

examples:

①

DAU ↓10% (why?)
(NSM)

→ ②

App crashing (why?) → ⚡

③

Cart-
Abandon-sale has ↑5%

:

:

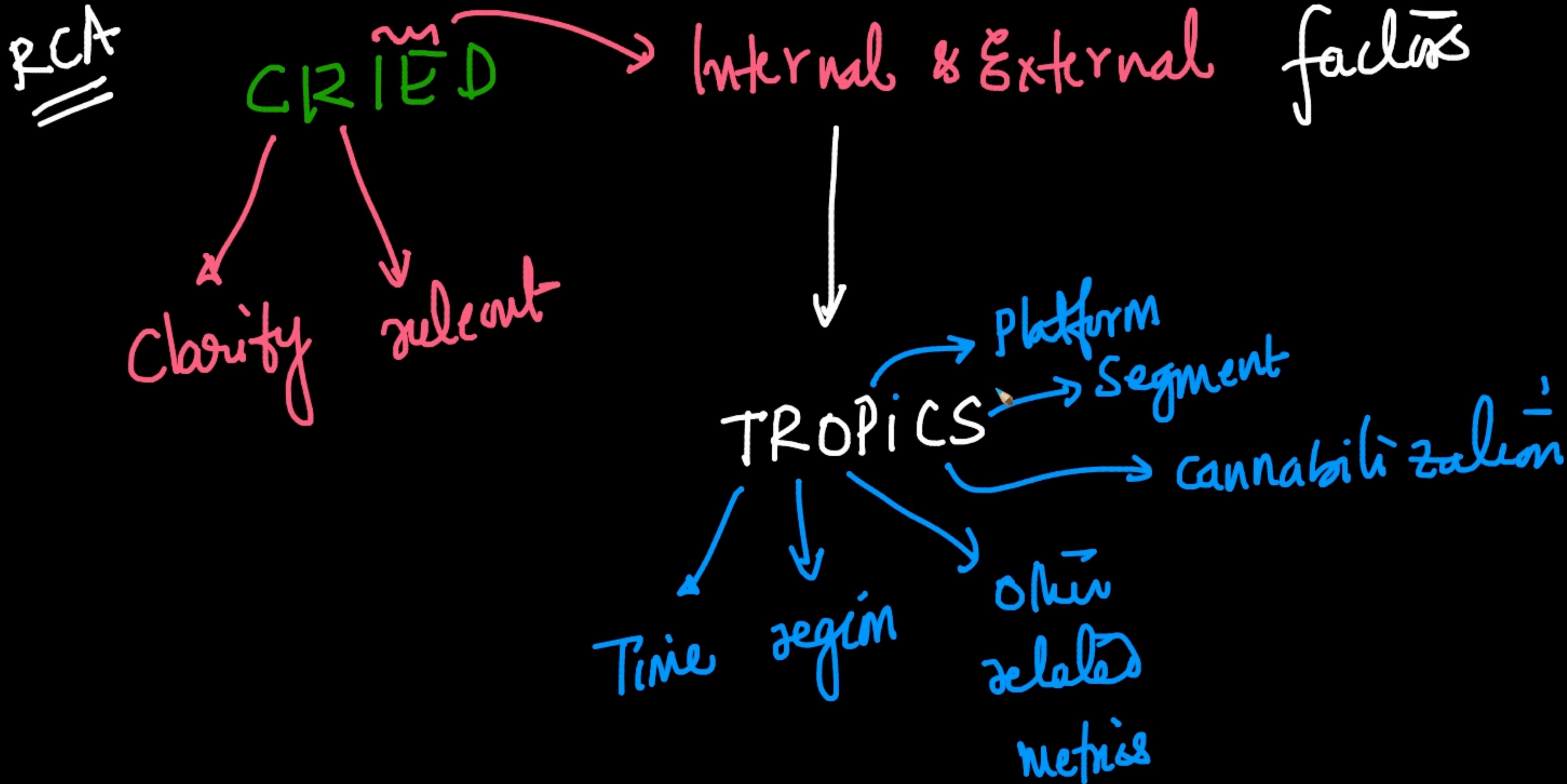
:

3 Goals:

① find the root cause

entry level Android phones
↳ compute, ...② understand/design or fix
↳ simpler algo / optimize code ..③ apply learnings to prevent future issues
↳ future launches should be

