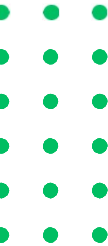# HANDS-ON PROJECT - 3 Understanding Key Metrics via Product Analytics
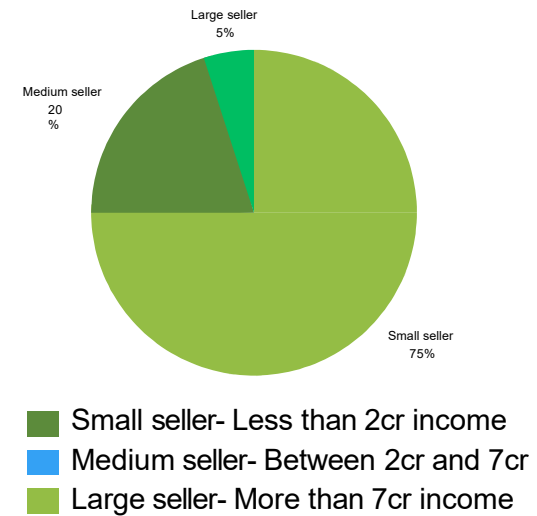
SWIGGY

The Problem Statement

Swiggy recently launched a product to offer home-like meals aimed at increasing daily food ordering. This is targeted towards professionals who don't have time to cook. The product was launched 3 months back, identify whether the launch was successful and figure out KPIs that will track its progress. Based on the insights drawn, suggest possible changes to the offering to increase adoption.

Market Analysis

- Though the COVID-19 period demanded the retail market to shift to the online mode, experts say that several small businesses in India recognised the potential of online sales 5 years ago. Looking back at its growth since the past decade, government policies such as 'Digital India' and 'Skill India' are accelerating the process of new-age technology to go virtual.

- The e-commerce market in India was valued at INR 6,210.96 Bn in 2021. It is anticipated to reach a value of INR 26,459.18 Bn by the end of 2027 .

- According to a recent report published by the RedSeer, the CAGR for online retail as a whole is predicted to be 25% through Financial Year 2027, wherein MSMEs would outgrow it significantly at a CAGR of **60–70%**, contributing $50 billion to the Indian online retail sector.

- According to industry experts, with 1.5–2.5 million online retailers, the percentage of MSMEs selling goods online is likely to triple to **5-6%** by 2027, reaching 5.5–6 million online MSME retailers.

Large seller 5%

Medium seller 20%

Small seller 75%

- ■ Small seller- Less than 2cr income
- ■ Medium seller- Between 2cr and 7cr
- ■ Large seller- More than 7cr income

Medium seller and small seller respective shares of the gross merchandise value (GMV) of Indian e-commerce are **10–18%** and **5–10%.**

Sourc e

User Persona

Babita
Age: 35 IT Professional
Mumbai, India

Goals

- Promote Home Cooked Meals Gyming and live a healthy lifestyle
-

Pain Points

- She doesn't have a lot of time to Cook
- She is into healthy eating but don't get options

Rahul
Age: 28
Buisnessman
Delhi, India

Goals

- To switch to healthy food habits. Looking for healthy meal plan
- subscription which he can share with his coworkers

Pain Points

- He has to order online food which are mostly unhealthy
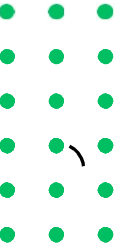- Due to unavailability of region based meals he sometimes skipped his meals

Riya
Age: 20
Student
Pune, India

Goals

- To subscribe to some mealplans
- Switched to Healthy Lunch Options

Pain Points

- She is dependent on Online Food She doesn't know Cooking
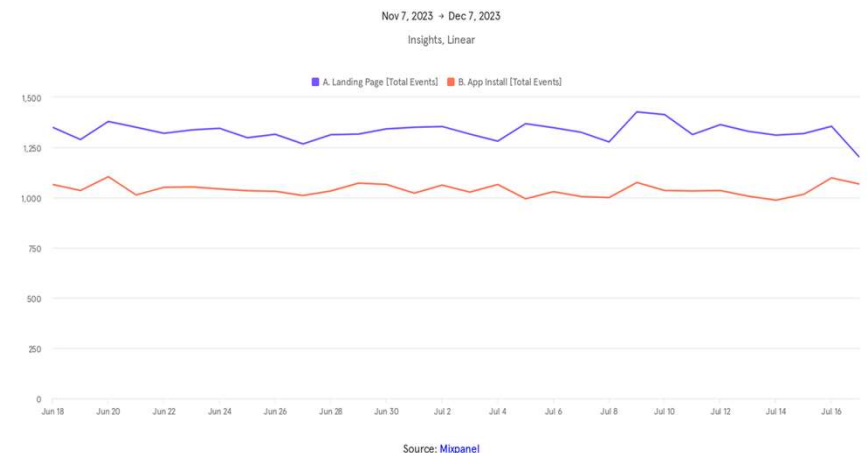- She is looking for healthy option for lunch and dinner.

