



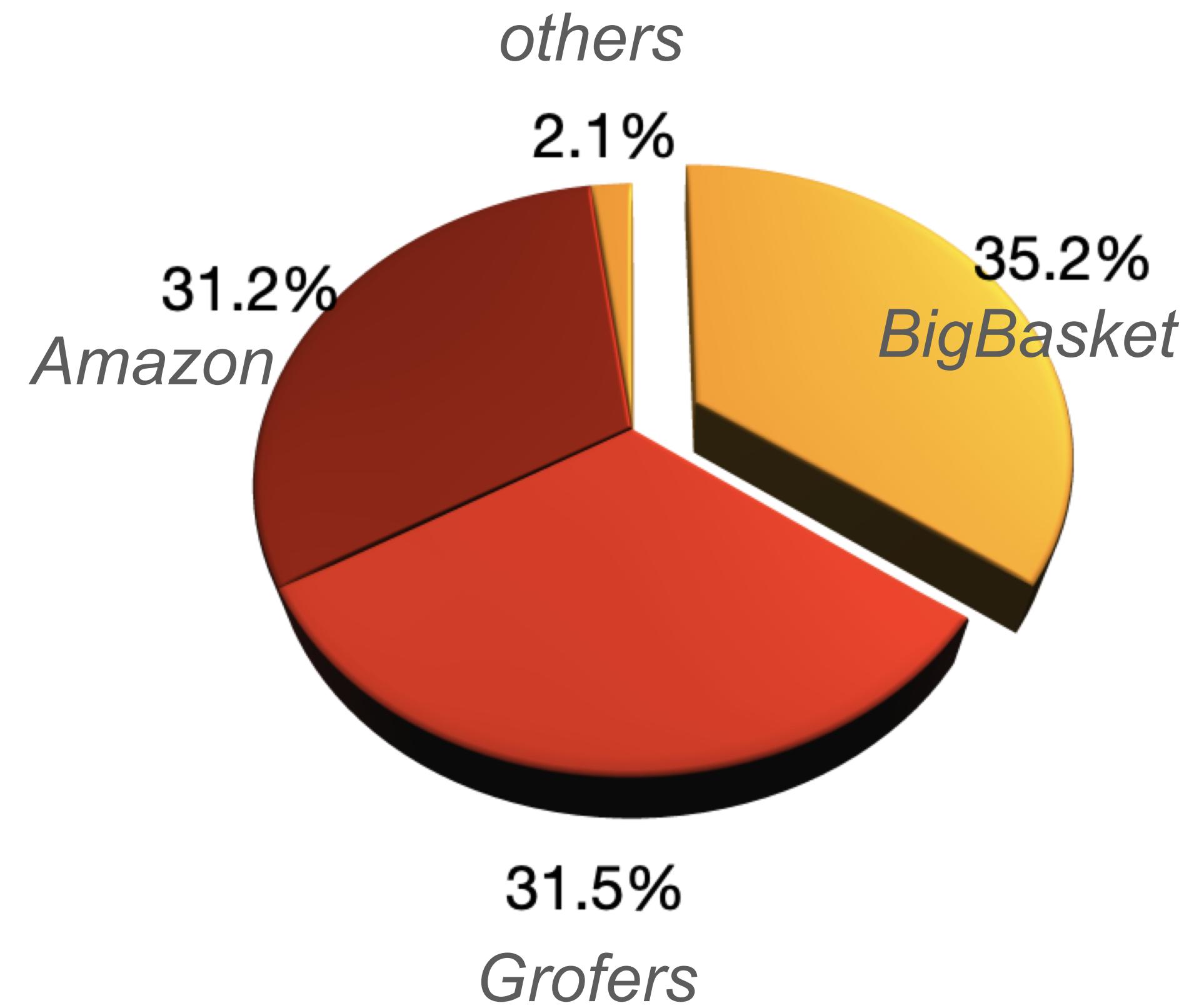
bigbasket



bigbasket
Presentation by Anamika and Panjala.

ABOUT BIGBASKET

- Big Basket was started in **2011**
- Founder- VS Sudhakar, Hari Menon.
- Started fabmart.com as their first online shopping business in India in 1999.
- They started an online groceries business in 2001 as part of Fabmart.
- Now BigBasket.com is India's largest online food and grocery store with 35.2% market share.
- They have over 18,000 products and over a 1000 brands.
- Available in 20 plus cities in India.
- Flexible payment structure via debit/credit/or by cash on delivery.