tested on entry level phones



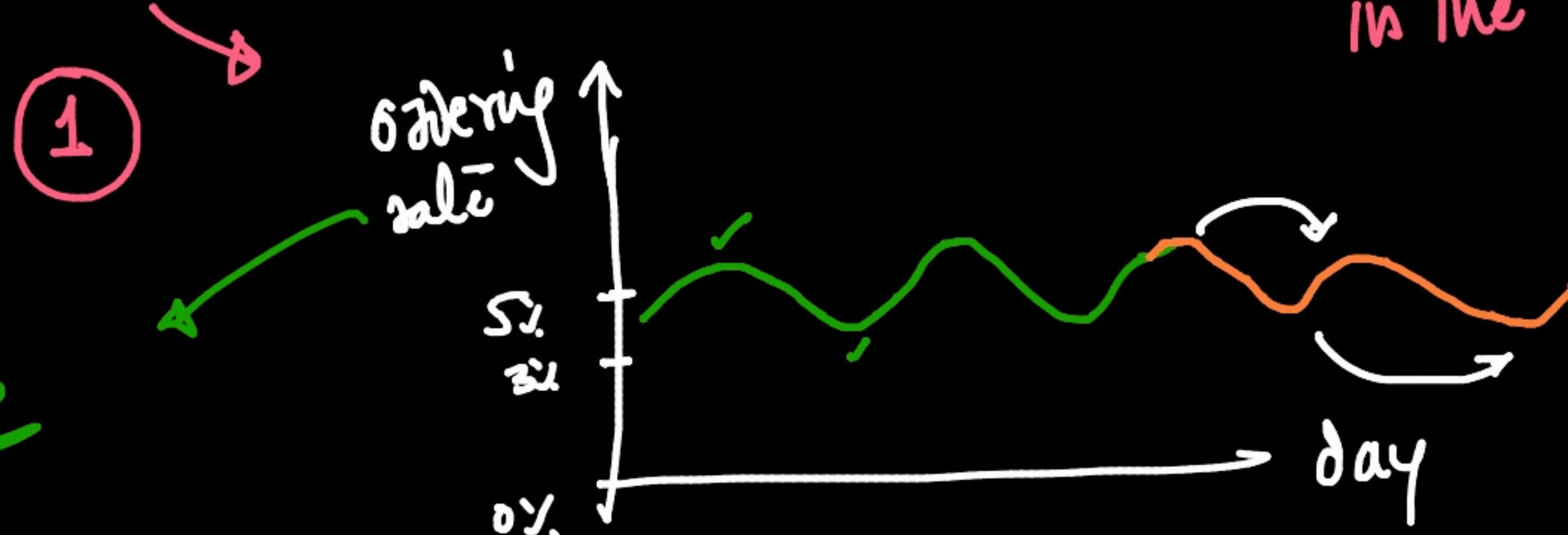
most popular
5 why's ? → RCA

~~Mynlaa~~:

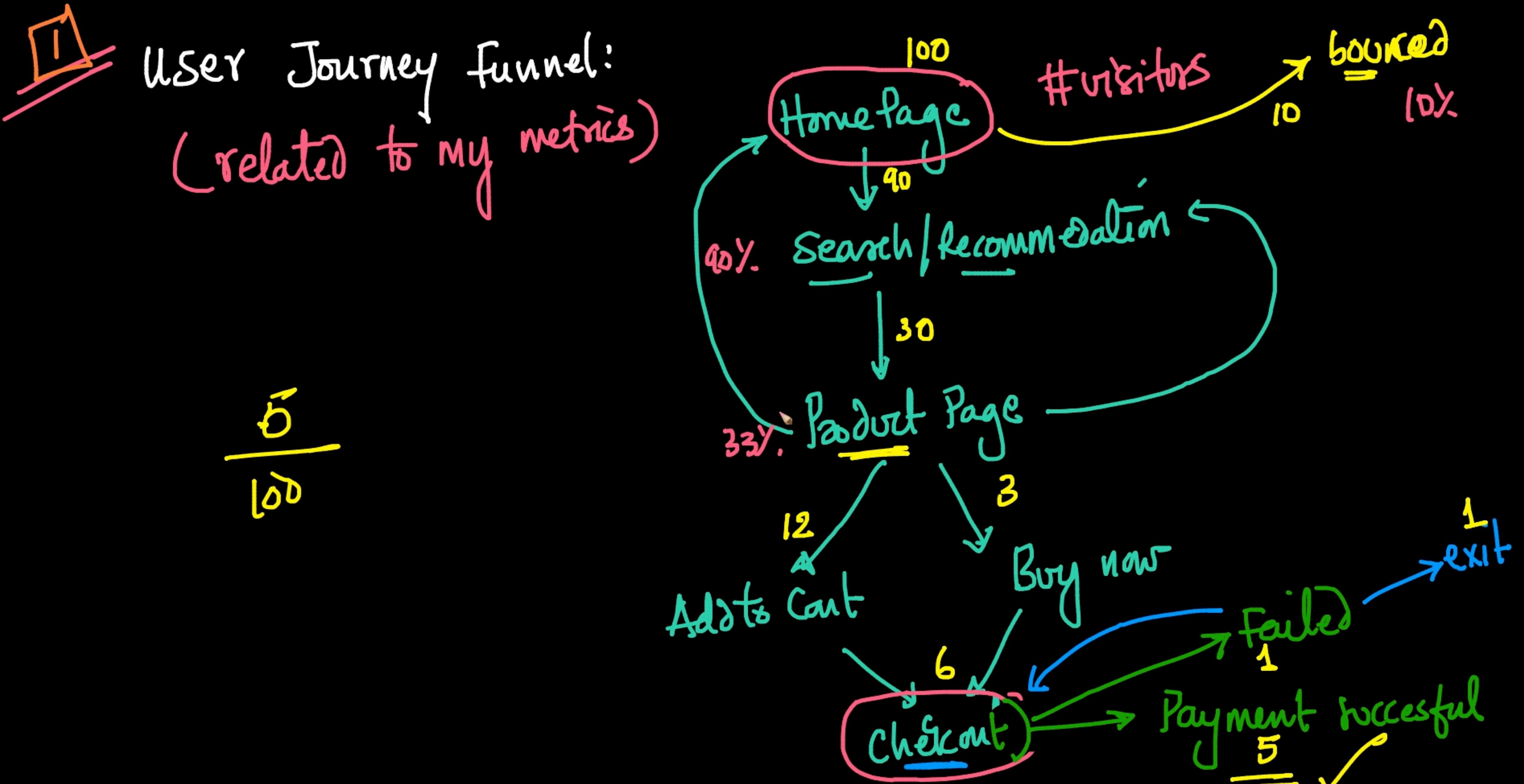
Problem:

