# **Business Intelligence Assignment**

Q1) With Jio coming in, we have seen an influx of internet users from Tier 2 and Tier 3. Video/Content apps like YouTube and Tiktok have seen a huge growth while Amazon/Flipkart haven’t seen similar.

Jio, the Indian telecom giant had taken over all its peers with its launch in the market I September 2016, becoming one of the largest mobile network operators in the country and the third largest in the world.

Jio became such a big success in the country because when it was launched, there were 105 crore people using mobile phones and only 10% were using 4G phones.

Initially, Jio was given free to people which attracted most of the customers. Making them rely on Jio completely and eventually making them pay for the services they use.

Even after that in order to retain customers, the plans offered by them were made economical and affordable for the common man. Jio offers its users with a wide range of plans starting from as low as Rs 49.

Hence, we saw a surge in sales of 4G mobile phones and plans with coming of Jio.

YouTube and Tiktok being one of the biggest video-streaming platforms have fastest growing audience. As of April 2019, YouTube has more 265 million monthly active users and Tiktok had about 120 million registered users as of March 2020.

The key factors of these video streaming platforms are they don’t require users to be registered to view their content.

Jio catalysed the growth of the video streaming apps, with more creators joining these platforms, the growth of the viewers was massive.

Anyone willing to create content on these platforms, just requires their smartphones.

One of the advantages is monetary gains as well, successful and established creators on these see this as their source of income.

On the other hand, e-commerce platforms like Amazon/Flipkart haven’t been able compete in such numbers compared to video streaming platforms.

One of the major reason being e-commerce platforms haven’t been able to develop the trust with Tier-2 and Tier-3 4G Users in terms of online shopping of groceries and daily needs. People still prefer shopping for items from the near-by stores.

The delay in deliveries and the minimum time taken in non-metro cities for the delivery of items is usually 2-3 days, which makes the customers deflect to traditional concept.

Also, e-commerce platforms don’t gather daily viewership of items. People don’t visit e-commerce on a daily basis, in comparison to YouTube and Tiktok.

Q2) Nymtra is India’s leading fashion app. The Product team revamped the app’s Onboarding Flow on 31st July that introduced the following features:

● New walkthrough with 3 screens highlighting - extensive catalogue, free shipping for the first-order, and easy returns

● Added a ‘Skip Login’ option to the login screen at the end of the walkthrough

● Added a new “10,000+ items under ₹999” banner on the home screen.

Question: Is the onboarding flow revamp a success? Justify.

The Onboarding flow is definitely a success looking at the statistics shown there is a significant rise int the number of First-Time Buyers(FTB) each month . The revamp has brought in more new customers. The idea of Free Shipping on First-order seems to attract the new-buyers and also provides them with guarantees such as an easy return policy. The vast collection of affordable items being the highlight.

The increase in the FTBs from June to July was only about 2.48 % and the revenue generated was 565,388. Comparing the numbers to the August and September results , they seem to be on an increase , The FTBs coming in for their second purchase on the site have risen to 26.4% from July to August which was only around 2.5% in the month of June and July.

Q3). Personalised Recommendations at FilmiStar Part A: FilmiStar is India’s #1 app for watching movies. The Product team was tasked with designing a new carousel on the home screen that will show personalised movie recommendations based on the user’s taste. Currently, the home screen shows trending and new movies only.

Questions: 1) What will be the change in user behaviour once this feature is introduced?

2) What should be the goals and metrics for this feature?

3) How should this feature be launched and evaluated?

1)The changes accounted in the user behaviour would the no of hours spent by the user on the application would increase due to the personalised recommendation feature. Users will be discover more and better content with the help of this feature. More than 80 per cent of the TV Shows people watch on Netflix are discovered through platform recommendation system.

2) The goals for this feature would be to achieve an in surge of users on the platform, Users shall be spending more time watching content.

The evaluation metrics for the platform would be the count of influx of users, No of watch hours of a particular users and most importantly revenue generated after the coming of the recommendation system.

3) This feature can be evaluating the no of clicks on the recommended items to users watching similar content. Hence by classifying the based on users watching similar content, and how many people don’t prefer watching the suggested content and choose something else.