

MEESHO

Strategic Case Study:

Increasing Net Merchandise Value (NMV) & Average Order Value (AOV)

DONE BY

Aguru Venkata Saisantosh Patnaik

+91 8660120282

agurusantosh@gmail.com

Agenda



Market Sizing & Trends : TAM, SAM, SOM & Growth Drivers



Meesho : Opportunity Scale, Metrics, Competitive Positioning



User Personas & Journey: Who Buys and Why



Google Play Store Reviews Insights & Analysis and Technical Framework



Strategic Action Plan



Prioritisation & Roadmap

Executive Summary



Problem Statement

How can Meesho raise Average Order Value (AOV) and Net Merchandise Value (NMV) by expanding higher-value categories while retaining its value-focused user base?

Key insight:

large order volumes but low ticket sizes → opportunity to increase revenue without losing core users.

Key Performance Indicators

NMV (FY25): ~₹30,000 Cr
(Meesho IPO Filing)

AOV: ~ ₹315 – ₹370
(industry estimates)

Annual transacting users:
187M
(as of Dec 2024)
(Meesho IPO Filing)

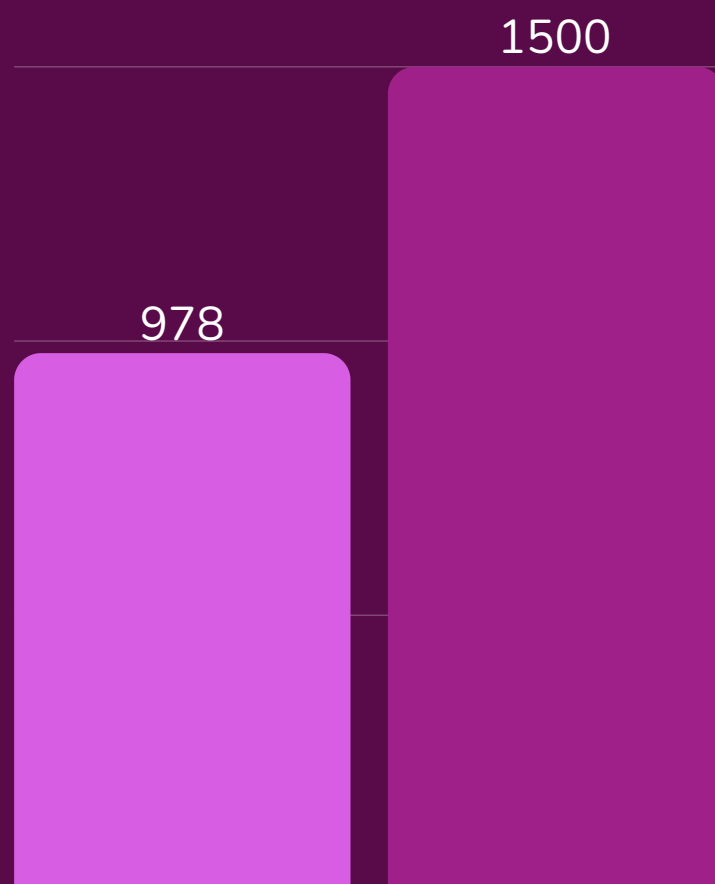
Placed orders (FY25):
~1.8B
(Meesho IPO Filing)