decline from $\underline{5\%}$ to $\hat{3\%}$ in
in the last week

ordering-rate



(R(A))





clickstream - dala ***



session - cookie : ID
login - cookie

→ click ; pagevisit ; scroll ; back ; → action
hover



user info

user routes

UX

Digital Marketing

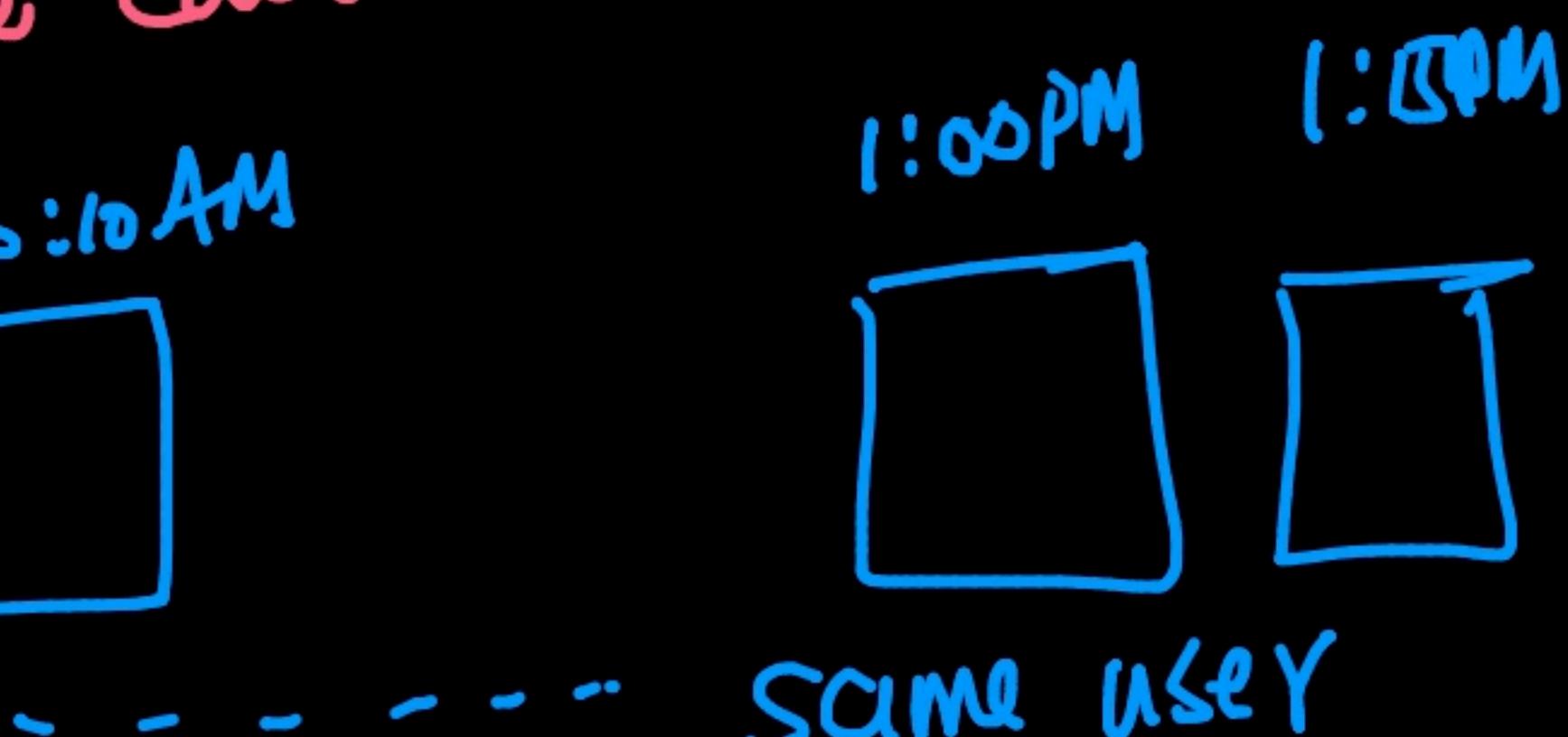
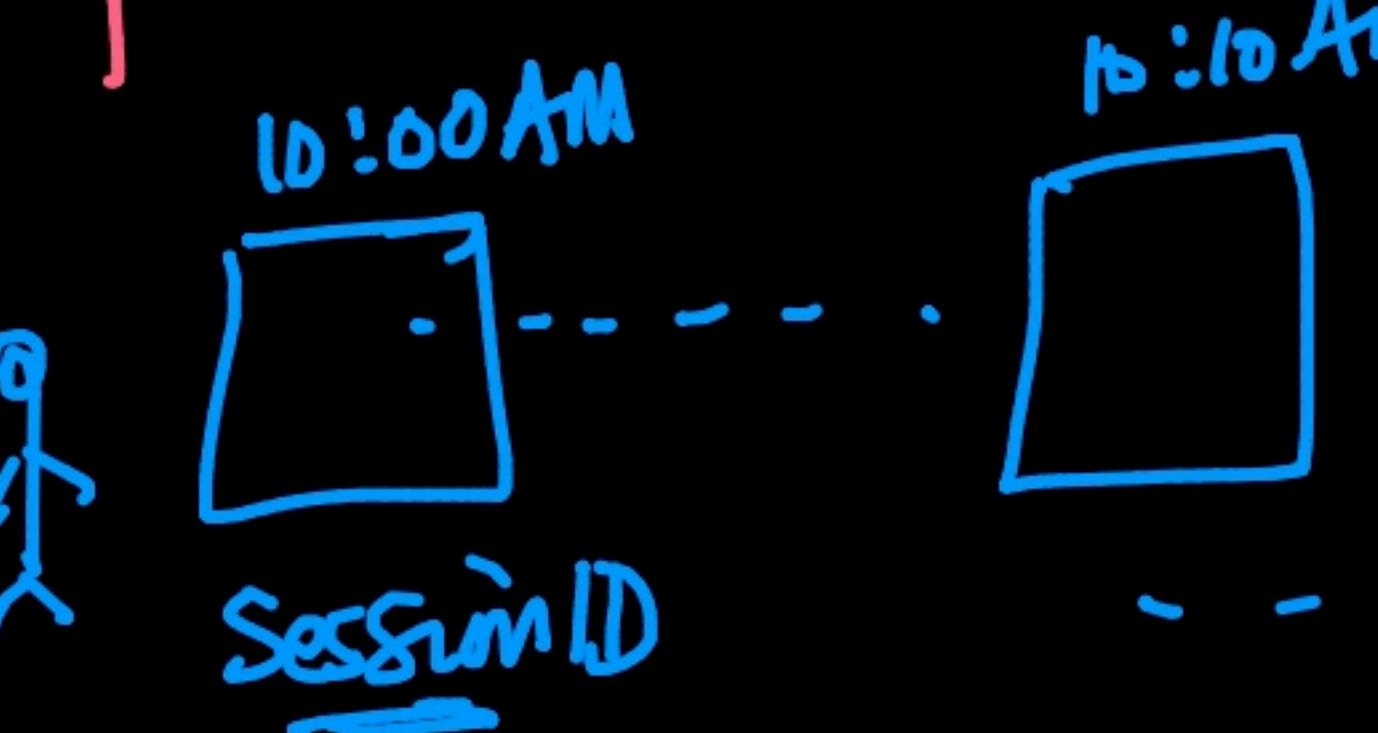
(Q1) define cart addition