WHY IS IT 35% ONLY? HOW CAN IT BE INCREASED?

Questions:

Are Customer satisfied?

Are they able to deliver?

What are they missing?

What are the customer preferences?

How to know? and How to act accordingly?

What is the Shipping Behavior?

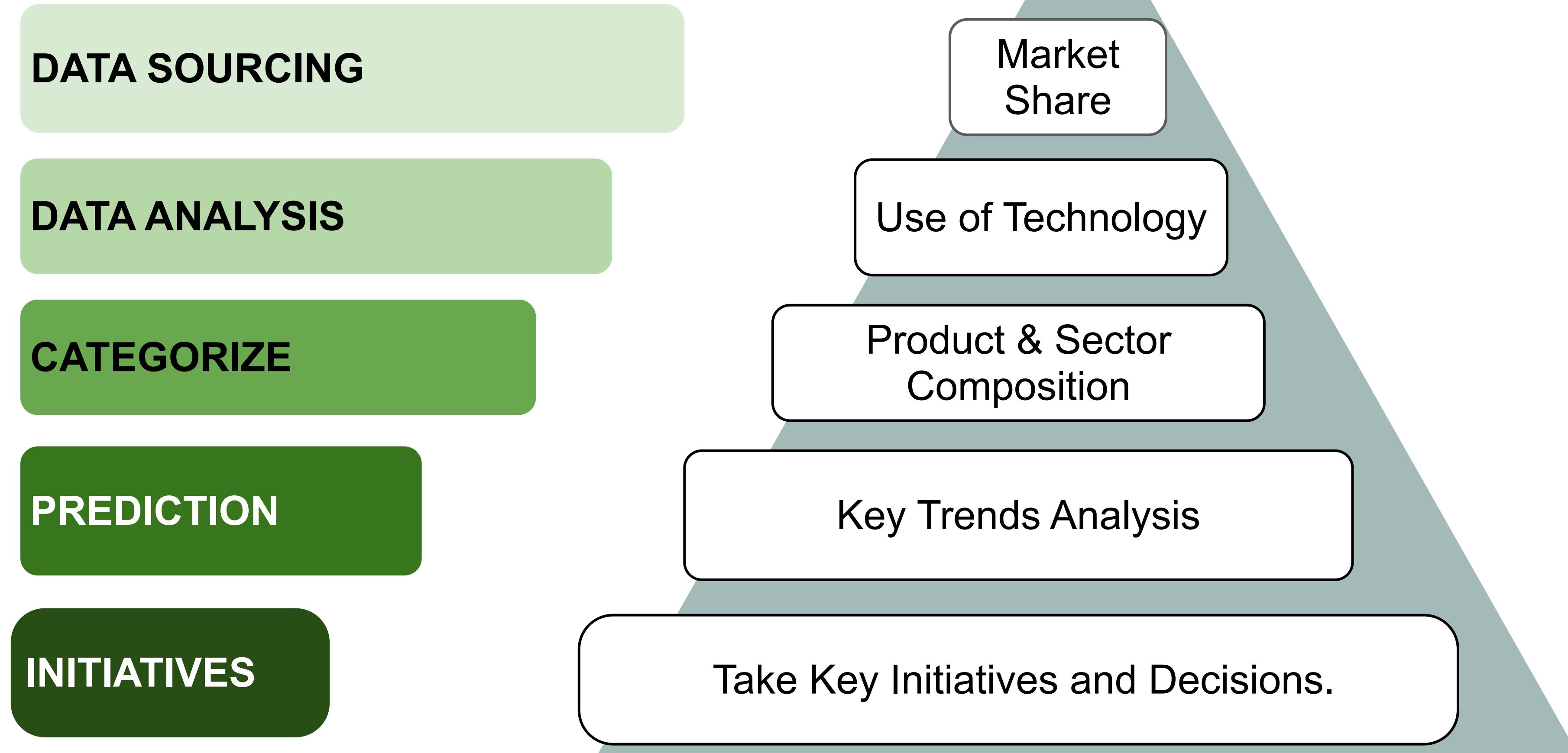
What can be changed in the existing approach?

Is it because of the competitors?

