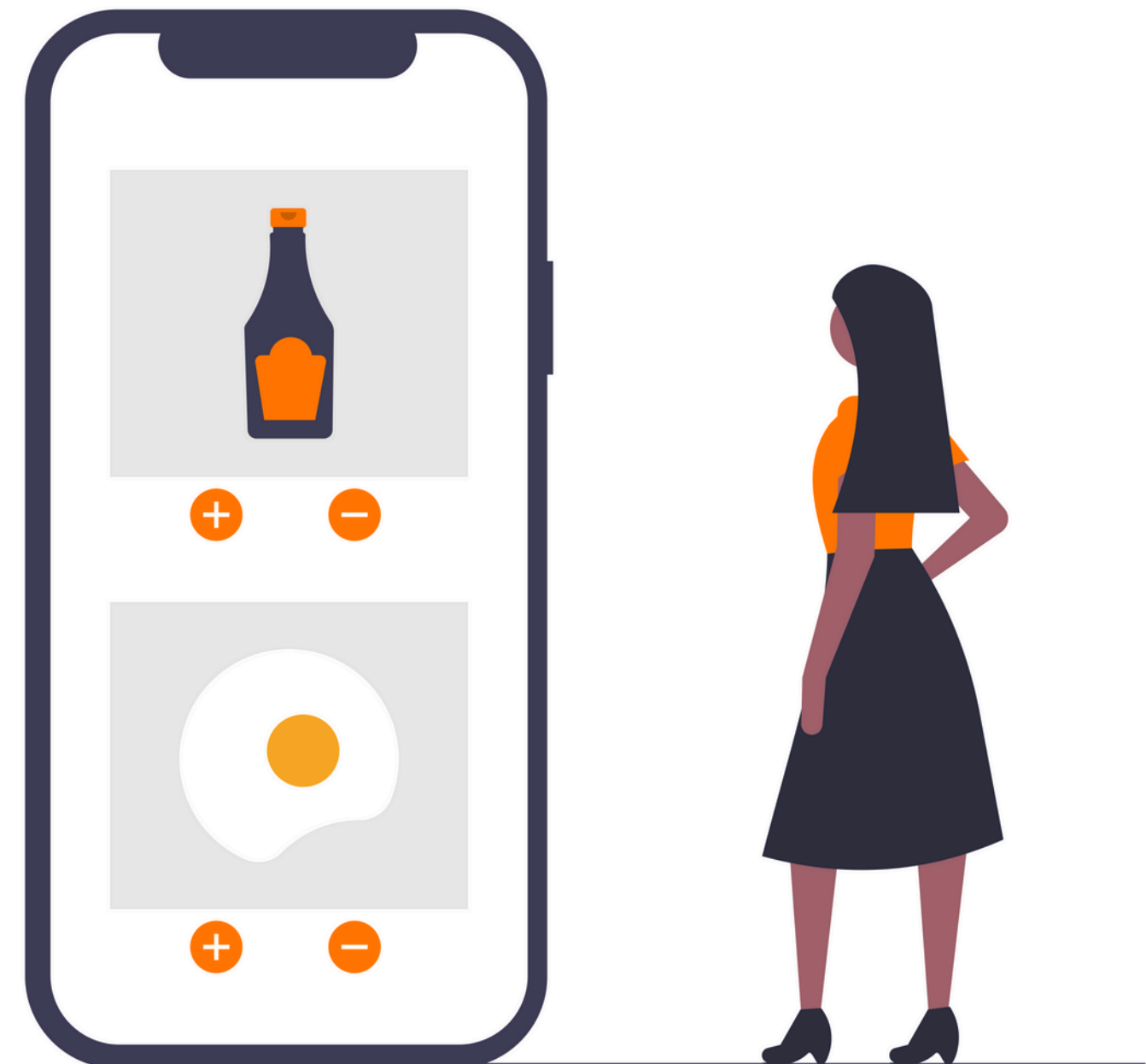


Converting Casual Users into Active Transacting Users

Rounak Pal | VNIT Nagpur



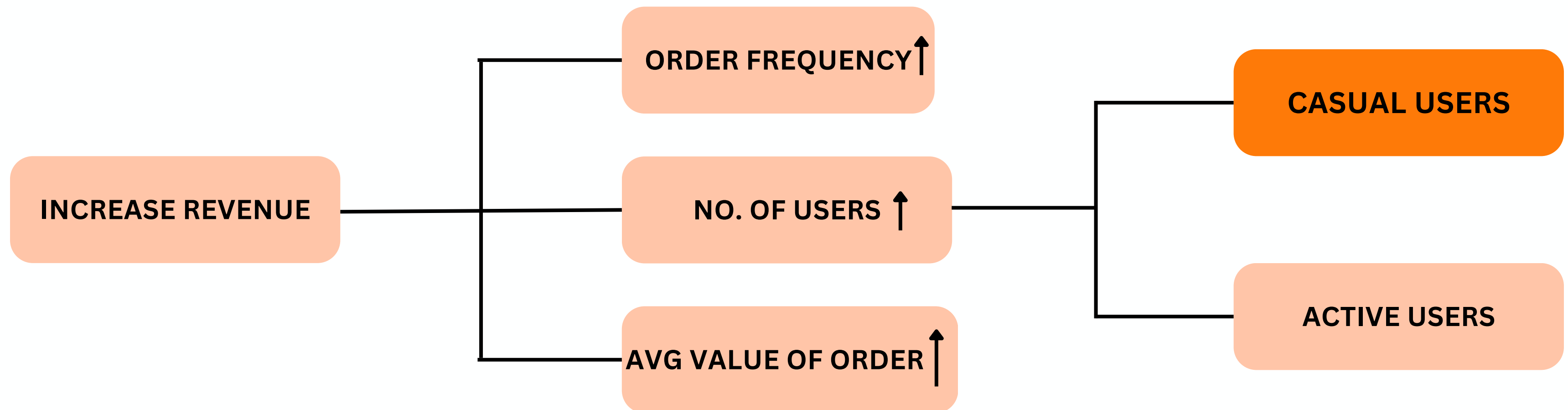
"Swiggy Karo, Phir Jo Chahe karo!"



PROBLEM BREAKDOWN

Problem Statement

You've seen that out of around 10 million new and inactive users daily, only about 2.5 million actually make transactions on your platform. Your aim is to understand the behavior of these 7.5 million casual users, encourage them to start making transactions, and convert them into active users.

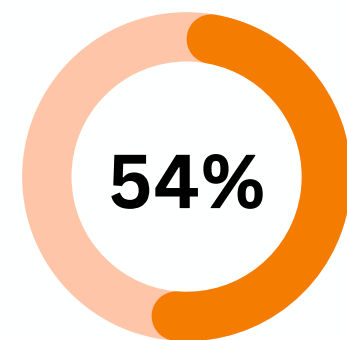




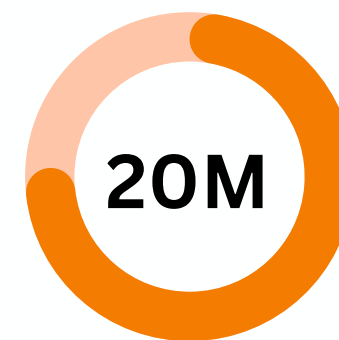
OVERVIEW

Swiggy, founded in 2014 by Sriharsha Majety, Nandan Reddy, and Rahul Jaimini, is a prominent online food ordering and delivery platform based in Bangalore, India. It facilitates easy access to a wide range of restaurants and cuisines through its website and app. With a vast restaurant network across major Indian cities.