↳ placed it in the cart

#orders → 1
#visits → 1

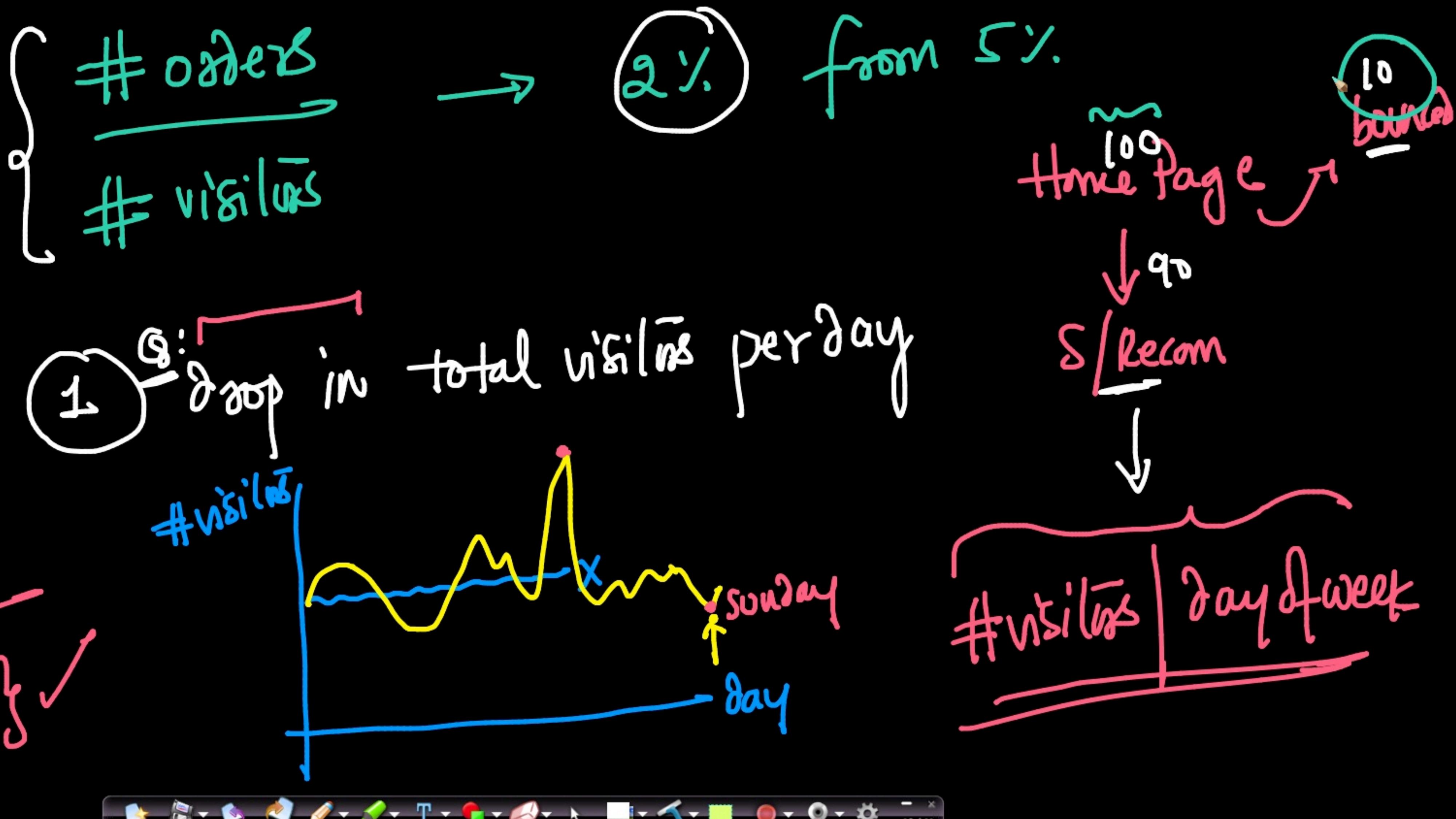
order → multiple items in the cart

visits → ↗



Cancelled rays → X

Backtrack the user journey:



(2)

bounce rate changed?

