

# Product Metric (Remaining Part)

#Scaler/8. Product Analytics

Case study  $\Rightarrow$  Indian Bank App success

$\rightarrow$  How do bank Make Money?

Deposit  $\rightarrow$  (incl.)  
(5%) (10%)

$\downarrow$   
Net Interest Margin

1. Loan
2. Insurance
3. Service charge
4. Mutual Fund Commission
5. CREDIT CARD

$\uparrow$   
35 to 40 %

6. Locker charges
7. Poce x Trading
8. CIBIL

Revenue change through APP  $\Rightarrow$

- $\rightarrow$  No of Trans per day
- $\rightarrow$  No of Trans per customers
- $\rightarrow$  Total Trans value
- $\rightarrow$  Type of Trans  $\rightarrow$  Loan, MF, Deposit, RD, PPF

App

offline

old  
notification  
Automatic call

-> cross selling

Pse approved Product  
qualified → Personal Loan  
(18%)

Pay Later → Back

Adoption

↓  
Old

↑  
New

-> No of visit to bank  
reduced  
-> Dep, loans, investment  
-> no of new product

-> No of account open  
-> No of deposit  
-> No of investment  
-> Amount of dep

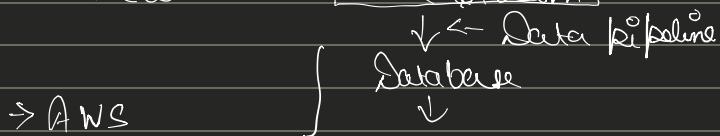
Engagement

- ① -> No of login  
② -> Task Completion Rate  
③ -> Abandon Rate  
④ -> Reviews  
⑤ -> NPS  
⑥ -> Like/Share

Engage → login → Deposite → Details

for ex - Sniggy → Payment → fails → order placed on card

App → Realtime → click streams



→ druse  
} SQL  
↓  
Python

→ Even they track our IP address



## Root Cause Analysis

ex-> Walmart → MBR (Monthly Business Review)  
↓ This info goes to  
Price, stock

15 Days → 2 day (Review) → Release  
(client)

→ SQL → Excel (Aggregated Data)

Fortune companies \$ 540 B (Revenue) per year  
\$ 1 B (Profit)

Round off → million + 0.5 %

540 B → 587 B

→ This happen because  
48.01 % off → 48.0

(Round off)

→ Then you have to do RCA

→ So Why?

→ Rounding

→ Not trained Properly

→ Unskilled in Building

Causes → Scalers → 14 Feb Crash

↳ loss have to Reschedule class  
Test  
→ New Batches, etc.

## Myntra Case Study (RCA)

→ Myntra has observed a decline from 5% to 3%  
in the no of confirmed orders

→ No Sales/Complaint

→ Perform Root Cause Analysis to diagnose the issue.