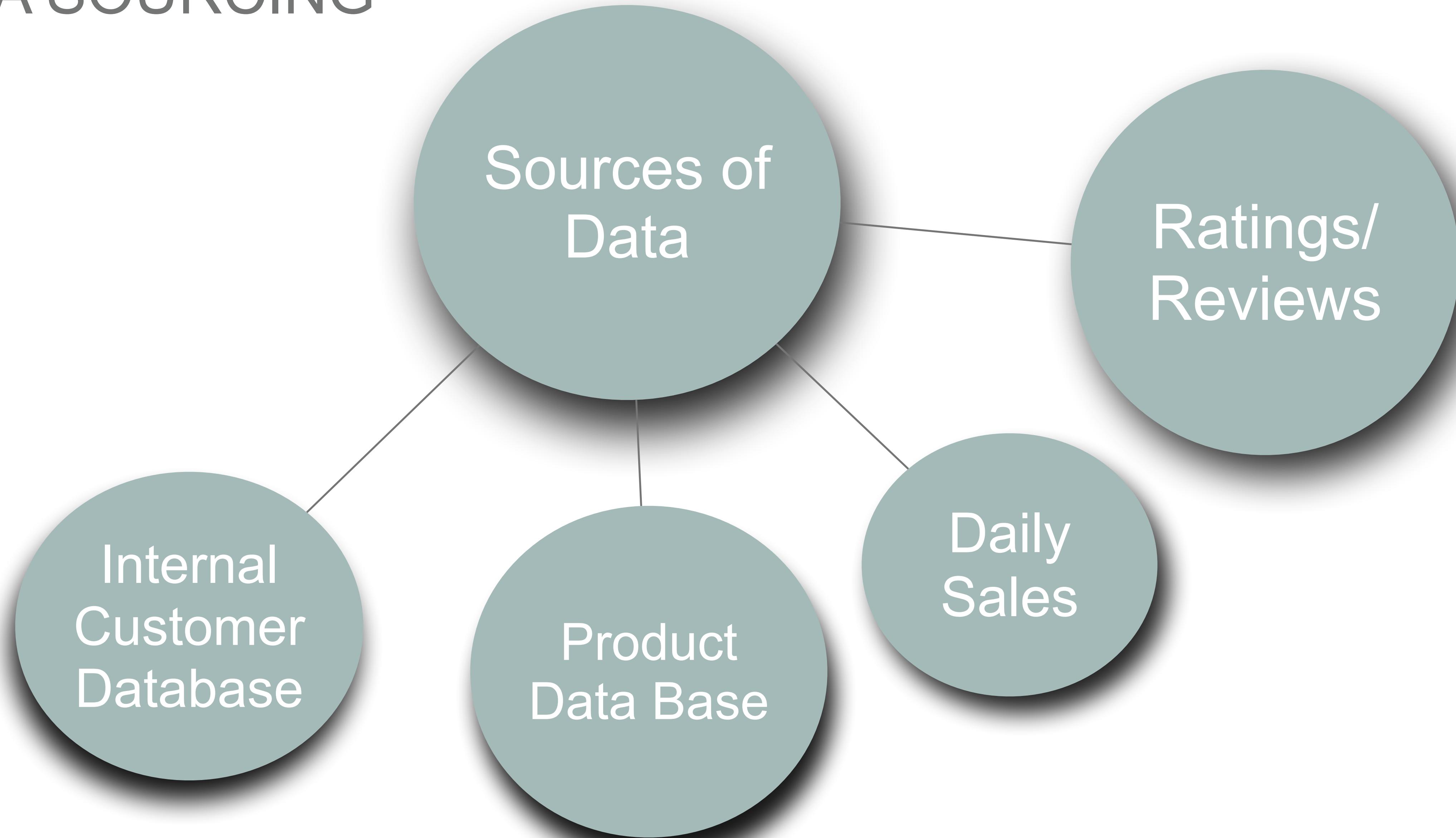
Are they offering better services?