Swiggy stands out for its speedy delivery, real-time order tracking, and no minimum order requirement. The platform extends its offerings beyond food to include groceries and medicines through 'Swiggy Stores', and also provides a pick-up and drop service named 'Swiggy Go'. Additionally, the membership program 'Swiggy Super' grants members benefits like free deliveries.



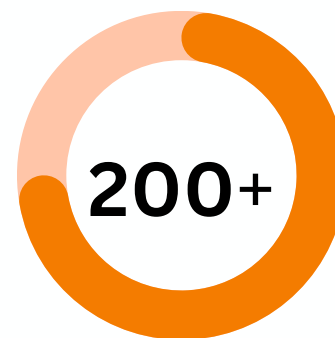
MARKET SHARE



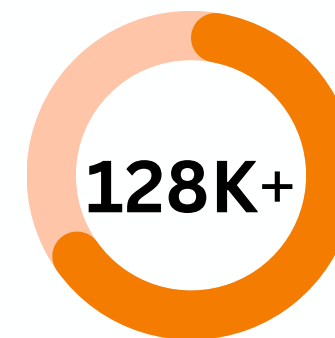
MAUs
Monthly Active Users



AOV
Avg Order Value



CITIES



RESTAURANTS

Source: <https://medium.com>



MARKET INSIGHTS



- Revenue in the Online Food Delivery market is projected to reach US\$1.02tn in 2023.
- Revenue is expected to show an annual growth rate (CAGR 2023-2027) of 12.78%, resulting in a projected market volume of US\$1.65tn by 2027.
- The Grocery Delivery segment is expected to show a revenue growth of 22.2% in 2024.
- The market's largest segment is Grocery Delivery with a projected market volume of US\$0.63tn in 2023.
- In the Meal Delivery segment, the number of users is expected to amount to 2.5bn users by 2027.

