

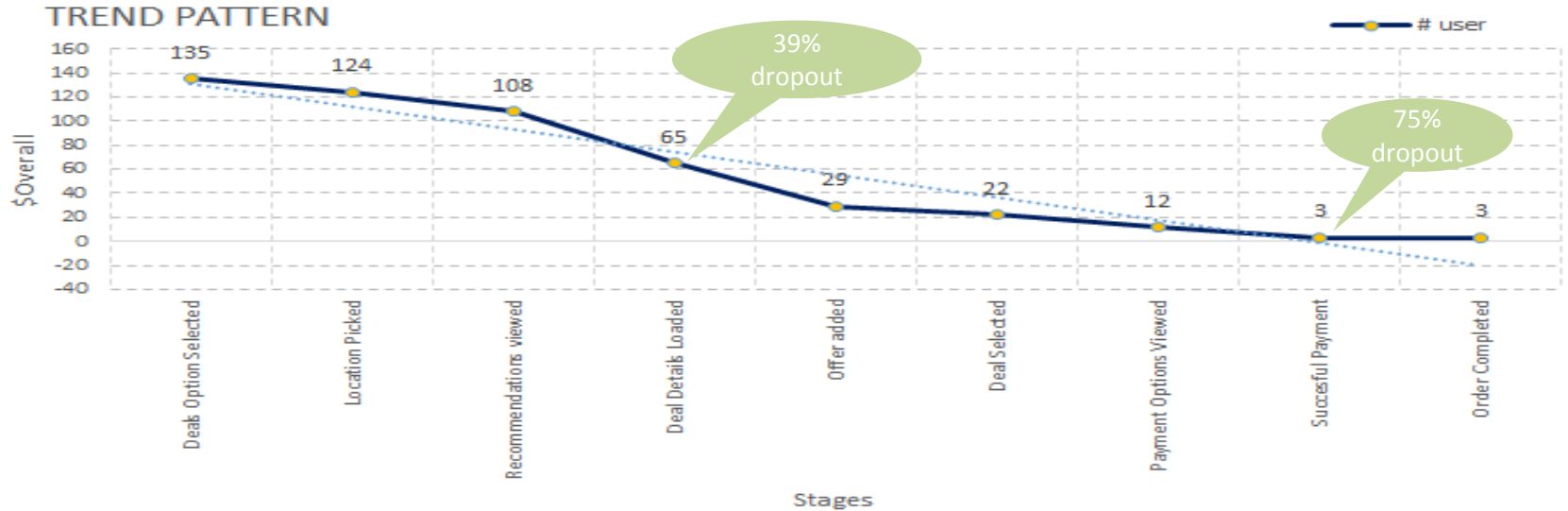
**Analysing fallout between
recommendations viewed
to deal selected**



Data Observation

- Deal chat and Deal summary files are considered for the analysis.
- The following analysis helps to identify reason for fallout between recommendations viewed to deal selected stage and the suggested recommendation will help us to overcome the fallout ratio

High Level Trends

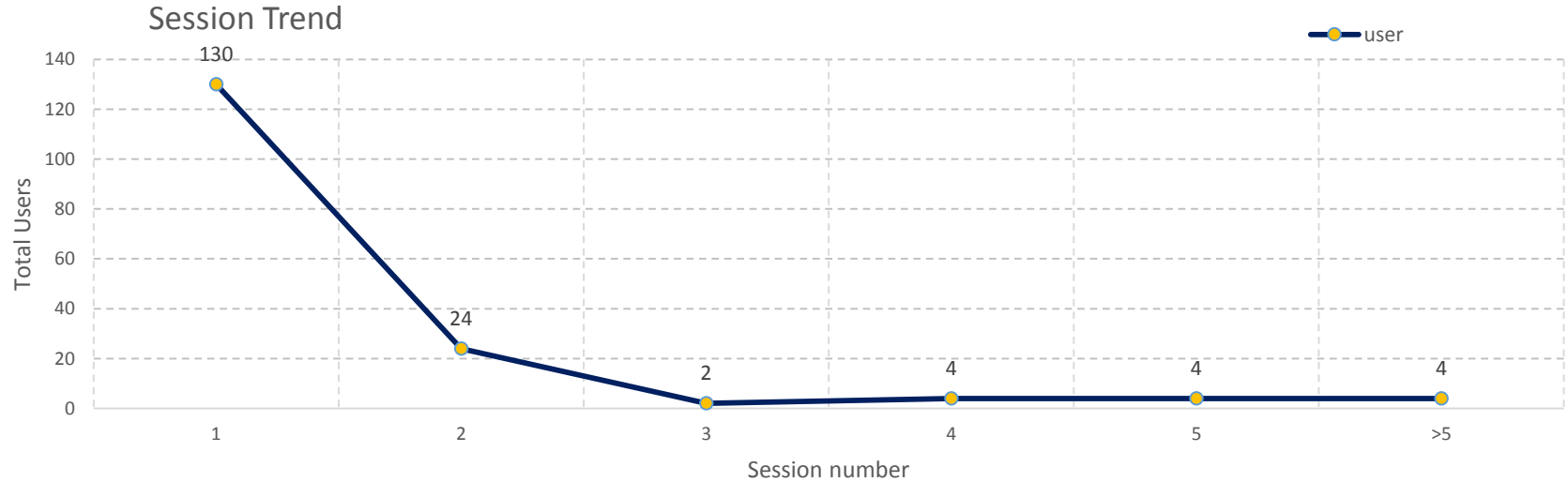


- Overall trend look downwards. Only **2%** of lead is converting into deal.
- Huge dropout at stages: **recommendation view, offer added and successful payment** when compared to the previous stages.