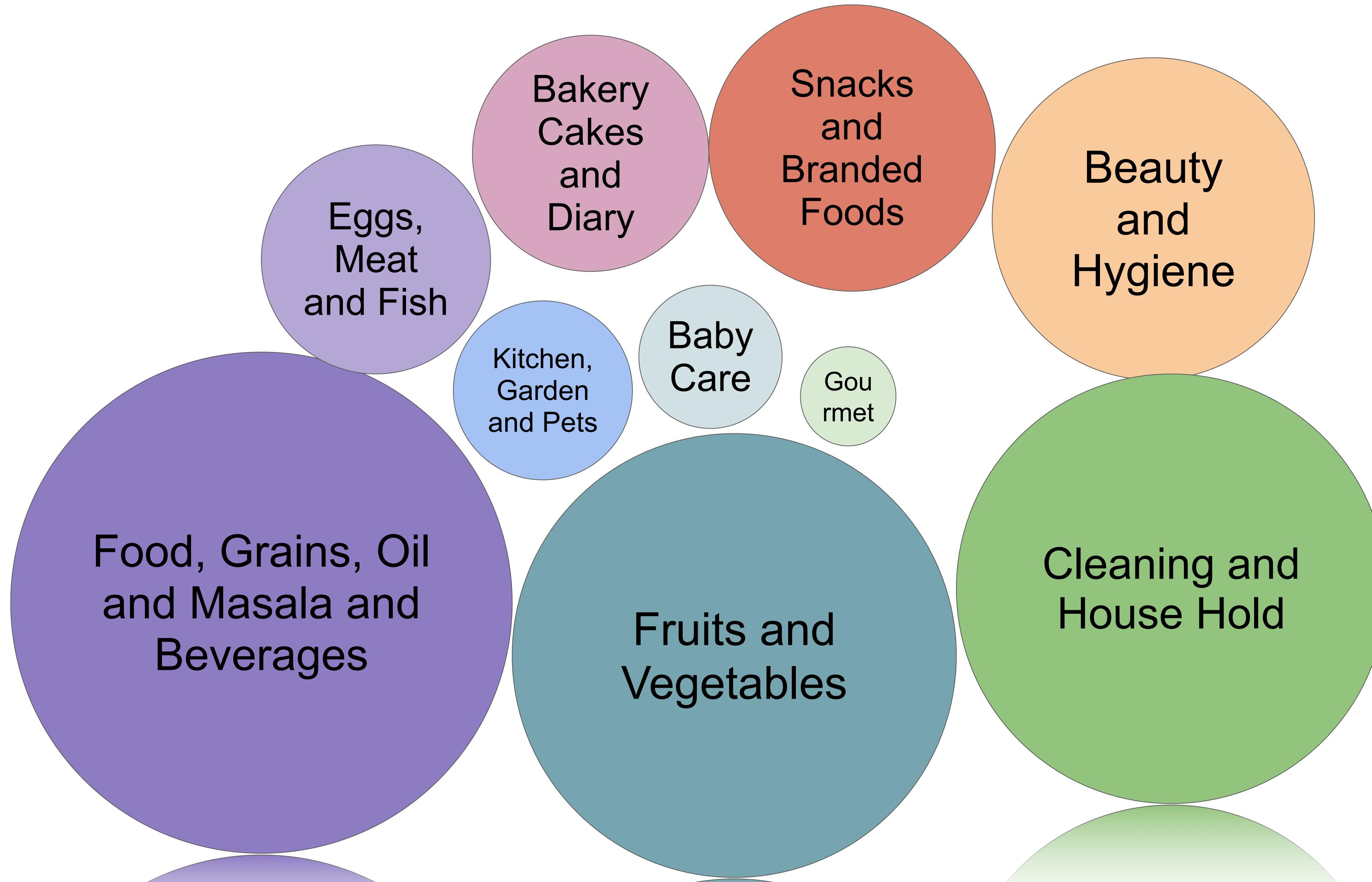
Steps to the top of the PYRAMID



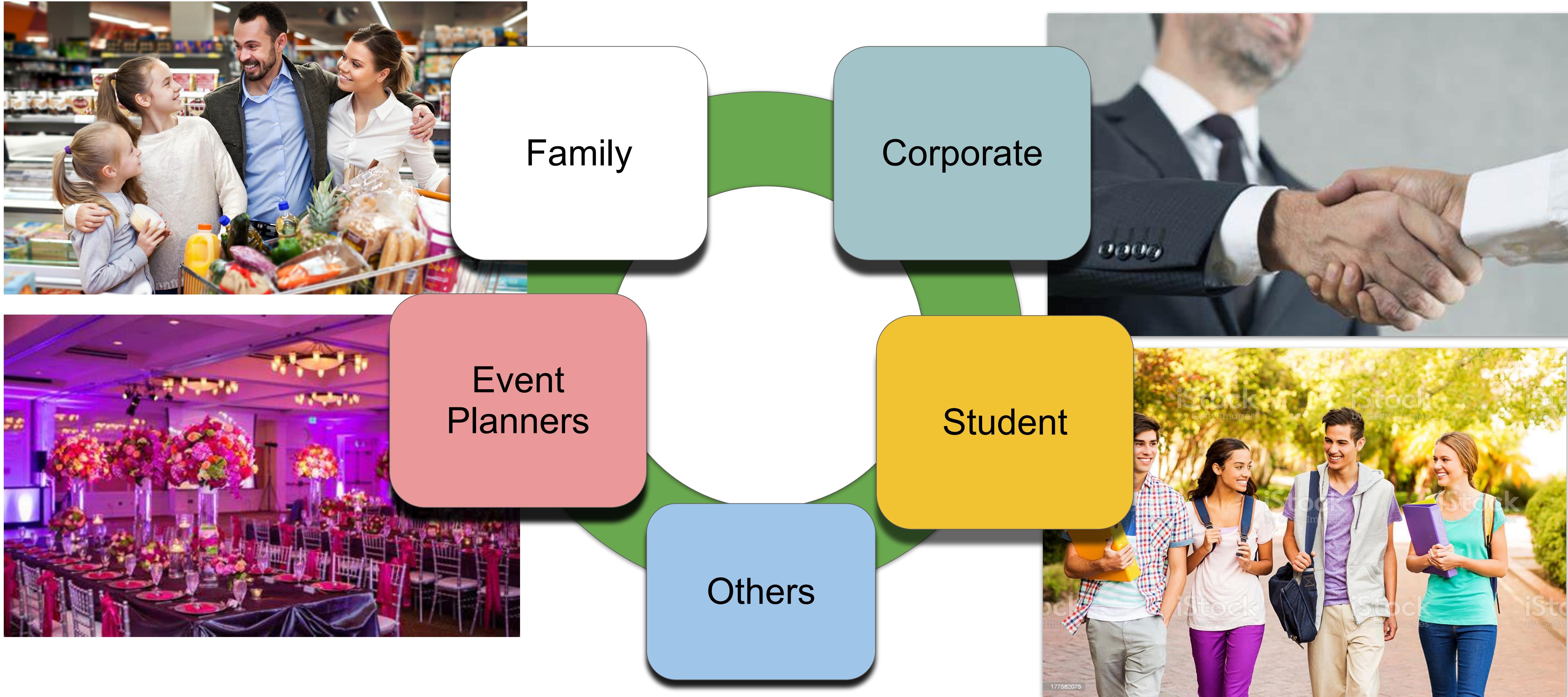
DATA SOURCING



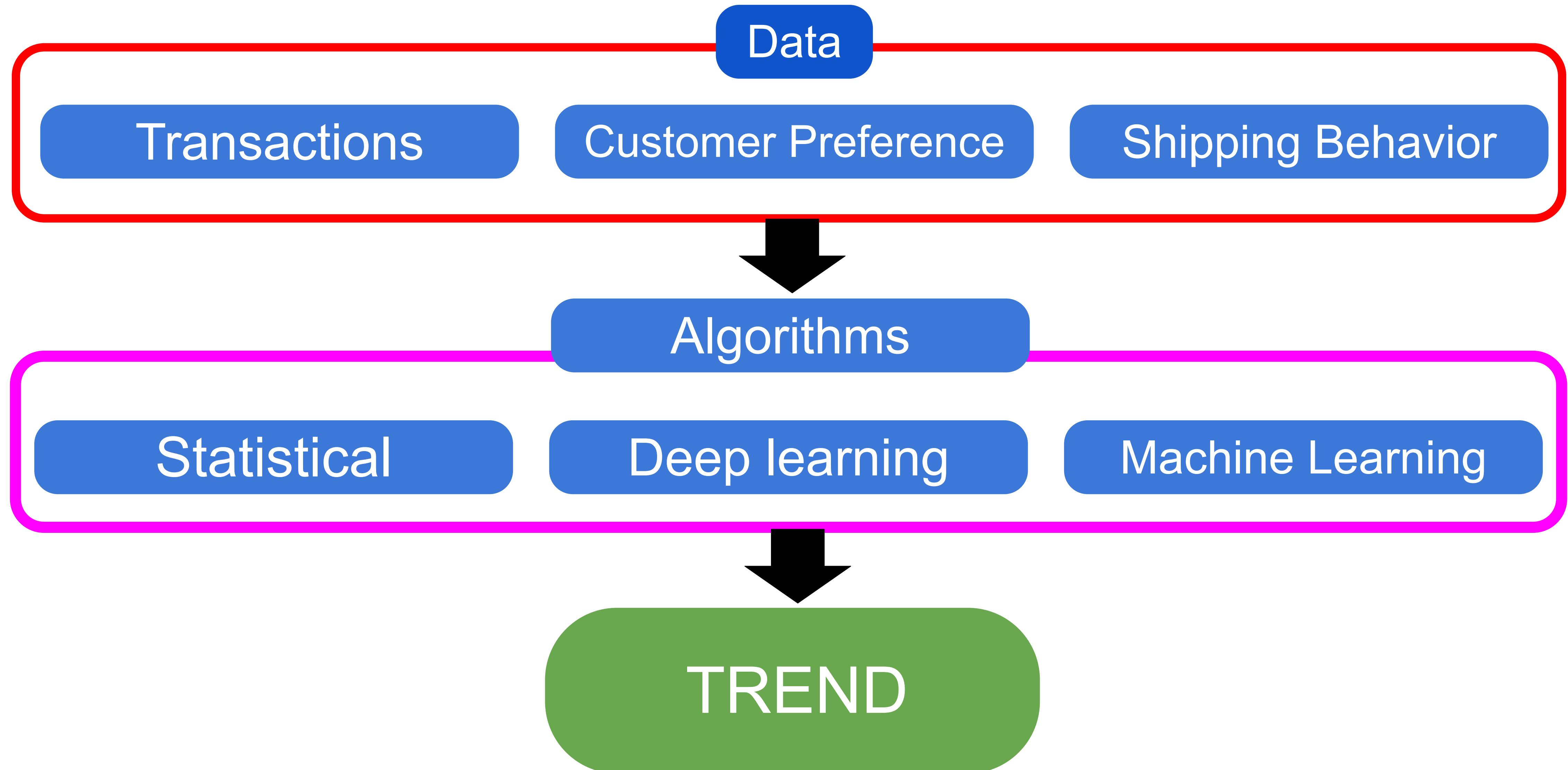
PRODUCT COMPOSITION



SECTOR COMPOSITION



TREND ANALYSIS



SWOT Analysis

Strengths:

- *Product Range*
- *Exotic range*
- *Convenience*
- *Target Group*

Opportunity :

- Grocery growth, Unlike events like Covid-19, Bigbasket grew 2.5X,
- Increase in disposable income and lifestyle trends,
- Expansion in several other cities.

Weakness:

- *Minimum order price compulsion*
- *Tedious application user interface,*
- *Availability.*

Threats:

- Competition, Bigger Players (Amazon, Grofers)