COMPETITOR ANALYSIS



- With a 46% market share for Zomato, Swiggy and Zomato operate as a Duopoly in the Food Tech Sector of India.
- As of February 2022, Zomato had over 390,000 restaurant partners, while Swiggy had over 128,000.
- As of February 2022, Zomato's monthly active users were estimated to be 32 million, while Swiggy's were estimated to be 20 million.



- Market share: Uber Eats has a market share of around 10% in the Indian food delivery market.
- As of February 2022, Uber Eats has over 100,000 restaurant partners in India.
- Monthly active users: Uber Eats has over 10 million monthly active users in India.
- Uber Eats' revenue in India is estimated to be around \$1 billion.

USER PERSONAS

Tanisha
20
College student



Sushant
28
Manager



Radha
40
Home maker



BACKGROUND

Tanisha, a college student, resides in a dorm away from her family and handles her expenses independently. Her hectic routine makes cooking a struggle, leading her to opt for food delivery.

Sushant, a product manager at a tech company. His work often involves long hours & tight deadlines. Despite his busy schedule, He is a fitness enthusiast who prioritizes his health.

Radha is a Housemaker and she usually cooks the food on her own mostly, but occasionally, she needs a break from the kitchen.

PAINPOINTS

- Ordering with a group has the added hassle of splitting the bills.
- Misses her home made food
- Given his busy lifestyle, He often struggles to plan and prepare his meals
- Can't keep an eye on the calories he is consuming
- Can't order dishes from multiple restaurants at the same time
- Lack of enticing incentives to order again

