

meesho

Product Case Study

Ashish Gautam
IIT Indore



Problem Statement

Meesho has recently ventured into the e-commerce space. It needs product recommendations to compete with bigger giants in this field.



TARGET AUDIENCE

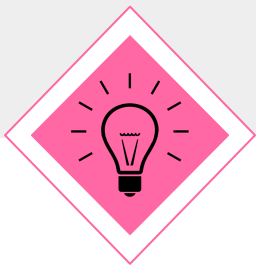
- Tier 2 and Tier 3 cities
- Lower-class and rural market where e-commerce hasn't penetrated much till now.



GOALS

- Increase the conversion rate.

Conversion is when a user orders for the first time and that order is delivered successfully.



Solution 1

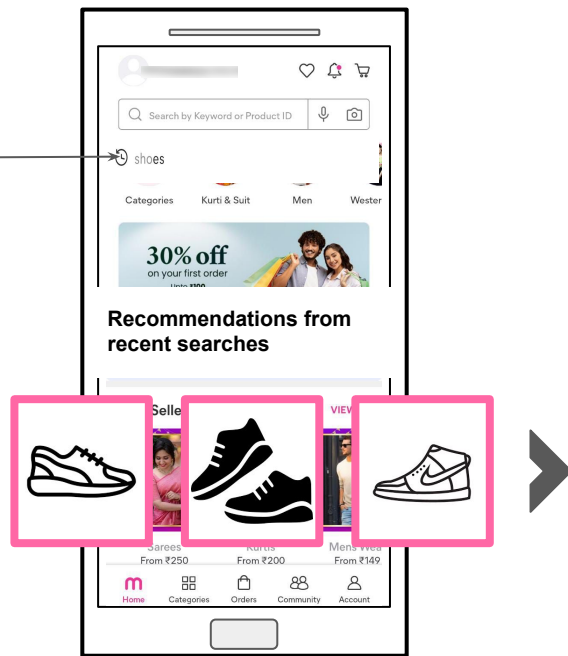
Integration of AI & Customization in case of product suggestion

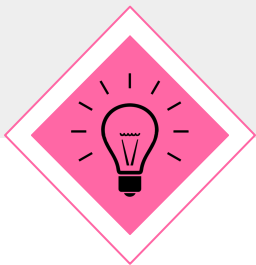
Need!

- Repurchase rate of sports clothing stands at about 33%.
- About 40% of the retailers like to use chatbots.
- More than 40% of the users seek unique products.
- The conversion rate for visitors clicking on product recommendations is 5.5x higher

Recent Searches

Product recommendations based on user's search history data



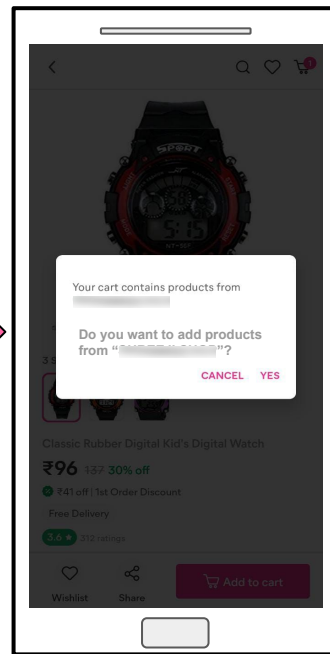
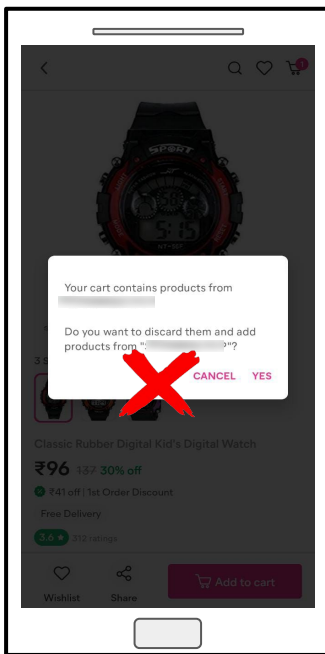


Solution 2

Enabling the customer to order multiple products in a single transaction

Why?

- 80-85% customers conduct online research before making an online purchase
- 30-40% shoppers compares the product
- Cart abandonment rate is between 70-80%



Successfully Added



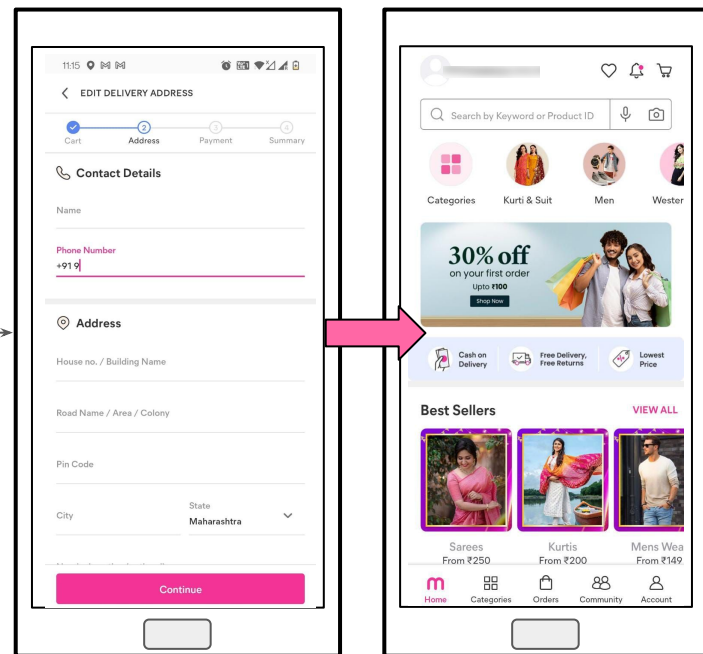
Solution 3

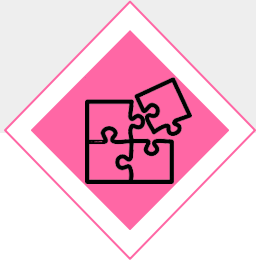
Suggesting the best brands and stores from a 100 km radius

Why?

- Trust deficit is one of the reason for less penetration of e-commerce in tier 2/3 and rural places.
- More than 50% consumers prefer to shop from local stores.

Showing the address pop-up while signing in and then suggesting stores from local areas at the top.





Conclusion

- Integration of AI/ML increases the personalization which ultimately increases the likelihood of a prospect purchasing. In a survey, search optimization and personalization through AI/ ML shown an increase in purchasing capacity by 75%.
- E-Commerce platform is always evolving and considered as a single channel to multiple networks. Multiple order sin single transaction is always preferred by user as it saves their time and psychologically comforts them as they are buying through a single channel and paying once.
- Sorting products according to their locality(proximity) and brand rating likely increases interest of user in product.
- Additionally, Meesho is currently operating on reseller model, so enabling a direct order tracking systems for indirect customers(through reseller) will add an edge.

Thank You!