ENGAGEMENT

At Present Swiggy has not yet able to tie up with potential sellers who sells healthy meals. Over the top The sellers yet to understand the full potential and insight of the business.Lack of confidence on delivery partners and high delivery charges in case of single dish and the prices of healthy meal is comparatively higher .What we can find here is Swiggy needs to bring subsidized meals which can attract more consumers
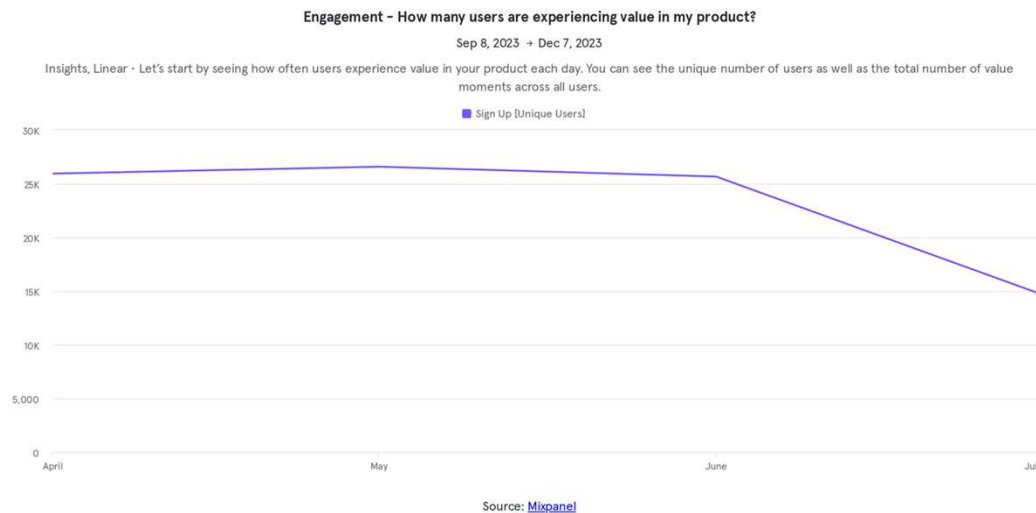
Activation rate helps companies determine how quickly and effectively their users are getting to value. It measures the number of new users that have performed a predetermined "value moment" within a set period of time.


Engagement – How many users are experiencing value in my product?

Sep 8, 2023 → Dec 7, 2023

Insights, Linear · Let's start by seeing how often users experience value in your product each day. You can see the unique number of users as well as the total number of value moments across all users.

■ Sign Up [Unique Users]

Source: Mixpanel

Nov 7, 2023 → Dec 7, 2023

Insights, Linear

■ A. Landing Page [Total Events] ■ B. App Install [Total Events]

Source: Mixpanel

RETENTION

Retention – How many of my engaged users come back?

Nov 7, 2023 → Dec 7, 2023

Retention · When measuring retention, you need to understand what your product's ideal frequency is. We generally recommend having 7-day retention as a leading indicator for 30 or 90-day retention.