- Smaller Players (Local shops and Vegetable markets)
- Customer Retention.

ROLE OF ANALYTICS IN DRIVING BUSINESS IN THE COMPANY

- **Customer Analytics-** To comprehend the correlation between delivery matrix and customer loyalty.
- **Personalizing Customer-** Helps to study customer behavior, so that company can design its personalization according to it.
- **Predictive Analytics-** Helps to make sure firm is neither out of stocked or over stocked. Helps in supply chain team in their planning abilities such as Drivers, Vans, and equipments.

BENEFITS OF THE BUYERS

- Getting everything you need, when you need right at your doors.
- Avoid getting Stuck in traffic Jams
- Avoid paying for parking
- Avoid standing in Long Queues.
- Avoid carrying Heavy Bags
- Variety with quality assurance.



INITIATIVES

- Try to achieve one day delivery efficiency.
- They can offer special; food items of different places to be available on big basket website.
- Search should be made in different languages too.
- Introduce loyalty Programs for Customers.
- Majorly focused on one day delivery of perishable goods like fruits and vegetables.
- Quality of Food.

References:

1. <https://www.analyticssteps.com/blogs/how-bigbasket-leveraging-technology-its-road-success>
2. <https://www.marketing91.com/swot-analysis-big-basket/>
3. <https://embapro.com/frontpage/swotcase/16281-bigbasket-grocery>



Thank You