

## Business Intelligence Internship Assessment

Submitted By –

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**1)** With Jio coming in, we have seen an influx of internet users from Tier 2 and Tier 3. Video/Content apps like Youtube and Tiktok have seen a huge growth while Amazon/Flipkart have not seen similar.

What could be the reason for it? Feel free to use any publicly available data to support your hypotheses.

**Ans)** While Reliance Jio brought the telecom services revolution in India, the coronavirus pandemic gave a further push to digital adoption in the country. For almost half of 2020, people were locked in their homes which resulted in anxiety, worrying about the future, loss of employment, and boredom. As many as 41 lakh youths in the country lost jobs due to the COVID-19 pandemic. This major drop in income resulted in people's needs to also be cut.

While video apps like YouTube garnered over 300 billion views in the first quarter of this year, the growth rate for most e-commerce companies like Flipkart and Amazon took a dip to a single digit, with a lot of monetary loss in the process. This huge difference between growth rates has left economists wondering its reason.

Upon research it has been found that the attention span of viewers on YouTube is on an average of two minutes and on Tik Tok, it is even lesser. Now, the length of time for which a person can concentrate on a particular activity or subject is called the attention span. On average a person enjoys spending time on things that keep them entertained the whole time and does not cost much.

Whereas on the other hand, buying products during such a time was a difficult choice to make. As there is already an ongoing crisis, not many people would like to spend their money on things that are not of utmost need. Another major factor that played a role in the downfall of e-commerce was the disruption of the chain of supplies. Many companies and shops were closed due to the pandemic, which resulted in hurdles to obtain the best quality products. Hygiene played a very key role in it. People were afraid of the quality of product handlers. They were not sure if it was a wise decision to let foreign products into the house while there was such extensive spread of infection. Hence people chose to keep

themselves entertained using content applications like YouTube and TikTok rather than spending money on applications like Amazon and Flipkart.

## 2) New Onboarding Design at Nymtra

Nymtra is India's leading fashion app. The Product team revamped the app's Onboarding Flow on 31st July that introduced the following features:

- New walkthrough with 3 screens highlighting - extensive catalogue, free shipping for the first order, and easy returns.
- Added a 'Skip Login' option to the login screen at the end of the walkthrough
- Added a new "10,000+ items under ₹999" banner on the home screen.

You are attending the product review meeting on 5th November where the team looks at the following data:

Month	New Installs	First Time Buyers (FTBs)	Revenue from FTBs	FTBs who made a second purchase
May	546,293	16,389	21,305,427	8,194
June	567,892	17,037	22,147,788	8,518
July	582,389	17,472	22,713,171	8,736
August	593,861	29,693	28,208,398	11,877
September	601,347	30,067	28,563,983	12,027
October	619,356	30,968	29,419,410	2,168

**Question: Is the onboarding flow revamp a success? Justify.**

**Ans)** The refurbishment of India's leading fashion app is charming for one-time buyers. But its numbers have not been much impressive for second-time buyers. Even though these newly introduced features look welcoming, they contain loopholes. Starting with the newly introduced feature wherein three screens highlight extensive catalog, free shipping for the first order, and easy returns. This already disinterests users who would want to buy products for the second time but do not get offered the same level of incentives. To tackle this, a well-planned offer for loyal customers should be highlighted. It is my suggestion that a yearly subscription for Rs. 500 should be offered to the users. This subscription would include discounts on all the products bought during that year, early delivery time along with exclusive offers on festivals. This new plan introduces many refreshing options and bonuses for long-time customers who wish to buy more products

and increases engagement with users. Furthermore, many customers look into the quality and branding of products. So, instead of focusing on the price on the home screen, we should emphasize showcasing the quality of our products to the offer about. In conclusion, it is my opinion that while the revamping saw small-term success for Nymtra, it was not substantial enough and could be improved upon by incorporating the above-proposed ideas and focusing on the longevity of user interaction with the services.

### **3) Personalised Recommendations at FilmiStar**

FilmiStar is India's #1 app for watching movies. The Product team was tasked with designing a new carousel on the home screen that will show personalised movie recommendations based on the user's taste. Currently, the home screen shows trending and new movies only.

#### **Questions:**

##### **1) What will be the change in user behaviour once this feature is introduced?**

**A)** There shall be a significant change in user behavior once the newly proposed feature is introduced. This is because earlier, users would only be displayed movies and television series that are being watched by a larger audience and as a result, are trending. However, a particular user, for whatsoever reasons, may not necessarily want to watch those. Moreover, to search for their desired content, they might have to explore the application more, resulting in a negative user experience overall. With the introduction of a personalized recommendations feed, user behavior will change in a manner that they will be easily able to see the content they wish to see on FilmiStar without taking a long time. Furthermore, with the help of an efficient algorithm, content can get curated according to the user's taste which may lead to them exploring content they may have missed out on before due to the lack of personalization. Hence, I believe that the new feature will significantly improve user behavior.

##### **2) What should be the goals and metrics for this feature?**

**A)** The goals for this feature should be positive feedback, improved user behavior, and a simplified interface that offers users the content they have signed up for. The metrics for the same should be feedback on social media platforms and Play Store as well as overall engagement, as determined by analysts and engineers. Moreover, it is my belief that since the newly introduced feature primarily focuses on user's tastes, changes must be incorporated after analyzing the received feedback regularly in order to keep up with the audience's liking and an increase in outreach.

### **3) How should this feature be launched and evaluated?**

**A)** This feature should be launched by introducing an interactive social media campaign that gives a glance to the users at the newly introduced features. Moreover, a free trial should be offered to users for a certain amount of time. Not only would this offer increase user engagement, but FilmiStar can also quantify the response to the new features easily as well. This feature can be evaluated in many ways, such as general audience feedback and even determining whether a user watches the content that is offered to them in the personalized recommendation feed. Modifications can be implemented according to this evaluation.