■ Average Retention
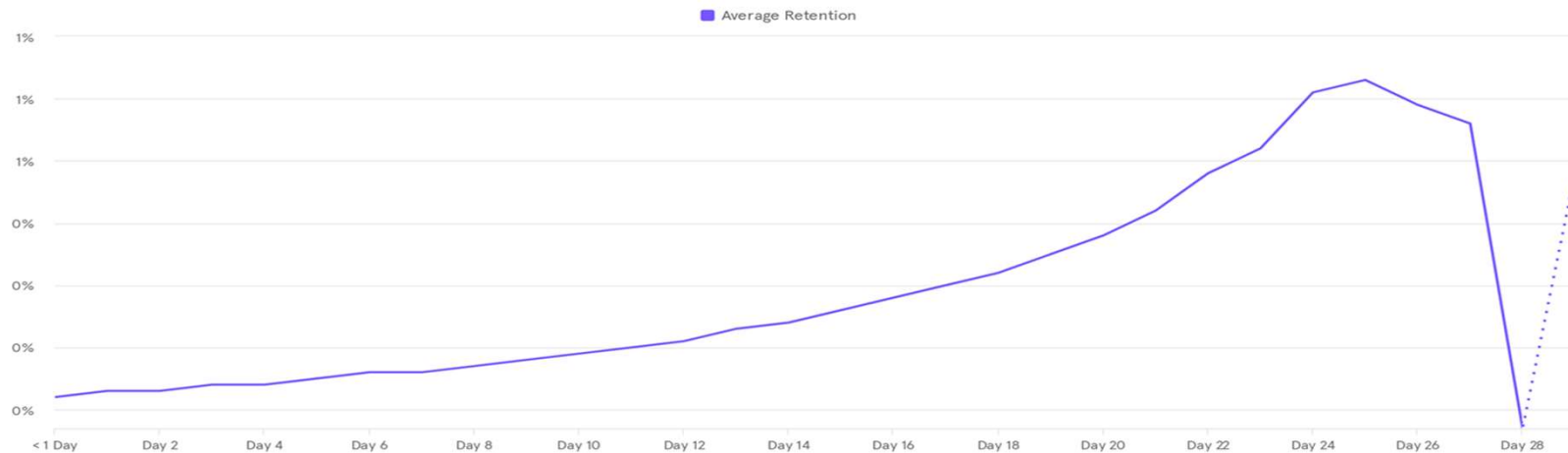
X and more days later your users came back and did B.
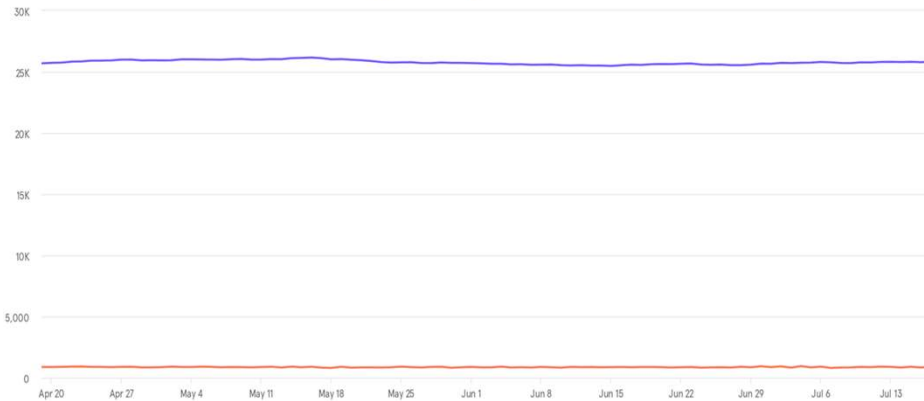
Source: Mixpanel

GROWTH

Swiggy Meals current model lacks a viable approach for expanding its network.
Presently, Swiggy delivering meals through distinguished Restaurant chain .They are yet to partner with canteens ,Tiffin delivery, local Pice hotels who deliver affordable healthy meals However, if sellers already possess a substantial network to share their store link with, then why would the seller adopt Swiggy Meals in the first place.

Growth - What is my product's DAU (Daily Active Users) & WAU (Weekly Active Users)?