Market Sizing & Growth Drivers



Values in USD Billions

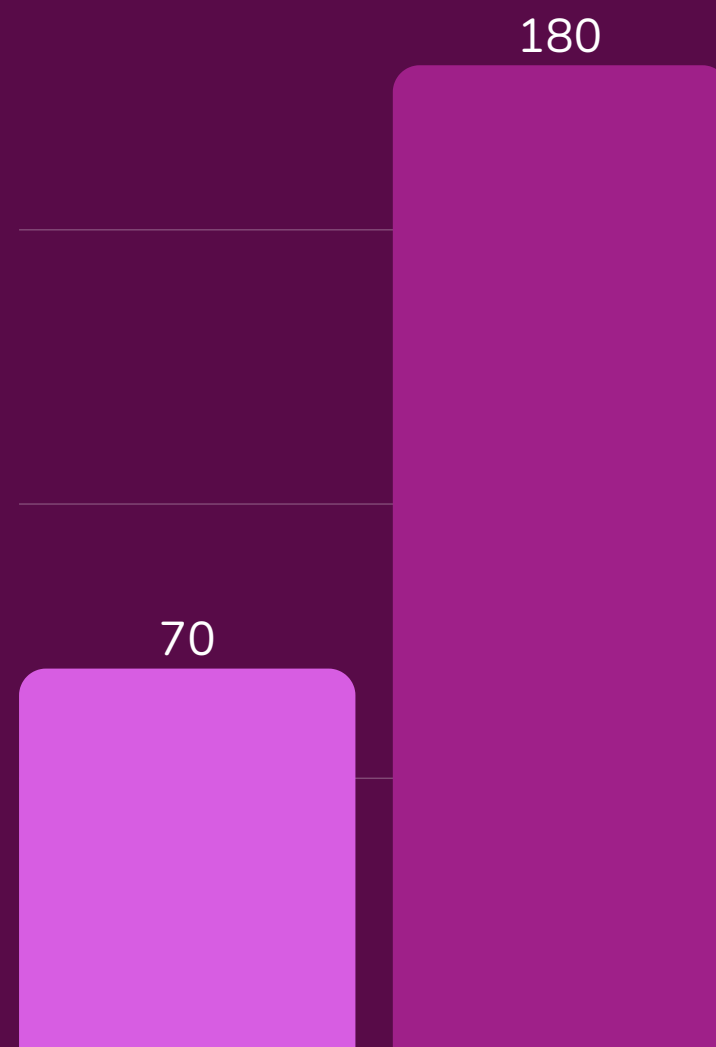
- Indian Retail (2024)
- Indian Retail (2030)



Based on Meesho IPO Filing

Values in USD Billions

- Indian E-Retail (2024)
- Indian E-Retail (2030)



Based on Meesho IPO Filing



Opportunity Scale



TAM (Total Addressable Market):

Indian Retail Market \approx
\$978 B (FY25) \rightarrow \$1.9 T (FY25)
(Meesho IPO Filing)

SAM (Serviceable Addressable Market):

\$384 B (FY25) \rightarrow \$627 B (FY30)
(Meesho IPO Filing)

SOM (Serviceable Obtainable Market):

Meesho NMV \approx
\$3.6 B (FY25) \rightarrow \$16.2 B (FY30)
(Estimated using
 \sim 5% share of SAM and
 \sim 29% NMV CAGR)

INR
 \sim 30,000
Cr

Net
Merchandise
Value (NMV)
(FY25)

\sim 1.8 B

Placed orders
(FY25)