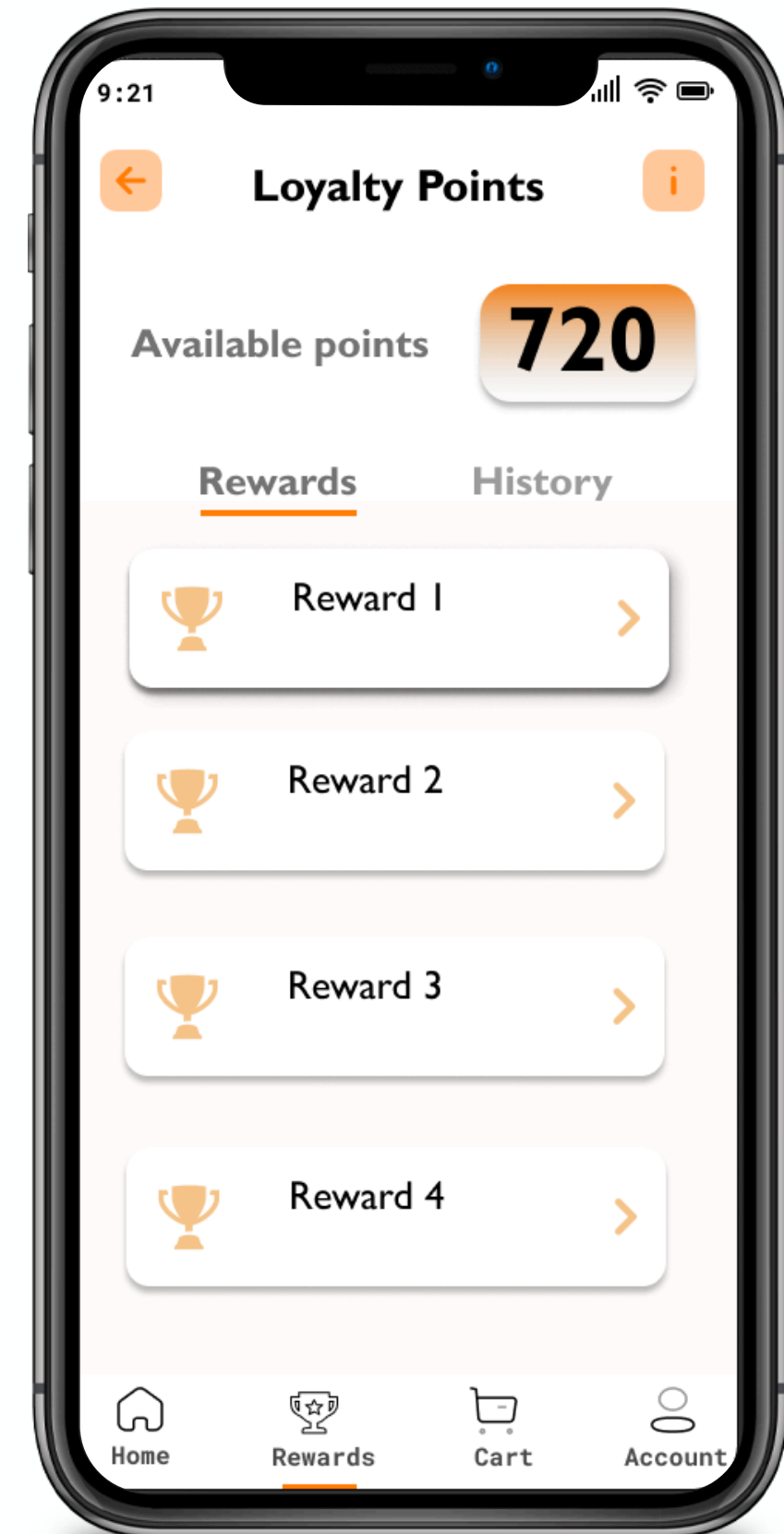
NEEDS

- She needs regular access to home-style meals
- Wants to split the bills with ease
- needs a solution that can provide him with pre-planned meals
- requires detailed nutritional information for each meal
- Multi restaurants orders in a single invoice
- Needs Incentives

Potential Solution (1/5)

LOYALTY POINTS PROGRAM

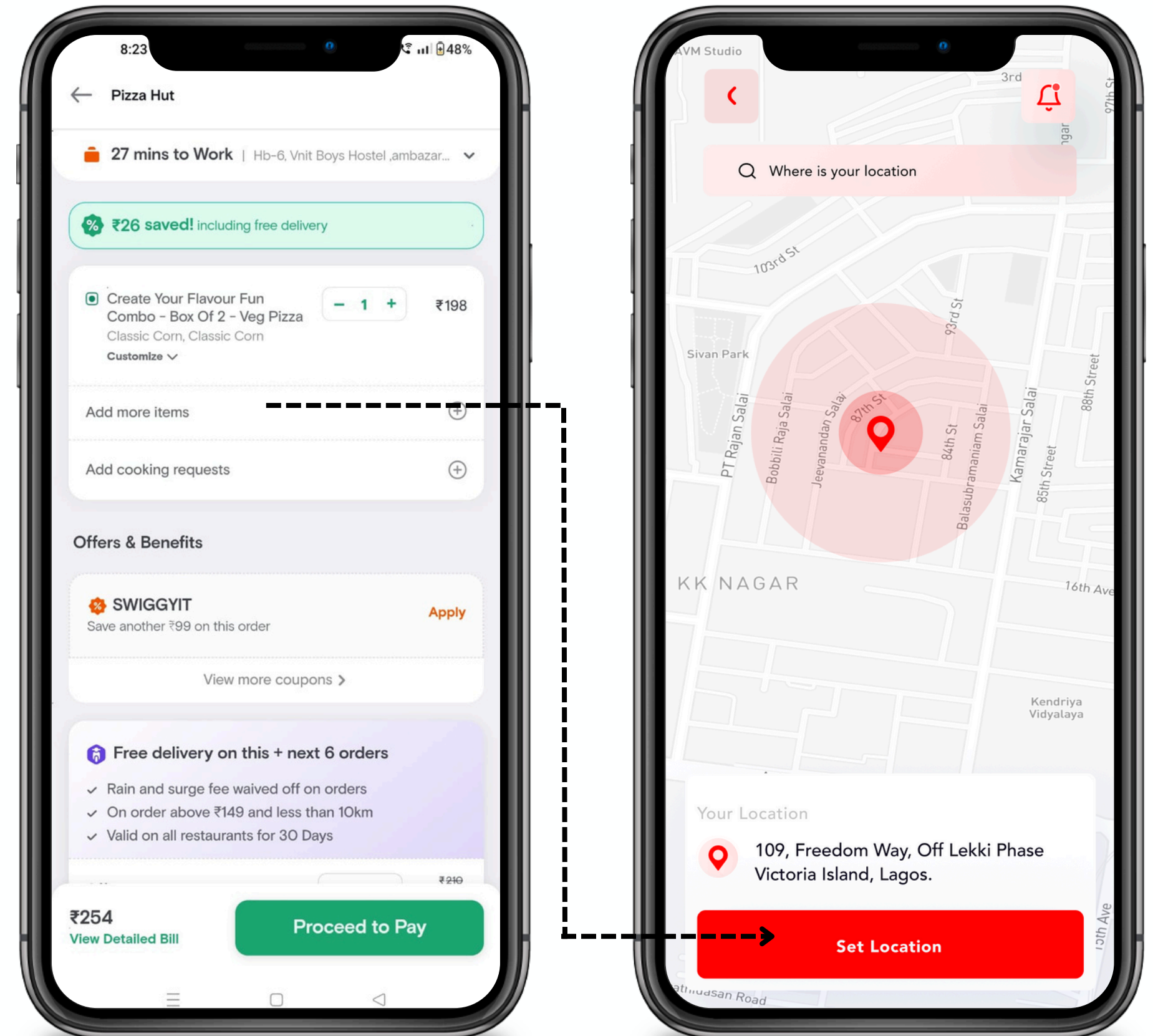
- Users will earn a certain number of points for each placed order, writing reviews for the restaurants and completion of certain no. of orders within a month.
- Users can redeem their points for discount coupons and free delivery services