Sep 8, 2023 → Dec 7, 2023

Insights, Linear · These are the industry's most popular product metrics. When calculating your DAU, WAU, or MAU, remember that A stands for "Active." At Mixpanel, we consider customers to be "active" when they use our product analytics platform to analyze user behavior.
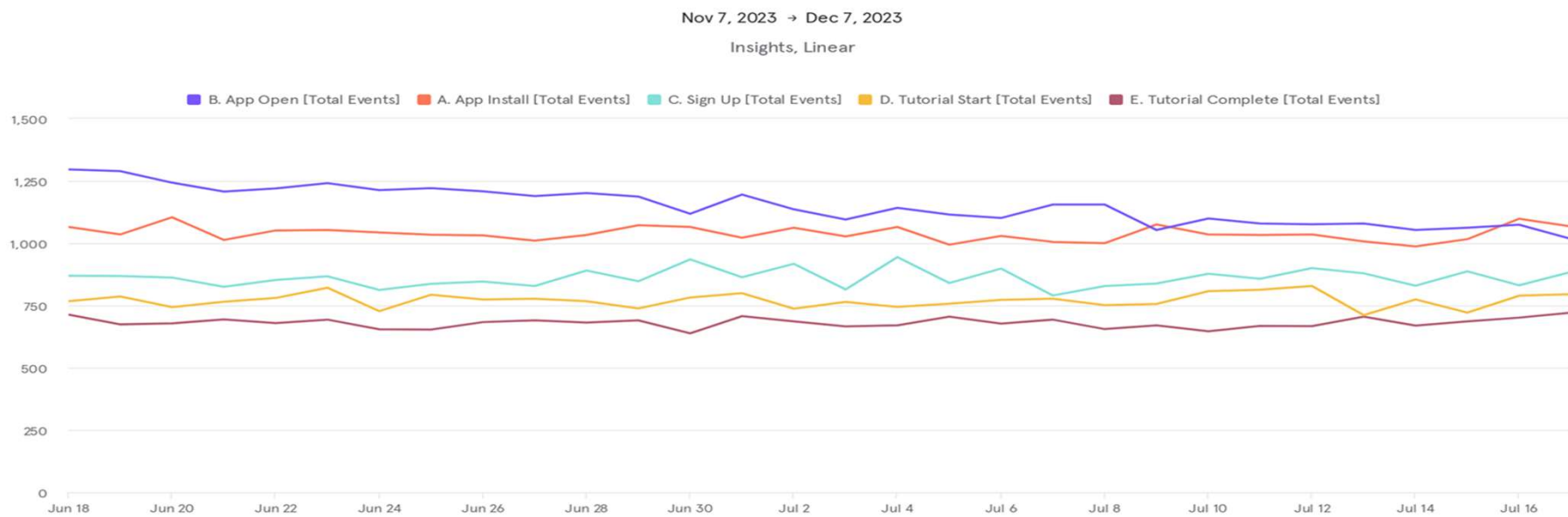
B. Sign Up [MAU]   A. Sign Up [DAU]

Source: Mixpanel

Sign Up [Total Sessions]
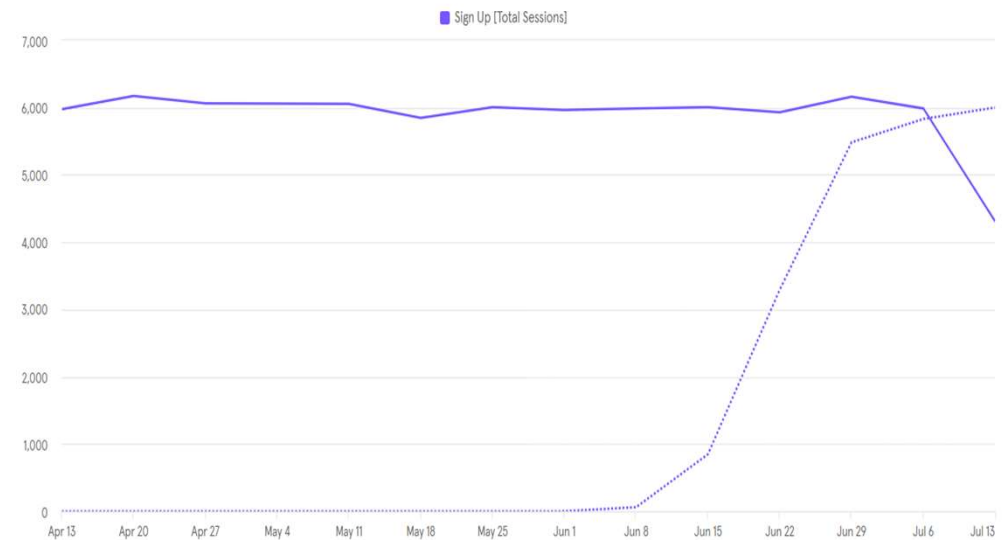
ADOPTION

Customers are experiencing difficulty in locating the Swiggy Meals option within the Swiggy app. Presently, the app only displays the selective restaurants once the customer has clicked on a meals store link. Proper filter is missing for "Healthy Meals". User cannot sort Meals based on price ,cuisine. The customers' unfamiliarity with purchasing products from these stores is hindering the adoption rate of this feature. This issue needs to be addressed urgently to improve the overall customer experience.

