1. With coming of Jio, the data consumption habits have changed for hundreds of millions of users. Neil Shah, an analyst at Counterpoint Research, told Business Insider. Shah estimates that thanks to Jio's pricing, Indians have gone from consuming just 700 MB of data per month to 11 GB.

There has been huge growth in usage of YouTube and tiktok, the reason might be the low charges on internet usage and because of entertainment purposes. Whereas usage of apps like amazon and flipkart remains almost the same because of the fact of being a shopping app.

Being entertainment and content providing apps, these apps tend to gain support of all classes of people and no extra charges is there for using them whereas not all classes of people prefer online shopping and those who does, do not shop at a very regular basis.

Low internet charges increases the people using internet and it is mostly used for entertainment purposes rather than shopping purposes.

1. When any new design is implemented there is an increase revenue, but success and failure of a product design is analyzed by its long time profit or loss.

There is an increase in new installs, first time buyers, revenue from first time buyers but there is an abrupt decline in first time buyers who made second purchase. This shows that the product is a failure. The product design wasn’t able to attract people for second time buy.

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|  | May- July | August- October |
| New Installs rate | 21599->14497 (decreasing)(-7102) | 7486->18009(+10523) |
| FTBs rate | 648->432(decreasing) (-216) | 374->901(+527) |
| Rvenue from FTBs rate | 842361->565383 (decreasing)(-276978) | 355585->855427 (+499842) |
| FTBs who made second purchase rate | 324->218 (decreasing)(-106) | 150->-9859 (decrease) |

From the above table , we can say that the the rate of increase of new installs, first time buyers ,revenue and second time buyers was declining, but with new design it increased with an increasing rate. But the the massive decrease in second time buyers. Shows that the product new design was a success for a short time but it is a failure in long term. Revenue from second time buyers will very less .