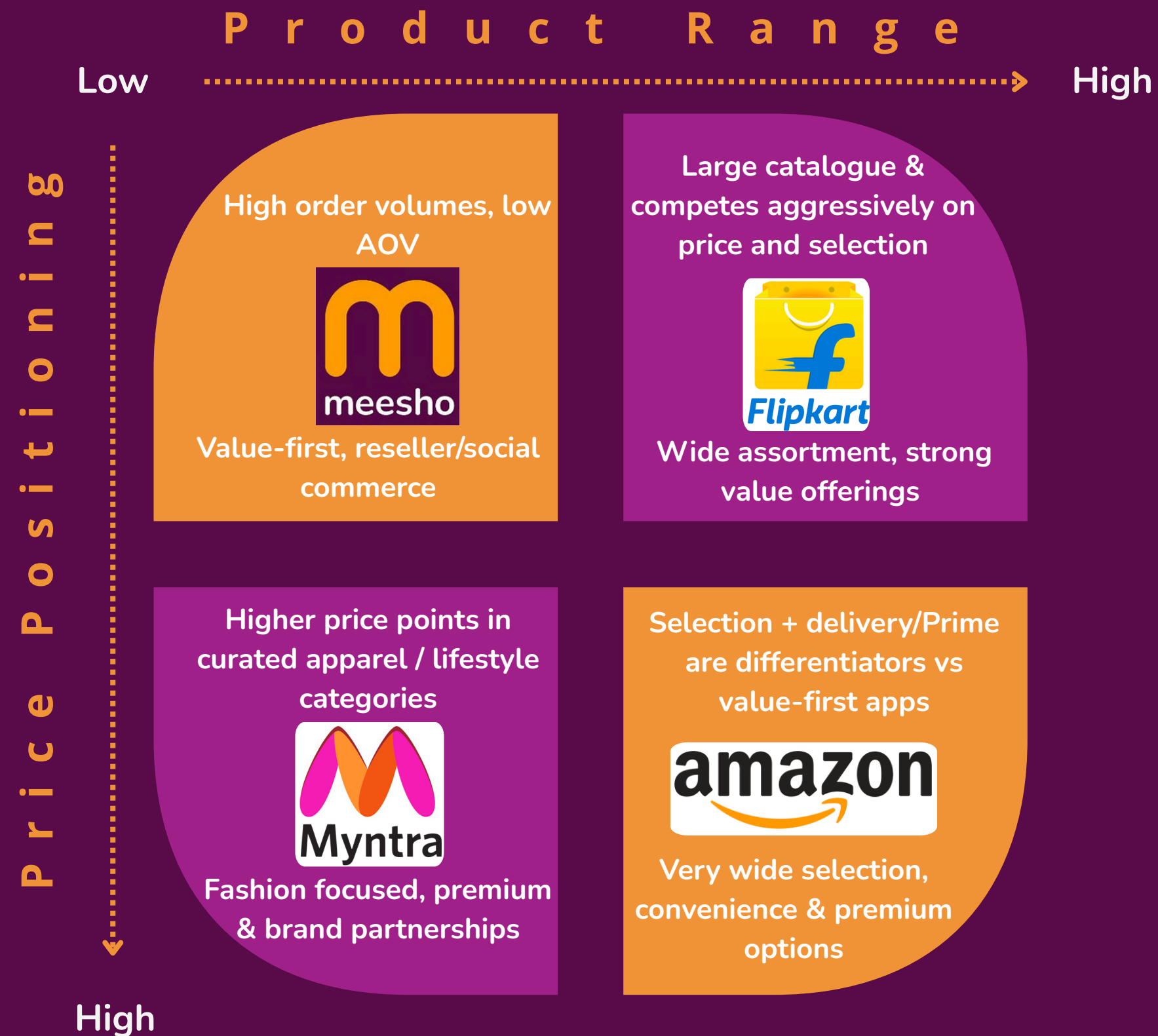
\sim 187 M

Annual
Transacting
Users

₹315
to
₹370

Average Order
Value (AOV)
(Industry
Estimate)

Competitive Landscape & Positioning



Strategic Implications

FLIPKART / AMAZON

- Lead on assortment and fulfillment so avoid full-assortment confrontation
- Meesho can focus on curated segments where we can add differentiated value.

MEESHO

- Dominant in value-first markets in terms of reach & order volume.
- Growth in NMV is possible by adding selective mid-value categories while preserving affordability and trust.

RESELLER / SOCIAL APPS

- Focuses similarly on low ticket items & enabling access.
- Meesho can differentiate through seller enablement, stricter quality controls, and curated higher-value SKUs.

Meesho's asset-light model and shared logistics ecosystem create a structural cost advantage, supporting profitability at lower AOVs