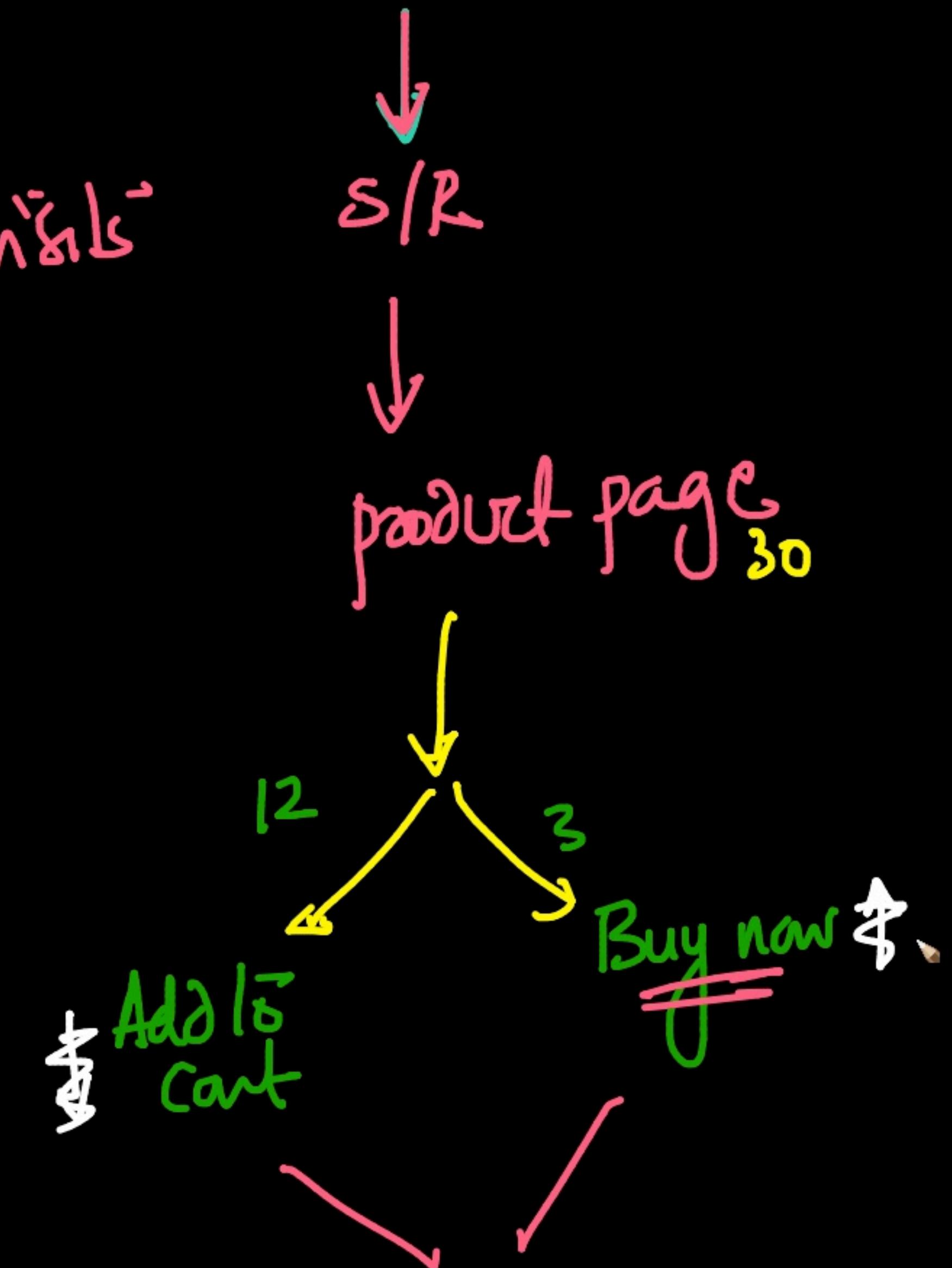
(3)

