

BUSINESS INTELLIGENCE ASSIGNMENT:

NAME: Adyasha Tripathy

REGISTRATION NUMBER: 201700347

INSTITUTION: Sikkim Manipal Institute of Technology

1.

- Video/content apps like YouTube and Tiktok stand on the principle of “**You entertain people, you earn money**” while Amazon/Flipkart stand on the principle of “**You browse for offers and you spend money**”. So the catch here for the huge growth of video/content apps is related to the money earning capability that people got. More and more people were driven by the want to get popular, showcase their talent and eventually make their pockets heavy.
- However, even if e-commerce sites attracted customers with their offer, at the end of the day people had to buy it anyway. Added to this, the government took a move to restrict discounts on e-commerce market places as a part of the new Foreign Direct Investment (FDI) norms. This further lead to a stalled growth with a lot of job-cuts.
- Data on thought tracing also justifies that millennials on YouTube/Tiktok use it more for personal consumption whereas aggregates like Amazon/Flipkart is used only at a pre-purchase or purchase situation.
- Gartner data shows YouTube is also used to learn a skill which further led to free access of materials for people who are not well-to do. Ease of use, personalisation and customization are the factors driving traffic to YouTube/TikTok.

Jio came up with its plan of “Free and unlimited” offers in a time where the world was facing a recession and India was in a situation of “De-monetisation”. People were already lacking in hard- cash, so more of the Tier 2 and Tier 3 masses were attracted towards the cheap jio plans. Jio plans helped people with their work and also in the consumption of entertainment.

2.

- **New Installation data:** Six months analysis shows 13% growth in this period (619356) from 546293.
- **FTB analysis:** Stagnant in last quarter (29693 - 30968) with a deep in September. Data shows trial in first quarter (May-July) is flat. The big jump is only between July-August. So, people liked the app in July, but then rest two months it is flat. It shows a novelty factor on Onboarding page didn't work.
- **Reversive from FTB:** The first quarter reversive is flat. Post July, the second quarter reversive growth is around 1% only. So overall sales reversive from FTB didn't grow.
- **Return to the channel:** The FTBs who returned to the channel for second time buying didn't grow.

Month	First time	Second Time	Percentage
August	29,693	11,877	39%
September	30,067	12,027	40%
October	30,968	2168	07%

This above table indicates that people are not returning to the app to buy second time.

- **Revenue idealisation from the 1st time buyers:**

Month	FTBs	Reverse from FTBs	Return FTB
August	29693	28208398	950
September	30067	28563983	950
October	30968	29419410	949

Reverse realised from each FTB is flat over the last quarter.

Prior to the new app download FTB revenue analysis.

Month	New Installs	FTB	Reverse	R/FTB
May	546293	16389	21,305,427	1299.98
June	567892	17037	22,147,788	1299
July	582389	17472	22,213,171	1299

So, actually there is a **loss of around 27% reverse** from the FTBs due to change in the app.

Hence, we can conclude that Onboarding of the app in July is not a **fairly successful strategy**.

3. 1)

- Personalised recommendation engine will help the viewer to **customise** his search to the genre of movies that he/she likes.
- The **search to sales cycle** will be shortened so that people can order their preferred movies without much efforts.
- **Brand loyalty and category loyalty:** The viewers will develop brand loyalty to movie franchise and category loyalty (comedy/horror/romance) due to recommendations.
- **Generic Information Search behaviour to information search behaviour** by classification and categorisation of data will help to capture user's viewing experience. (**User Experience**)
- The recommendation engine will build **personalisation, interactivity, customisation and convenience** for the viewer for a **greater online consumer engagement**.
- Specific attribute-based search facilities and celebrity endorsement on personalised recommendation engine will make the app the most preferred app with a **faster diffusion rate**.

2) Goals:

- Greater awareness among users about the app, the feature and increased **down load**.
- To build a personalised movie viewing experience.
- To increase the **relation rate** and per user reverse from the app.
- To analyse and find out **referrals** and revenue from referrals.
- To increase **online consumer engagement** rate.
- To increase average **number of movie viewing** and rate of viewing per week/per month.

Metrics:

- View-ship database.
- Percentage of viewer watching on repeat.
- Average watching time.
- Number of movie watches per day/per month.

- Types of movie watching.
- Number of likes generated on social media.
- Number of actions taken like number of shares.
- **Sentiment analysis** in terms of **moods** before, while and after watching the movie.
- **Average life and revenue earned** from each viewer from the personalised recommendation platform.

3) Launch:

- **Pre-launch campaign** through celebrity endorsement which will create high app sensitisation.
- Pre-launch campaign to “**Book my show**” kind of activity.
- Existing customer **farming** by one-to-one marketing.
- Heightened **social media campaign** for the launch of feature.
- Generating **short term trial** to test the liking and choice behaviour of existing customer.
- Giving **points of loyalty**, early moves for new users.
- Creating a **badge system** for the recognition of **new users**.
- Loyalty **points for each referrals** and certain point to allow them to watch upcoming/paid movies.

Evaluation:

Following matrices can be used to measure effectiveness:

- Bounce rate from the page.
- **R/CTR (Click through ratio/Touch through ratio)** to find customer engagement level.
- **Notice Rate (NR)** for the desired feature.
- Percentage **increase in sales** per customer due to this feature.
- Number of additional customers entering into the relativity and unfetching movies due to this feature.
- **Usage rate** of the feature over time.