USER PERSONAS



Value - Seeking Shopper

Emerging Urban Shopper

Micro - Entrepreneur Seller

Who they are

Price-sensitive, Tier-2/3, mobile-first

Style-conscious, influenced by social content

Small business / reseller & needs easy onboarding

What they want

Lowest price & reliable delivery

Better selection; quick delivery

Higher margins, simple logistics

Pain Points

Perceived low quality & delivery delays

Limited mid-range SKUs & low trust in product images

Cataloging, returns handling, cashflow

Key Metrics

Repeat rate, delivery NPS, return rate

AOV, conversion from promos, category repeat

Seller retention, SKU quality score, onboarding time

CUSTOMER JOURNEY

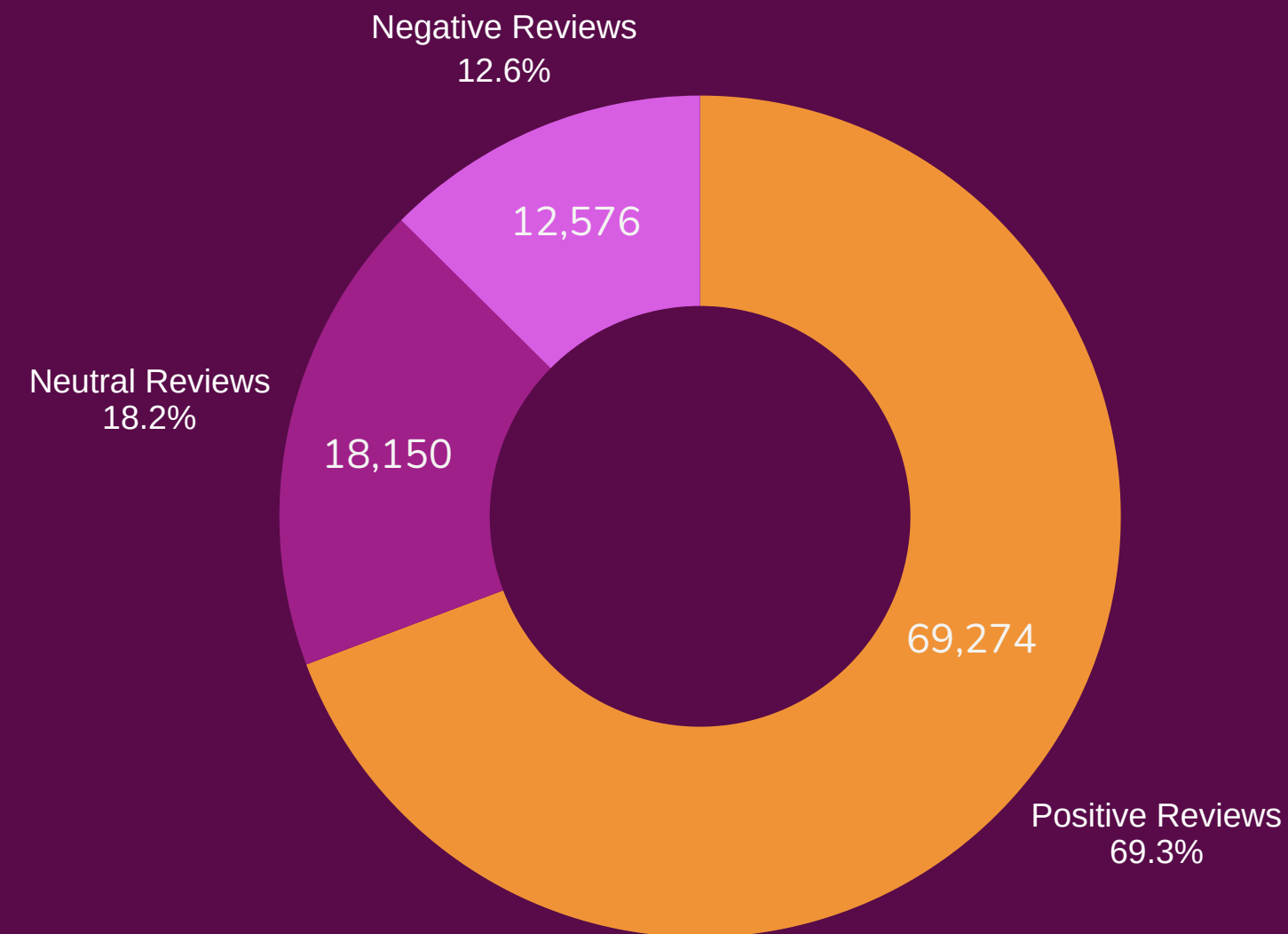


Play Store Reviews Analysis



Sentiment & Top Themes (Sample = Latest 100,000 Reviews on Google Play Store as of October 2025)

Sentiment Distribution



Positive Themes

- **Product & Value** : Customers repeatedly praise product selection and perceived value.
- **App Experience** : Users report the app works well and is easy to use.
- **Service & Order Experience** : Positive mentions of order delivery and helpful service.
- **Frequent App Usage / Trust** : Many users describe regular usage and trust in the app.
- **Price & Speed** : Price competitiveness and fast deliveries are commonly praised.



