



Nottingham University  
**Business School**

UNITED KINGDOM • CHINA • MALAYSIA

## A Strategic Analysis and Plan for Snapdeal's Digital Transformation

Student ID: 20542740

Digital Marketing (BUSI4484 UNUK)  
(SPR1 23-24)

9th May, 2024



## **Abstract:**

This report delves into Snapdeal's journey towards digital transformation within the e-commerce realm. It navigates through Snapdeal's current digital landscape, pinpointing areas ripe for enhancement and proposing a holistic website redesign strategy. Drawing from a blend of secondary data sources and academic insights, the report conducts a meticulous management audit, dissecting Snapdeal's marketing mix, macro-environmental influences, and online customer journey.

Highlighted are proposed enhancements focusing on usability, navigation simplification, and mobile responsiveness, inspired by industry best practices and benchmarks from competitors like Amazon. Furthermore, recommendations for bolstering accessibility and refining social media strategies are put forth to amplify customer engagement and brand visibility.


In closing, the report underscores the pivotal role of Snapdeal's digital evolution in sustaining competitiveness and fostering enduring success amidst the ever-evolving e-commerce landscape.

In conclusion, the report underscores the importance of Snapdeal's digital transformation journey in maintaining competitiveness in e-commerce. By embracing innovation, data-driven decision-making, and customer-centric strategies, Snapdeal can enhance brand visibility, customer satisfaction, and ultimately, foster long-term success in the evolving digital landscape.

## 1.Introduction:

Snapdeal, a leading e-commerce platform based in India, has embarked on a digital strategic movement to enhance its operational efficiency and redefine its digital presence.

### 1.1 Company Profile:

Founded	2010
Industry	E-commerce (Online Retail)
Physical Presence	Snapdeal operates exclusively in the digital space, serving customers nationwide through its online platform
Digital Transformation:	2010: Launch of Snapdeal's first website, marking the beginning of its digital journey.2014: Significant redesign of the website to enhance user experience and functionality.2020: Continuous updates and improvements to the online platform to adapt to changing market trends and customer preferences.
Social Media Presence:	
Instagram	690K followers (2024)
Facebook	6.8 M followers (2024)
X (Twitter)	872.5K followers (2024)

## 2.Objective:

The primary aim of this report is to analyse the factors driving business transformation through digitalization within the context of Snapdeal. The key objectives include:

- Assessing the performance of Snapdeal's current digital activities.
- Identifying areas for improvement and optimization.
- Developing a comprehensive proposal for redesigning Snapdeal's website to enhance user experience and functionality.
- Refining and redefining the objectives necessary to achieve success on Snapdeal's digital platform.

## 4.Methodology:

This report relies on secondary data sources to explore the challenges and competitive advantages associated with digitalization in the e-commerce sector, specifically focusing on Snapdeal and Amazon. A variety of secondary market research sources have been utilized to gather relevant information. Additionally, insights from academic peer-reviewed journal articles have been incorporated to illustrate conceptual principles and provide practical examples of digital transformation strategies employed by companies like Snapdeal.

## 5.Critical Management Audit:

### 5.1 7P's marketing mix:

This analysis compares and evaluates the digital marketing mix of Snapdeal and its main competitor Amazon using the 7Ps (Product, Price, Place, Promotion, People, Process, and Physical Evidence) refer figure.1. This will help Snapdeal understand what strengths it has in its digital strategy and in what areas it needs improvement.