Classification

→ Since when it is happening → 2 month

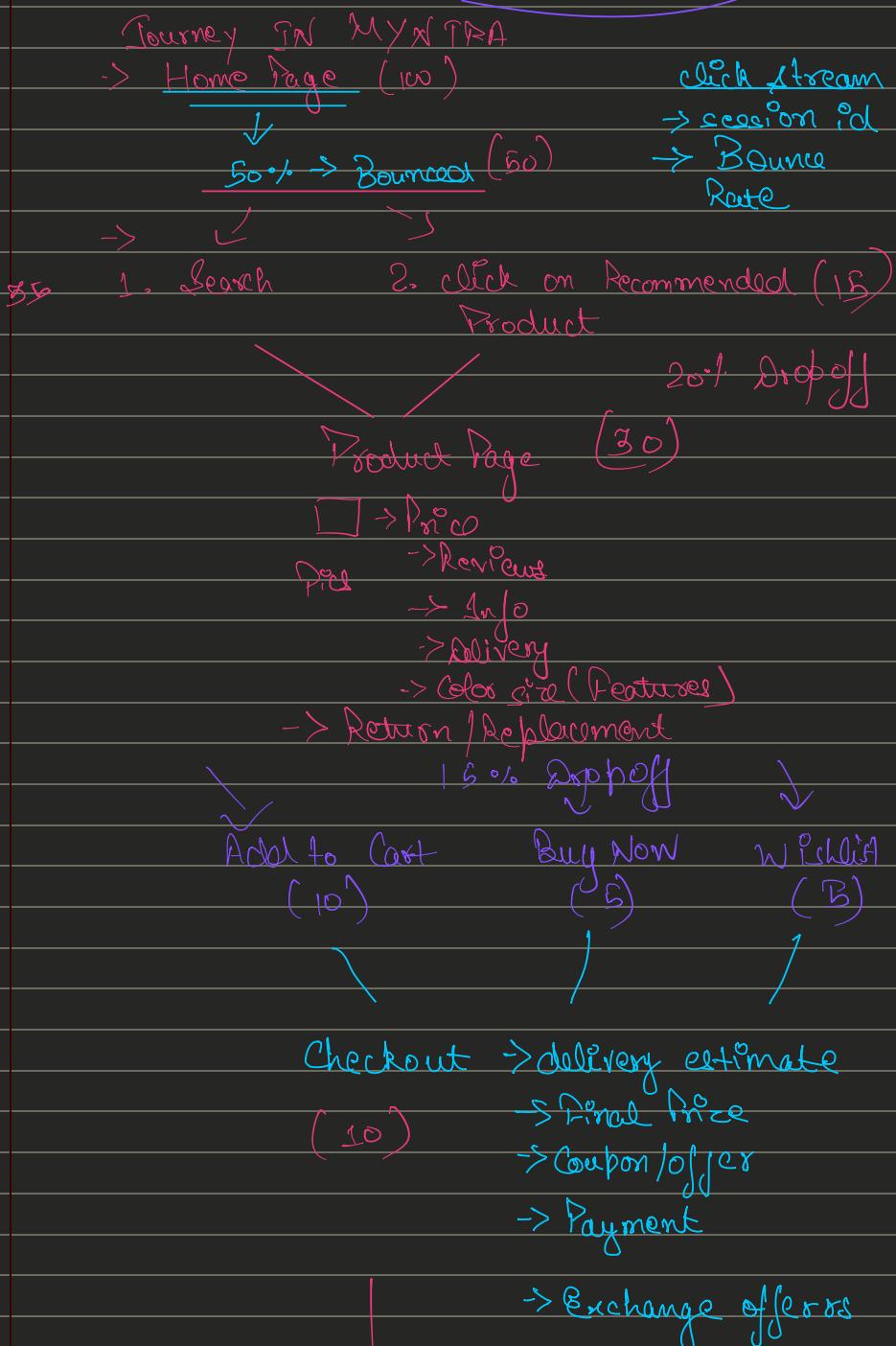
No of Confirmed Orders

5% to 3%

Paid

→ CO2

1. Payment → checkout?
2. Add to Cart → Payment → checkout?



↓

Confirmed Orders → Make Payment OR can (S)

Rule Out →  
    ↔ No Bug  
    ↔ No external event  
    → No govt intervention  
    → No change in supplier  
    → No Payment is still reported

Internal Factors →

→ ITC

(a) → Time frame →

2 month → seasonal  
    ↓ → short term  
    Gradual → change in customer behaviour ✓

(b) → Region →

    → Rural √ /c Urban → Inventory  
        or  
        Delivery Issue  
    → Quality Issue

→ State

    ↳ Assessment Mismatch

→ City / Pincode

    ↳ Delivery Issue

⑥) Other Related Factors →

→ Lack of Recommendation

→ Incorrect Searches

→ Lesser No of people adding to wishlist

→ Out of stock / over stocking

→ Loss of Product

→ Return Rate

⑦) Platforms →

→ Online v/s Offline

→ App (Web) → Constant

→ iOS / Android

↳

- App issues on iOS

- affluent users are not using app.

→ App goes unresponsive

⑧) Cannibalization →

Flipkart ↘ Myntra

Shoe

Shoe

Sale in 15 days (Future)

Current Sale →

Future Sale

⑤)  $\Rightarrow$  Segmentation  $\rightarrow$

$\rightarrow$  Old v/s New user

$\rightarrow$  High value v/s Low value user

$\rightarrow$  gender

$\rightarrow$  Age

$\rightarrow$  Product seg

$\rightarrow$  Income

External Factors  $\rightarrow$

$\rightarrow$  Marketing from other Companies

$\rightarrow$  PR (Bad)

$\rightarrow$  Ads (Sale)

$\rightarrow$  Competition (Rule Out)

Data  $\rightarrow$  Track entire journey of the  
Customers.