Potential Solution (2/5)

MULTI RESTAURANT ORDER

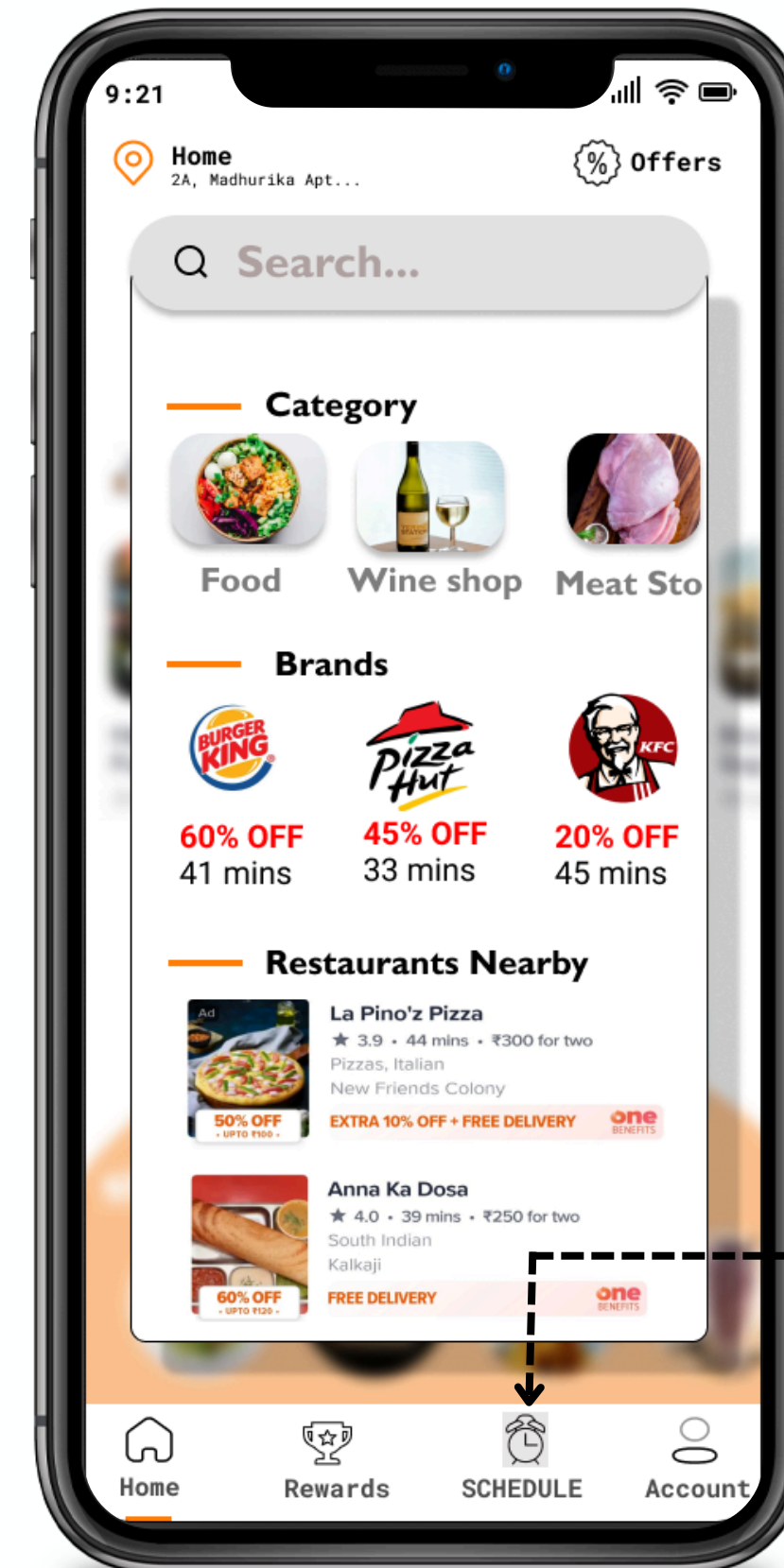
- This feature would allow users to combine items from different restaurants (inside 500m radius) into one order.
- Users could enjoy the convenience of selecting dishes from various cuisines and restaurants while receiving a single delivery, saving time and effort.