Negative Themes

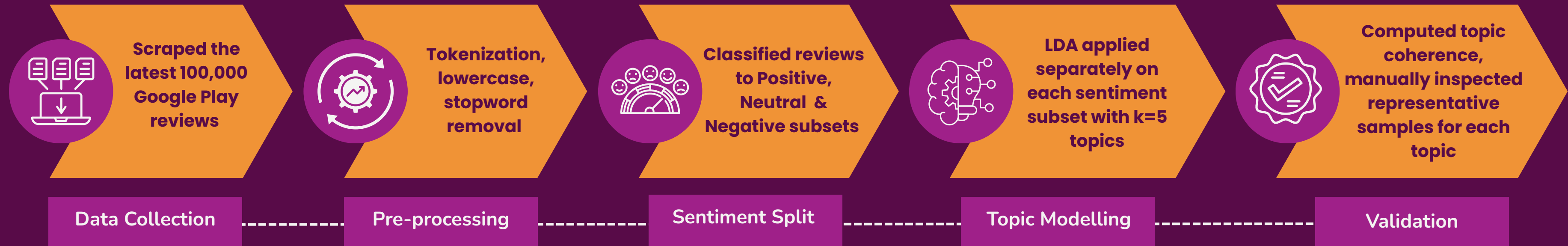
- **Returns & Trust Issues** : Complaints about wrong items, refunds, and occasional frauds.
- **Delivery & Fullfillment** : Delivery delays and order-handling issues are common pain points.
- **App / Checkout Friction** : Some users face app bugs or checkout difficulties.
- **Regional-language complaints** : Regional language reviews signal localized friction.
- **Counterfeit / Misleading Deals** : “Fake” or misleading offers appear repeatedly in complaints.

Method:

Latest 100,000 Google Play Store reviews → sentiment-split → LDA with k=5 topics per sentiment.

Methodology & Validation

Reproducible Technical Solution Pipeline



- **Tech stack:** Python | gensim (LDA) | NLTK | spaCy | Pandas
- **Model choices:** k=5 per sentiment (balances granularity vs interpretability for 100k corpus).
- **Validation steps:** Coherence score check & Manual review of topic-assigned samples
- **Reproducibility:** Full code & pipeline available at: github.com/aguru-venkata-saisantosh-patnaik/App_Feedback_Analysis
- **Caveat:** No date filter so analysis uses the latest 100k reviews, so trends reflect current (latest) user voice but are not tied to a fixed time window.

Strategic Action Plan



Theme: Returns & Trust Issues

Action:

- Tighten seller verification
- Add “Verified” badge
- Automate refunds

Metric:

- Return rate %
- Time-to-refund
- Number of Fraud reports

Priority: High

Theme: Delivery & Fulfillment

Action:

- Pilot stricter SLAs with last-mile partners
- Real-time tracking & alerts

Metric:

- On-time delivery %
- Delivery NPS

Priority: High

Theme: Checkout / App Friction

Action:

- Fix high-impact bugs
- Simplify checkout
- 1-tap payment

Metric:

- Checkout conversion rate
- App crash rate

Priority: Medium

Theme: Counterfeit / Misleading Deals

Action:

- Verified-listing program
- Rapid takedown for repeat offenders
- Clearer deal labels

Metric:

- Flagged fake listings
- Customer trust score

Priority: Medium

Theme: Regional language complaints

Action:

- Localize UI/help content
- Route reviews to regional Customer Service teams

Metric:

- Region-level rating trend
- Customer Service resolution time

Priority: Low

ICE Prioritisation & Roadmap



	Impact (I)	Confidence (C)	Ease (E)	ICE (IxCxE)	Priority
Seller Verification	8	8	5	320	High
Delivery SLAs	9	8	4	288	High
App/Checkout Fixes	6	6	7	252	Medium
Verified Listing Enforcement	8	6	5	240	Medium
Localised UX/CS	5	6	7	210	Low

PILOT

- Small geographies: 2–3 districts (test markets).
- Vet 50–200 sellers
- Apply verified badge to treatment group.
- SLA uplift test with one last-mile partner
- 1 tap checkout A/B test.

MEASURE

- Track per-cohort KPIs daily like AOV, Return Rate, On-time Delivery %, Delivery NPS etc.
- Monitor app crash rate & checkout conversion for checkout test.
- Manual quality checks with a sample 50–100 tickets / week.

SCALE

- Expand verified-seller program to top-performing geographies.
- Integrate verification into seller onboarding & automate fraud detection.
- Operationalize SLAs across partners
- Include seller scorecards and incentives.



THANK YOU!

DONE BY

Aguru Venkata Saisantosh Patnaik

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