are many apps which can help you do this).

### **RULES**

Maximum team size is 3.

Any team that wants to participate must first register for the event on the [osmoze](https://osmoze.org) website.

Cash Prize for the event is **INR. 10,000**.

Contact the event coordinators for any clarification/ doubt:

Tarandeep Singh (+91 97926 26247)

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