Potential Solution (3/5)

PRE PLANNED MEALS

- Enable users to schedule food orders for future delivery through the Swiggy app.
- Users can select their desired date and time slots for delivery.
- This feature caters to busy professionals, individuals with strict schedules, and those who prefer to plan their meals ahead of time.

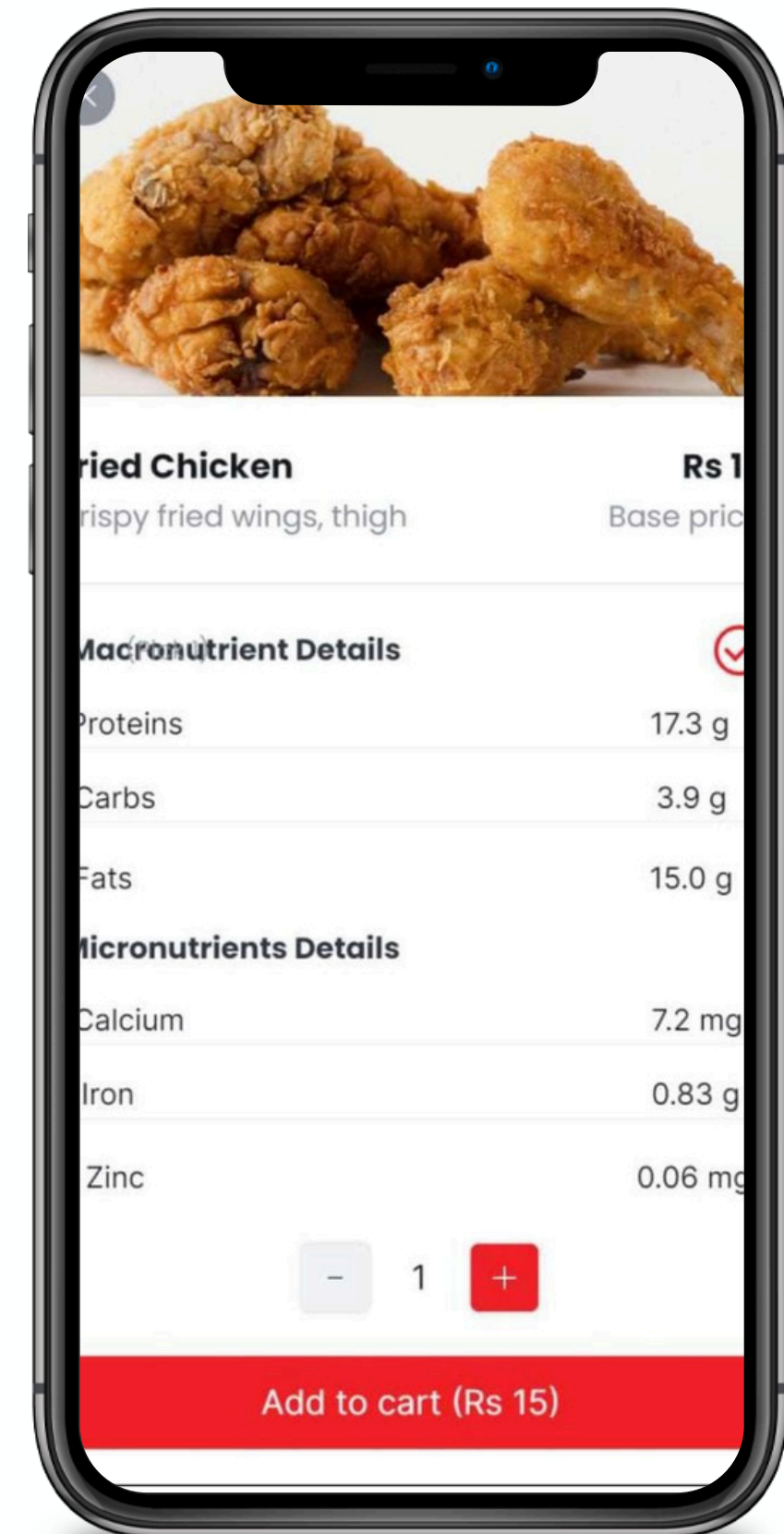


**SCHEDULE
ORDER**

Potential Solution (4/5)