Insights

- Between Deal option selected to Recommendation viewed we are losing ~20% of Leads. This is because our app is not able to locate the leads location accurately and we need to revise our location picker.
- Between Recommendation viewed to deal selected we are losing almost ~79% of leads. This is the most highly important area as, it is where the curve starts downward trend.
- Going deeper to understand and finding reason for dropouts
 - Deals listed in recommendation view are not customized or customer specific.
 - No Deals available in the chosen location.
 - No attractive offers or cost of deal is costlier when compared to other market players.
- Between payment option to offer completed we are again losing 75% of leads i.e. only 3/12 peoples are successfully completing the deal. In this case reason might be,
 - Payment option is not friendly.
 - Offers are not ok to the customers.

High Level Trends



- The above chart clearly depicts that most of the leads are falling out in the first session itself. When number of session increasing the % of deal completion is also increasing.
- Session that are completed in 2 attempt are because of location problem and session that are above 2 are having different problems we will discuss this in future slides.

Insights

| USER ID | # SESSIONS | DEAL STATUS |
|--------------------------------------|------------|-------------|
| d1d1d06c-d0d8-4f8c-8178-1c715f3bcab2 | 19 | COMPLETED |
| 520c9ab6-a8f1-4584-a4c0-2fd0a1913ccd | 15 | COMPLETED |
| eb7fb8d9-87ee-4402-9dbd-aade8a1222c7 | 9 | COMPLETED |

| USER ID | # SESSIONS | DEAL STATUS |
|--------------------------------------|------------|-------------|
| 99546289-723c-473c-a067-f18bc8c31c87 | 7 | NO |
| 5fb3c0a6-09e2-4b15-83ff-5d38f4114125 | 5 | NO |
| 4869ec6d-715a-4135-a23c-8be735a3fc65 | 4 | NO |
| c54d4dec-b9da-4d33-825d-6ffa5a21e752 | 4 | NO |

- User c54d4dec- tries lot of time to see any deal, but we are not showing any deal at the chosen location.

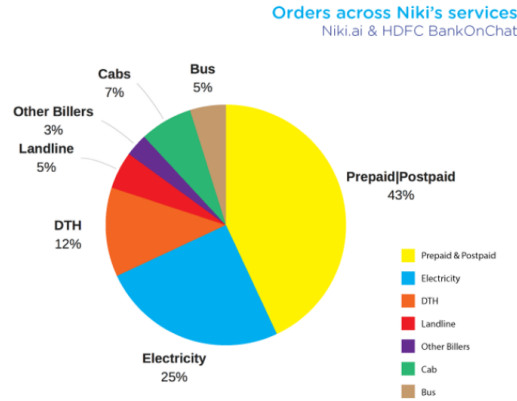
- Number of session increasing deal completion % is also increasing. This means that Deal Recommendation view stage is not listing what user needs at the 1st attempt.
- User 99546289- tries to find a buffet in particularly a restaurant “kasba grand” but he is not able to locate that in the Deal Recommendation view stage .
- User 5fb3c0a6- seems to be very interesting customer because he want to purchase deal but he continuously getting outage issue and payment problems and is unable to place the deal
- User 4869ec6d- repeatedly searched a word cheap/closest, this means that we are not showing what he exactly wants

Improvement

- Enabling Deal Recommendation View tab to show deals by analysing the customer segment of the chosen location. Adding more number of deals in the missed out/interior area (refer slide 6).
- Adding more popular/familiar shop deals will make the lead to purchase the deals.
- Most of the people exploring the app until the payment stage but not making any deal, this may be because of lack of trust or payment problems or not interested to pay ,in that case we can enable cash on mode.
- 20% (refer slide 3)of peoples are dropping out at initial stages, this is because peoples are searching own keyword like shop name (“kasba grand” refer slide 6) instead of best deals options. We may think about including the deals offering shop name also in the search parameter and other reason for dropping out is no deal in the chosen location (refer slide 6 last point).
- Since prepaid & post-paid option are taking 43% (refer appendix column) of transaction, major issue are identified at payment portal and cashback systems. We need to add more friendly payment portals.
- We need to ensure that the deal that we are offering is the cheapest in comparison with other market players and communicate very clearly what the cashback offers the end user.
- Turn around time for their recharge reflecting in their mobile phones takes lot of time due to late service by the mobile operators (refer appendix - insights taken from feedback section of android play store).

APPENDIX

Service Percentage



- Taken from <https://blog.niki.ai/>
- I found the payment portal and cashback offer is the issue, by analysing your feedback section in android play store, Due to time constraint I could not provide the processed stats here. I can provide supporting factors for all the statement mentioned in the deck provided I can have more data on deal summary data and time.