A business case study

**Goals**:

1. Increase GMV for platform & AOV for content providers in food-content domain

2. Identify key KPI/metrics which affect GMV &/ AOV

**Context**: Imagine you're a PM at Swiggy. You introduced a new feature (via an A/B) that auto-suggests (with quantity as zero) desserts / sides / soft-drinks at checkout time in the carts of users. All users have to do is to increase 0 to 1 and voila, they get that item in their cart. I'm guessing, you've experienced the feature first hand - if not, pls try and add something to your Zomato cart to see it yourself. Write a case study (in a shared Google doc or whatever) that shows the outcome of that A/B. The goal of the feature is to increase GMV for Swiggy and AOV for restaurants. There are multiple metrics that might move upward or downward as a result of this feature. In the assignment, we'd like you to figure out what those metrics might be and make up some imaginary numbers (like, say, the B bucket had 9,50,670 users and X metric went up 10% or Y metric went down 5% or whatever) and then present the case. In other words, we'd like you to imagine that (a) the A/B has already occurred, (b) the B bucket was shown this auto-suggest feature, (c) there was some outcome of the A/B and then present the case. The goal is to check whether you understand all the metrics that might be affected by such a feature, how they interplay with each other, and how a case like this is presented.

**Scope & base metrics:** [split into 2 categories - I. user profiling II. Generic/collective]

1. Addition of primary and related recommended secondary/addon items can be added based on -
2. Heuristics in case of no information, use regional/food-culture habits/heuristics based data
3. Historic metrics of the user choices with the business entity based on a few other factors \*\*
4. Historic metrics of content-choices if available within the focussed business entity
5. Historic metrics of the user choices within the platform
6. Closest match choices based on generic historic metrics & heuristics

**Notes**:

1. Outcomes of [B & C] and [D & E] are conditionally related with individual stream based metrics,
2. \*\*Factors or aux metrics

**Auxiliary metrics -**

1. Specific item search metrics
2. Previous categorial 3-5 orders’ items most ordered or paired with
3. Bookmarked items/Content-outlet reorder metrics
4. Delivery time based metrics
5. Metrics on Favorites known/marked on the platform
6. Specific items ratings/reviews in the priority of most ordered
7. Time of day and/or weather/seasonal metrics
8. Screen time spent on item view/revisit within the same session
9. Customization-category detail metrics mostly helps with bundles/new content,etc
10. Time rotational pattern based metrics combinatory specific item search or bookmarks/1-click ordering metrics
11. Discount offers utilization
12. Prioritized/advertized viewership based metrics
13. Free shipping

**Conditions on above metrics & outcomes -**

1. Each metric must be independent
2. In case of combinatory analyses outcome results in no data, the flow must stop or the boundary increased with a mandatory suggestion warranted.
3. Pivot around the base metrics and only then proceed for aux metrics in above order or for combinatory outcomes with least weightages

**GMV increment metrics**

1. Individual/bulk type order metrics
2. Delivery informal-SLA compliance
3. 1-click orders notifications [push/sms,etc]
4. Success delivery ratings/trends
5. Brand assurance factor
6. Bundles/combos offers
7. Market trend recommendations
8. NPS
9. Conversion rate
10. Session time
11. New joinee discounts/loyalty bonuses/discounts/programs

**AOV increment metrics**

1. Content-Price per item/combo/bundle-offers related order metrics
2. Content Feedback, ratings/reviews
3. Effective-spill-proof, hygienic, freshness retainment, quality Packaging
4. Reordering intervals/consistency
5. Outlet hygiene rating
6. Competitive pricing per item and combos

**Conclusion:**

At the end of the day, the customer has to be engaged through the process of promised delivery with best quality, consistency & VFM, positive brand-building, marketing, ethical practices are important as these are public platforms apart from market trends/moods as stats do only some part of the trick, rest is mostly user engagement.

References: swiggy, generic