NUTRI - INSIGHT

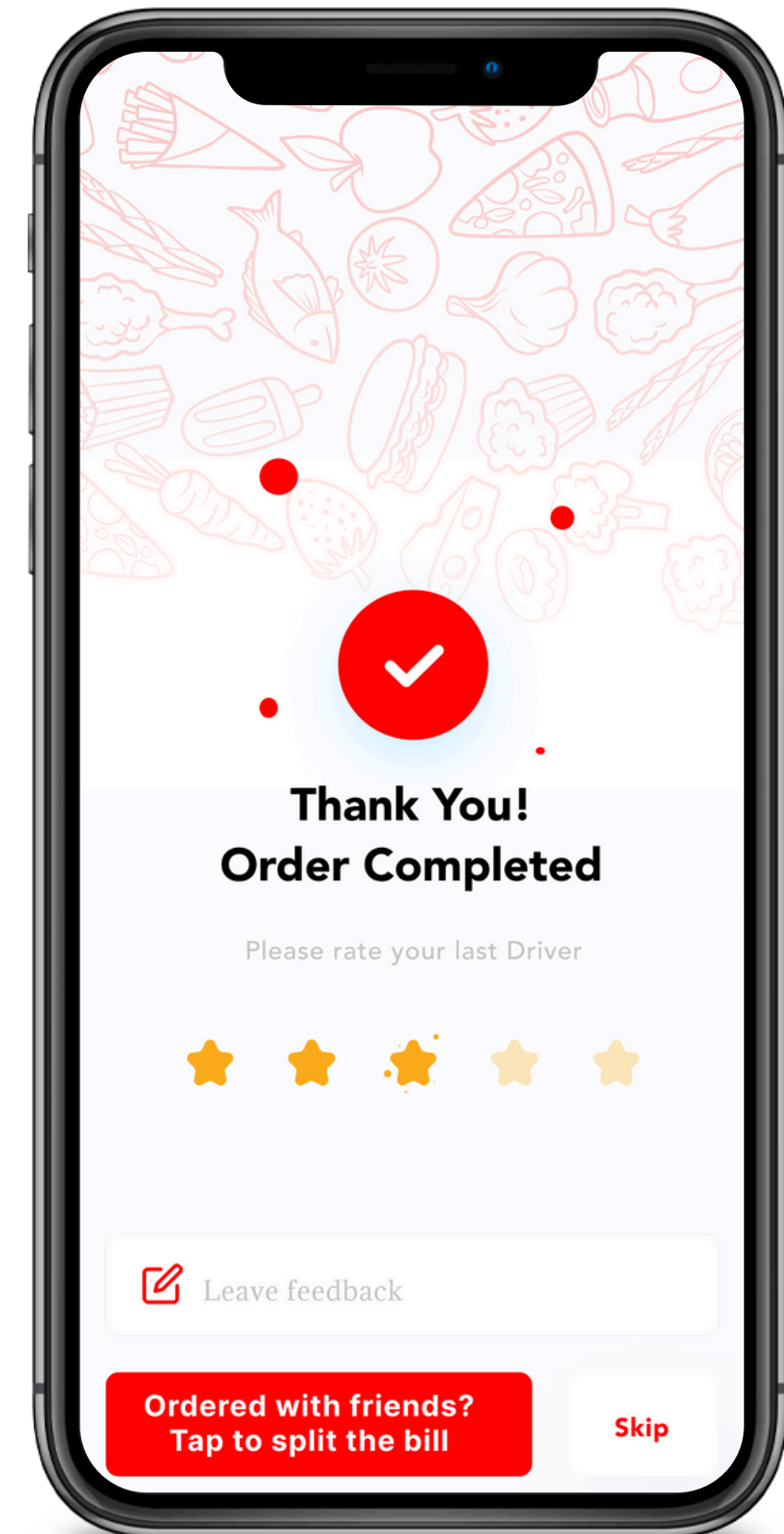
- Nutri-Insight is a feature designed to provide comprehensive nutritional information for each meal or dish available on the app
- This feature aims to promote healthy eating habits by providing users with detailed insights into the nutritional content of their food choices.



Potential Solution (5/5)

INTEGRATED SPLIT BILL

- Users experience an Integrated Pay Split feature through Swiggy's In built UPI.
- User can then add the contact details (phone number or UPI ID) of the other participants and the app automatically divides the total bill amount among participants.