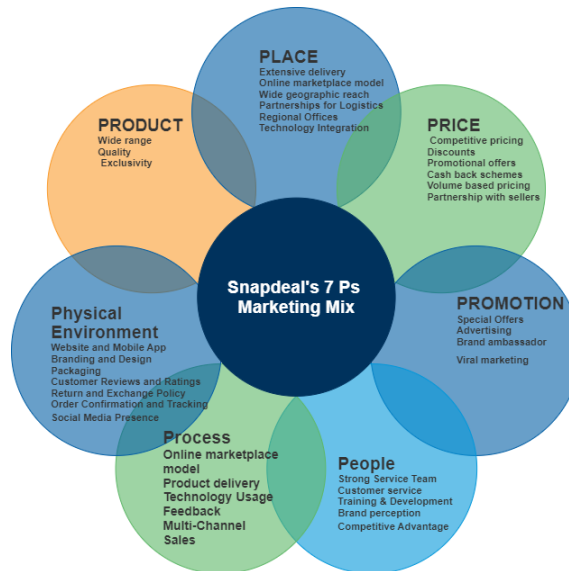


Figure 1. 7Ps marketing mix for Snapdeal

#### 5.1.1 4Ps Comparison (Product, Price, Place, Promotion):

In terms of **product** offerings, Snapdeal provides a wide array of products across various categories, yet it falls short compared to Amazon in both the range and quality of products available. Amazon excels in offering a broader selection of high-quality products, including exclusive private label items, giving it a competitive edge in the market. When it comes to **pricing**, Snapdeal offers competitive prices and frequently runs discount promotions to attract customers. However, there is room for improvement in terms of pricing consistency and transparency. In contrast, Amazon's pricing policy is known for its customization options and exclusive discounts for Prime members, ensuring attractive prices for its customers.

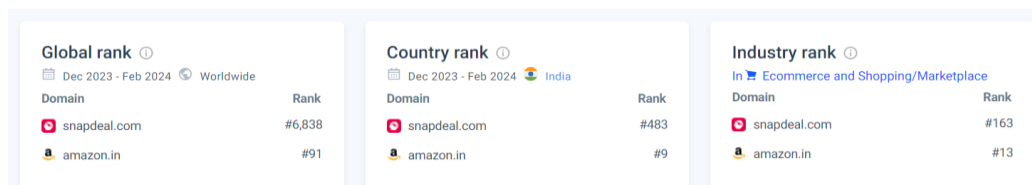


Figure.2 Website performance comparison

Regarding **place** i.e distribution channels, Snapdeal boasts an extensive delivery network across India, enabling it to reach customers nationwide. However, it struggles to match the delivery speed and efficiency offered by Amazon's global logistics network and Prime delivery service. Amazon's efficient distribution system enhances customer satisfaction by ensuring timely and reliable deliveries. In terms of **promotions**, Snapdeal utilizes various digital channels such as social media, email marketing, and online advertising to engage customers. The Subscription Interface allows users to sign up for newsletters and updates directly from Snapdeal (refer to Figure.3), enhancing communication about deals and product launches. While these efforts foster brand loyalty, Snapdeal's promotions are relatively limited compared to Amazon's large-scale global campaigns, like Prime Day, which significantly boost brand visibility and customer engagement, distinguishing Amazon in the e-commerce sphere.

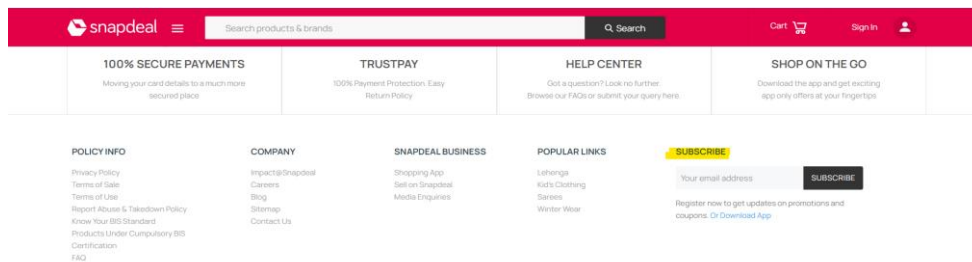


Figure.3 Subscription Interface for Snapdeal

### 5.1.2 3Ps Service Mix Comparison (People, Process, Physical Evidence):

From **people**-centric aspects, Snapdeal should prioritize continuous improvement in its customer service and seller support initiatives to enhance overall user experience (see figure 4 for Snapdeal's website view with push notification). Amazon stands out in this regard, maintaining high levels of customer satisfaction through its exemplary customer service and efficient seller support program, which contribute significantly to its positive brand reputation. Regarding **processes**, Snapdeal needs to focus on streamlining its purchase and return processes to improve user experience. Efforts should be made to enhance the efficiency and ease of transactions for customers. In contrast, Amazon excels in providing a seamless user experience with its user-friendly website design and efficient order processing system (refer figure 5 for Amazon's website view). Streamlined processes contribute to Amazon's reputation for reliability and convenience, setting it apart in the online marketplace.