 $S/R \rightarrow \text{Product page visits}$
33.33% ↓ ↑

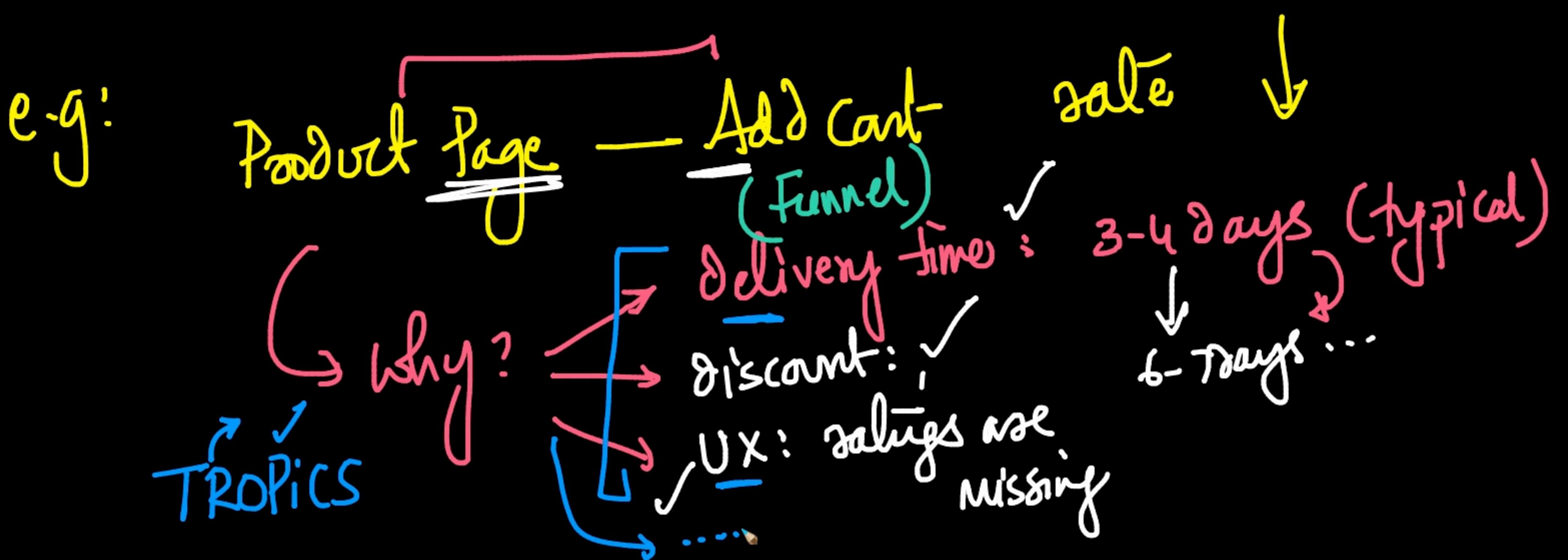
(4)

Cart add rate $\rightarrow 12/30 \uparrow \downarrow$ Buy now rate $\rightarrow \frac{3}{30} \uparrow \downarrow$

(5)



Key take away → measure every stage of
the funnel



TROPi CS

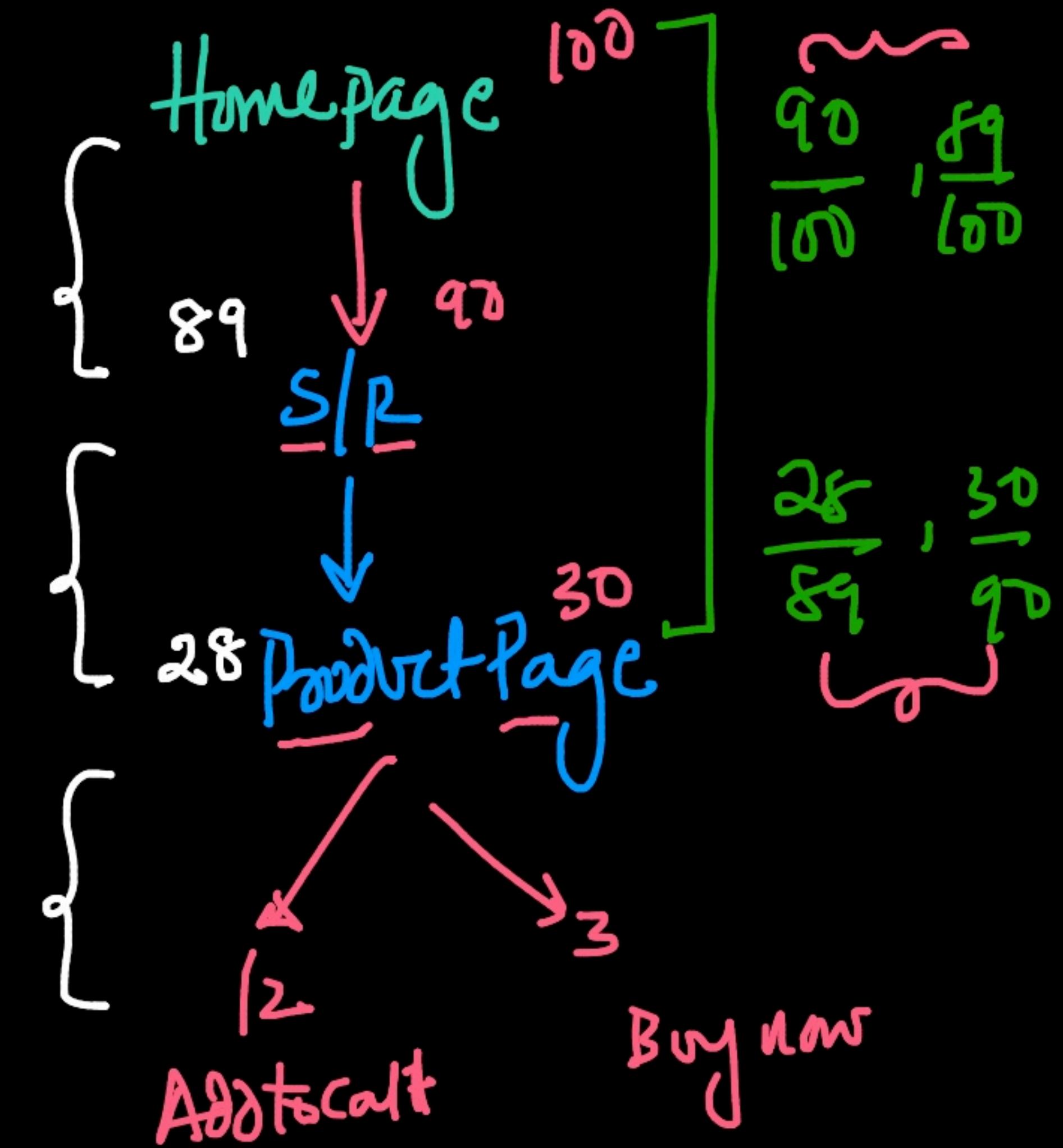
Raoe

Small reductions
@ every stage

Soln:

$$\frac{30}{100} \text{ vs } \frac{28}{100}$$

2 stages / 3 stages / 4 stages



(Q)

Internal data



↳ Price is competitive

~~Comparative price~~ ~~data is internal~~

→ hourly, daily, weekly

External factors

- ① Competition → sale or discount (Ajio)
- ② Large merchant left
- ③ Global chipset shortage

- ④ Govt Policy changes
- ⑤ PR-fiasco

Online Shopping site in India: S | Settings – Cookies and other s | How to Check Cookies on Your | Accessories - Buy Fashion Acc | +

myntra.com/accessories?f=Brand%3AHAUTE%20SAUCE%20by%20%20Campus%20Sutra%3A%3ACategories%3AClutches%2CHandbags%2CWallets%3A%3AGender%3AMen%20women%2Cwomen&rf=Discount%...

MEN WOMEN KIDS HOME & LIVING BEAUTY STUDIO NEW

Home / Accessories / Women Accessories / Accessories For Women & Men

Accessories For Women & Men - 199 items

FILTERS CLEAR ALL Bundles Country of Origin Size HAUTE SAUCE By Campus Sutra X Handbags X

CATEGORIES

- Handbags (166)
- Belts (109)
- Hat (80)
- Watches (62)
- Watch Straps (42)
- Sunglasses (36)
- Caps (25)
- Watch Gift Set (17)
- + 8 more

BRAND

- Lavie (943)
- NR By Nidhi Rathi (665)
- KLEIO (616)
- Baggit (574)
- Lino Perros (522)
- CALFNERO (472)
- Caprese (469)
- ARTKLIM (413)
- + 181 more

PRICE

- Rs. 498 to Rs. 2094 (151)
- Rs. 2094 to Rs. 3690 (45)
- Rs. 3690 to Rs. 5286 (2)

COLOR

Cookies in use

Allowed Blocked

The following cookies were set when you viewed this page

- criteo.com
- doubleclick.net
- facebook.com
↳ Cookies
- google.co.in
- google.com

Name no cookie selected
Content no cookie selected
Domain no cookie selected
Path no cookie selected

Block Remove Done

Sort by : Recommended

FLAT ₹200 OFF

Handbags and more

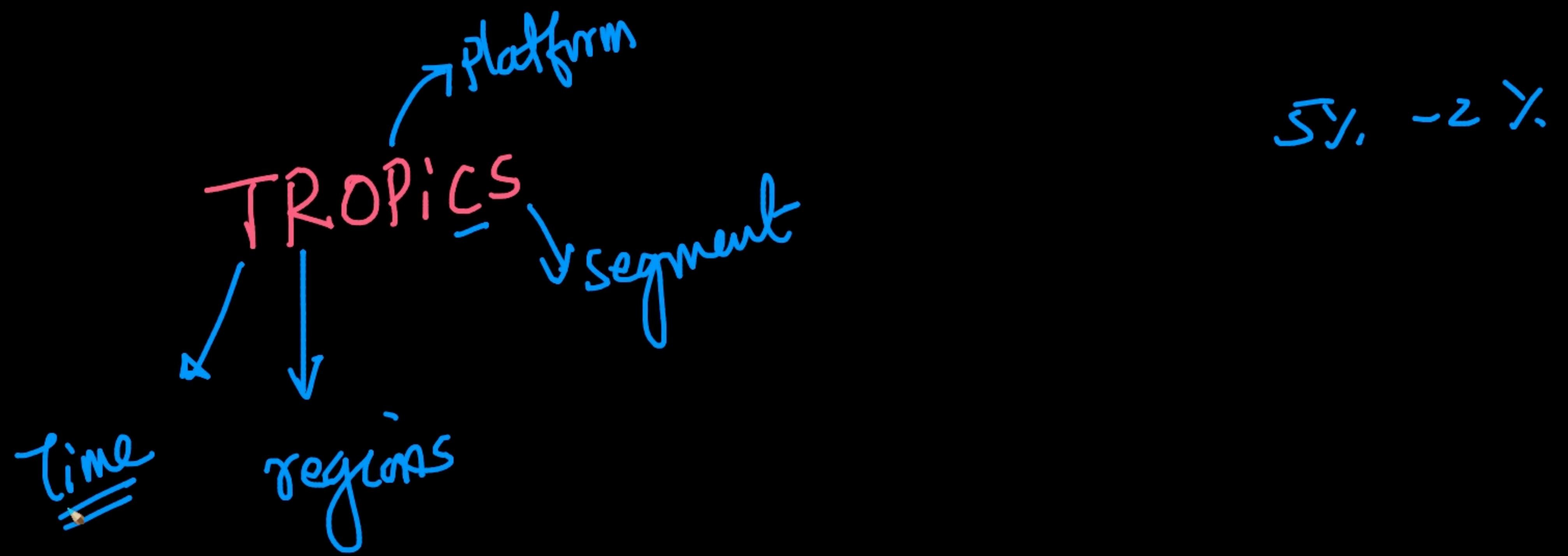
MyMyntra

Red annotations on the screenshot:

- A red circle highlights the "criteo.com" entry in the "Cookies in use" list.
- Red arrows point from the "criteo.com" entry to a stick figure icon above a "Facebook" logo icon.
- A red box highlights the "Sort by : Recommended" dropdown menu.