Nov 7, 2023 → Dec 7, 2023

Insights, Linear

- B. App Open [Total Events]
- A. App Install [Total Events]
- C. Sign Up [Total Events]
- D. Tutorial Start [Total Events]
- E. Tutorial Complete [Total Events]

Source: Mixpanel

User conversion Report

Supporting multiple languages and multilingual product descriptions can increase More Footfalls. What user needs is good customer support , Quick Order delivery and viable Seller partners. With diversified taste Indian users looks for cheaper and affordable solutions when it comes to meals

Nov 30, 2023 → Dec 7, 2023

Insights, Linear

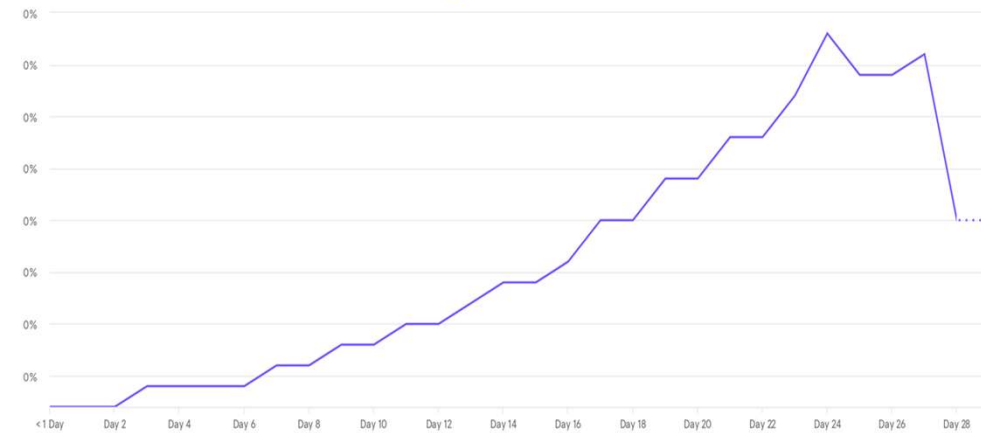■ A. View Plans [Total Events]   ■ B. Account Created [Total Events]
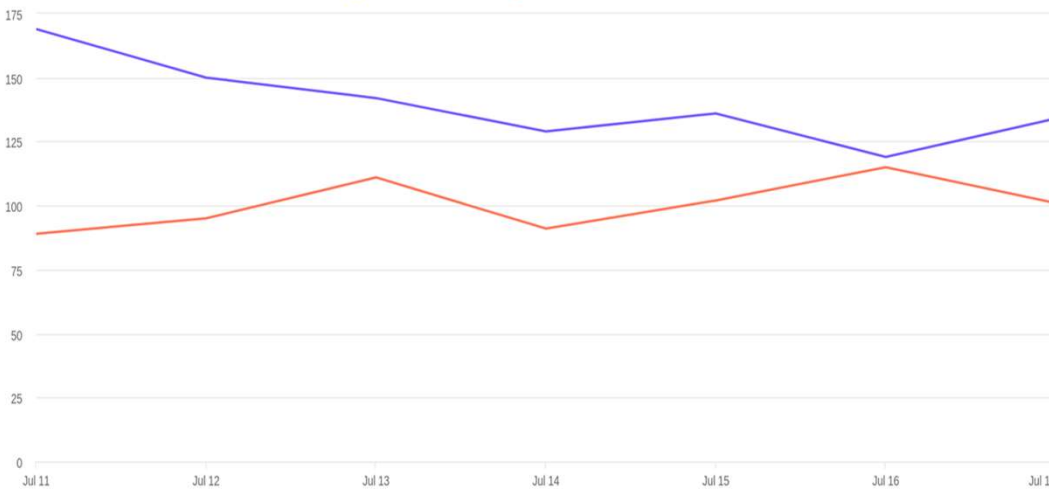
Source: Mixpanel

How many users that sign up come back?

Nov 7, 2023 → Dec 7, 2023

Retention

■ Average Retention

X and more days later your users came back and did B.

Source: Mixpanel