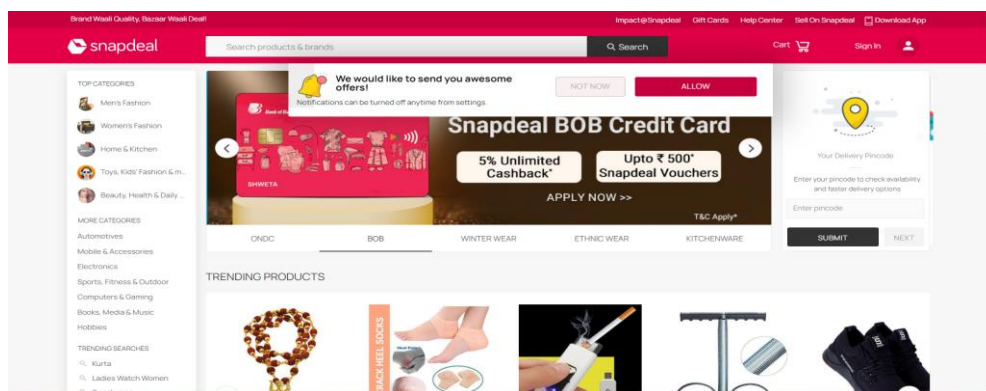


Figure.4 Snapdeal's Website View with push notification

In terms of **physical evidence**, both Snapdeal and Amazon leverage elements such as product packaging, brand logos, and website design to reinforce their respective brand images. However, Amazon surpasses Snapdeal in terms of brand consistency and professionalism, reflecting in its superior execution of physical evidence elements. Amazon's meticulous attention to detail in branding enhances its credibility and trustworthiness among customers, contributing to its competitive advantage in the online retail space.

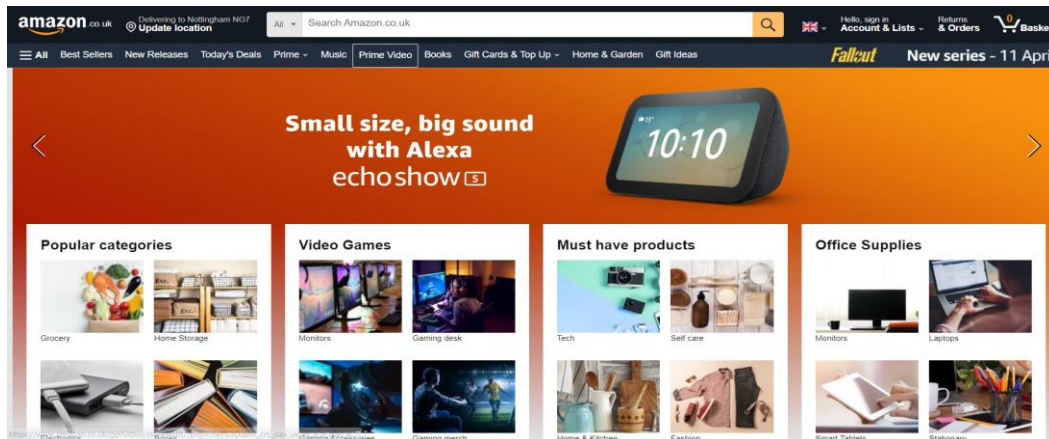


Figure 5. Amazon's Website View

## 5.2 Analysis of Macro-Environmental Factors Affecting Snapdeal: SWOT and PESTEL Insights:

Snapdeal operates in a dynamic business environment influenced by various macro-environmental factors. Refer below figure.6 is an outline of the main macro-environmental factors that will likely affect Snapdeal over the next year, incorporating insights from the SWOT and PESTEL Analysis. This holistic approach aids in strategizing and navigating the complexities of the e-commerce landscape, enabling Snapdeal to leverage its strengths and opportunities while mitigating weaknesses and threats.