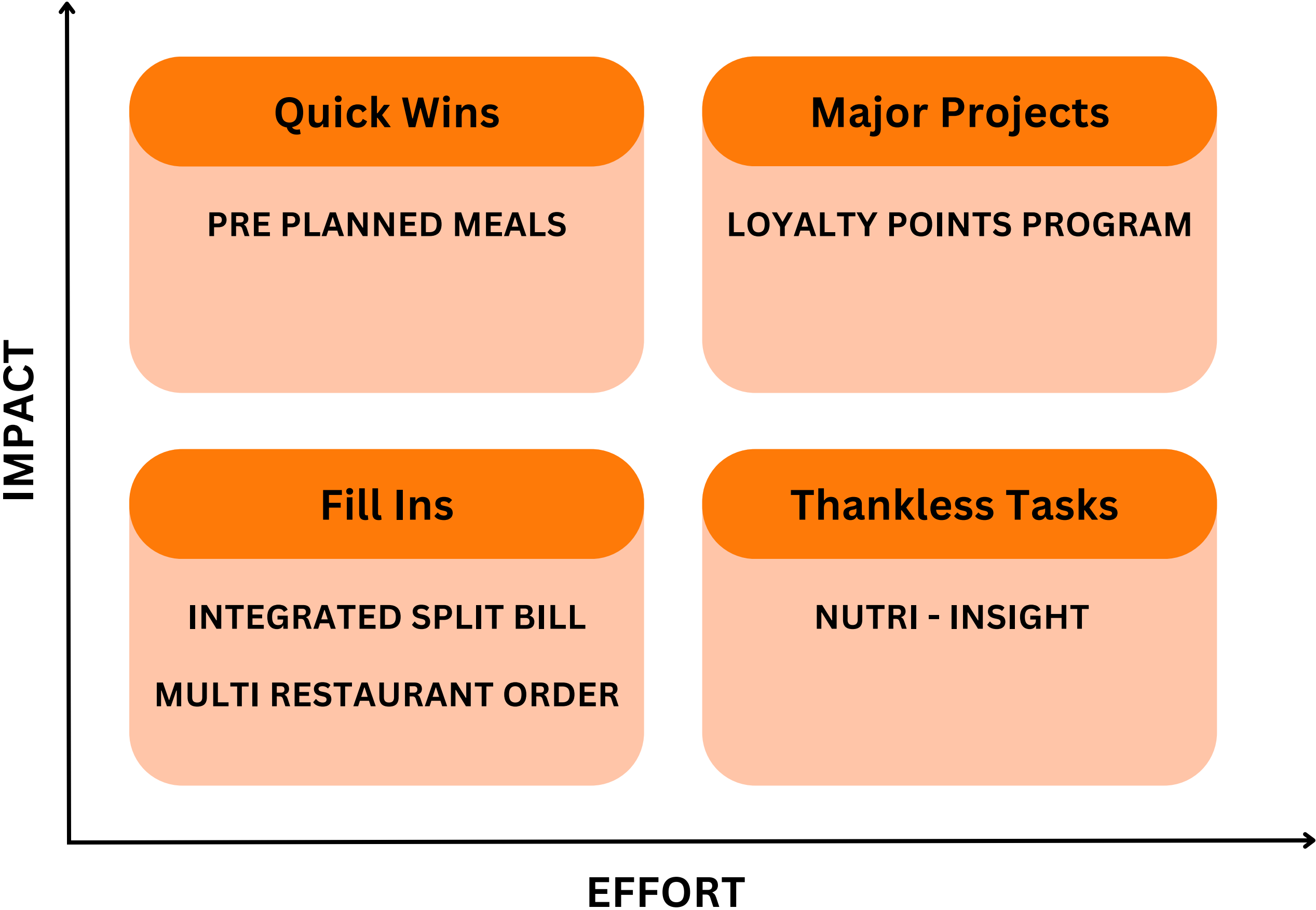


Product Prioritization

RICE Framework

SOLUTIONS	REACH (0-100%)	IMPACT (0-10)	CONFIDENCE (0-100%)	EFFORT (0-10)	SCORE
LOYALTY POINTS PROGRAM	100%	8	90%	8	0.9
MULTI RESTAURANT ORDER	100%	9	100%	8	1.125
PRE PLANNED MEALS	90%	9	100%	7	1.1571
NUTRI - INSIGHT	100%	8	80%	9	0.7111
INTEGRATED SPLIT BILL	80%	8	80%	7	0.7314

Impact/Effort Matrix



Priority List

1. PRE PLANNED MEALS
2. MULTI RESTAURANT ORDER
3. LOYALTY POINTS PROGRAM
4. INTEGRATED SPLIT BILL
5. NUTRI - INSIGHT

KEY METRICS

NORTH
STAR
METRIC

CONVERSION RATE

$$\frac{\text{No. of users to placed an orders}}{\text{total no. of users}}$$

L1 METRICS

ACTIVE USERS

(DAUs\MAUs)

L2 METRICS

FREQUENCY OF ORDERS

How frequently An User is ordering

Thank You!