Product cards displayed:

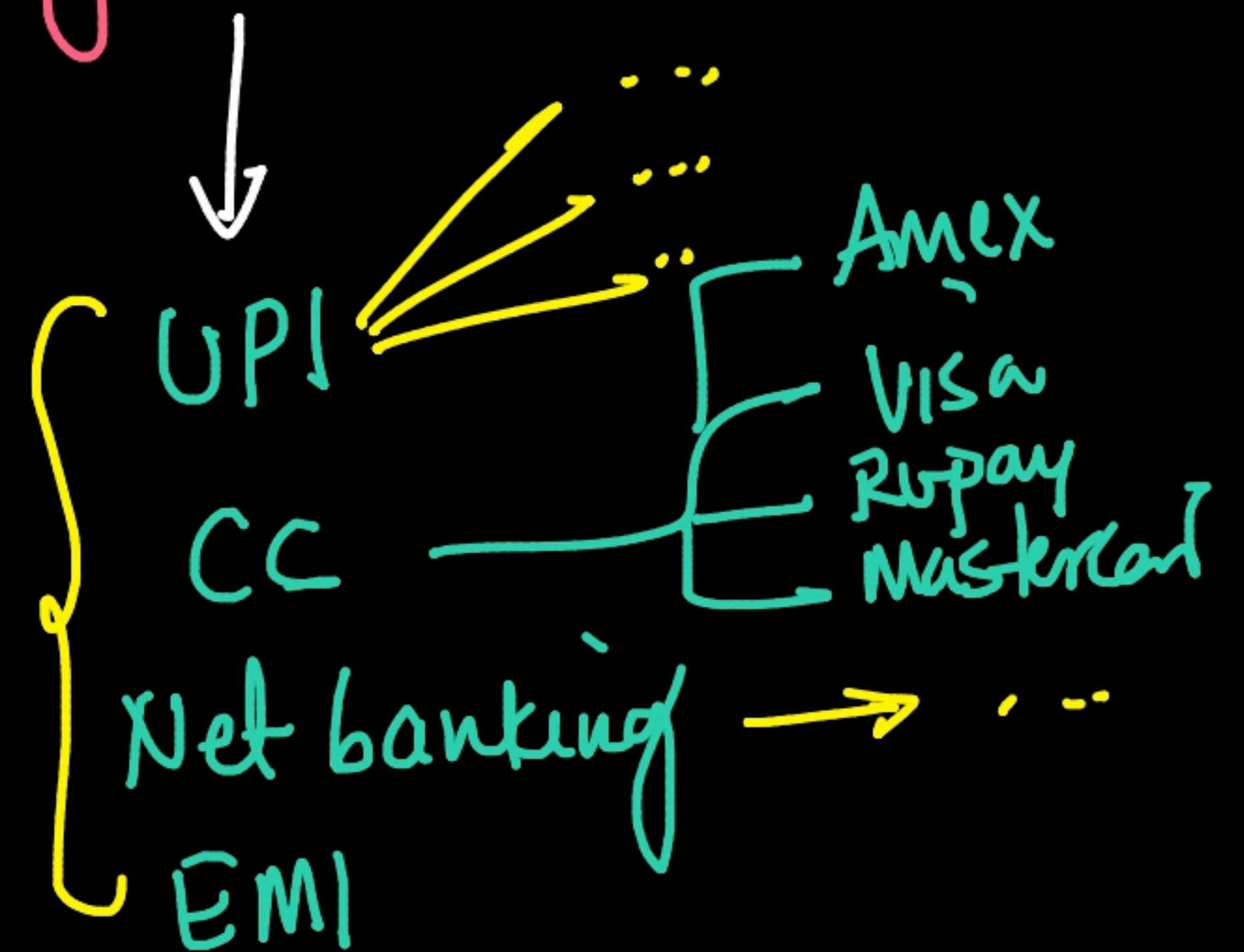
- HAUTE SAUCE by Campus Sutra Structured Sling Bag (Rs. 511 Rs. 1599 (68% OFF))
- HAUTE SAUCE by Campus Sutra Bucket Sling Bag (Rs. 679 Rs. 1359 (50% OFF)) Only Few Left!
- HAUTE SAUCE by Campus Sutra Structured Handheld Bag (Rs. 2651 Rs. 7799 (66% OFF))
- HAUTE SAUCE by Campus Sutra Structured Handheld Bag (Rs. 679 Rs. 1359 (50% OFF))
- HAUTE SAUCE by Campus Sutra Floral PU Structured Satchel w... (Rs. 732 Rs. 1464 (50% OFF))
- White pleated drawstring bag
- Black textured clutch bag with floral arrangement
- White quilted shoulder bag with chain strap
- Woman in blue off-the-shoulder dress holding a white shoulder bag
- Woman in red off-the-shoulder dress holding a black shoulder bag



(e.g.)

~~"Sharing" data~~

Payment related



~~Time of Day~~

