Features	Reach	Impact	Confidence	Effort	Score (R*I*C)/E	Ranking
Baskets for Meal Planning	4	3	4	4	12	5
Enhanced Search (Document/Image Upload & Voice Search)	4	4	4	4	16	4
Subscription Plan for Recurring Orders	3	3	4	2	18	3
Pop-ups for Complimentary Products	5	4	5	4	25	1
Loyalty Program for Zepto Users	5	5	4	5	20	2