### Macro-environmental factors affecting Snapdeal

POLITICAL	ECONOMIC	SOCIAL AND CULTURAL	TECHNOLOGICAL	ENVIRONMENTAL	LEGAL AND REGULATORY
<b>Strengths:</b> Stable political environment in India.	<b>Strengths:</b> Surge in online shopping during COVID-19 pandemic.	<b>Strengths:</b> Diverse consumer demographics catered by Snapdeal.	<b>Strengths:</b> Leveraging technology to enhance platform and operations.	<b>Strengths:</b> Online business model reducing environmental impact.	<b>Strengths:</b> Compliance with relevant laws and regulations.
<b>Weaknesses:</b> Political instability and regulatory changes.	<b>Weaknesses:</b> Economic uncertainties affecting consumer spending.	<b>Weaknesses:</b> Changing consumer preferences and attitudes.	<b>Weaknesses:</b> Rapid technological advancements requiring ongoing investments.	<b>Weaknesses:</b> Environmental concerns influencing consumer perceptions.	<b>Weaknesses:</b> Changes in laws or regulations requiring adaptation.
<b>Opportunities:</b> Favorable government policies supporting e-commerce.	<b>Opportunities:</b> Economic recovery post-pandemic.	<b>Opportunities:</b> Increasing acceptance of online shopping.	<b>Opportunities:</b> Emerging technologies improving customer experiences.	<b>Opportunities:</b> Embracing sustainable practices enhancing brand image.	<b>Opportunities:</b> Proactive compliance positioning Snapdeal as a trusted platform.
<b>Threats:</b> Political tensions impacting sector regulations.	<b>Threats:</b> Economic downturns impacting sales and profitability.	<b>Threats:</b> Shifting social and cultural trends affecting demand.	<b>Threats:</b> Disruptions or cybersecurity threats impacting operations.	<b>Threats:</b> Regulations or consumer preferences favoring sustainability.	<b>Threats:</b> Legal disputes or fines damaging brand reputation.

Figure.6 SWOT and PESTEL Insights



### 5.3 Online Customer Journey Map for new and returning customers:

The customer journey encompasses all the customer-facing experiences that visitors on Snapdeal's app or website will have. Refer figure.7 which depicts on what a Race planning system for Snapdeal with key measures.

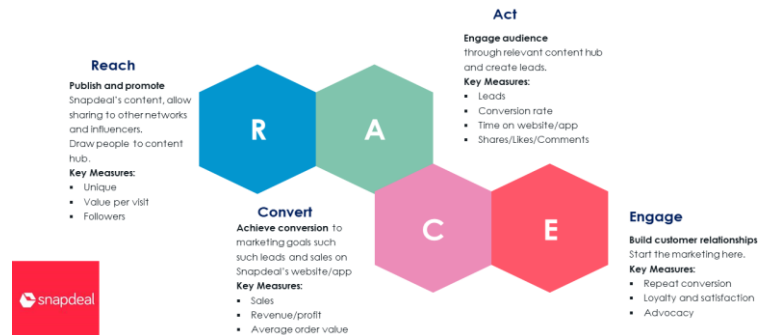


Figure.7 Race planning system for Snapdeal

Snapdeal's new omni-channel platform, Janus, merges offline and online retail channels for a seamless shopping experience. Named after the Roman God symbolizing transitions, Janus aims to offer customers a unique blend of in-store and online services. This integration enhances accessibility and satisfaction, aligning with Snapdeal's customer-centric approach. Here, Snapdeal's customer journey explained by RACE Model (Chaffey & Ellis-Chadwick, 2000, p. 32) refer figure.8

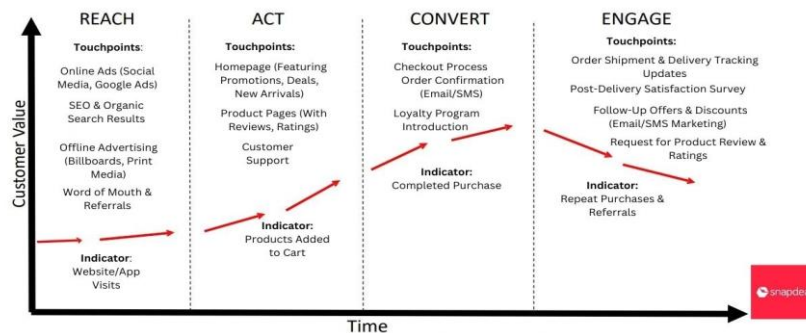


Figure.8 Race model for Snapdeal

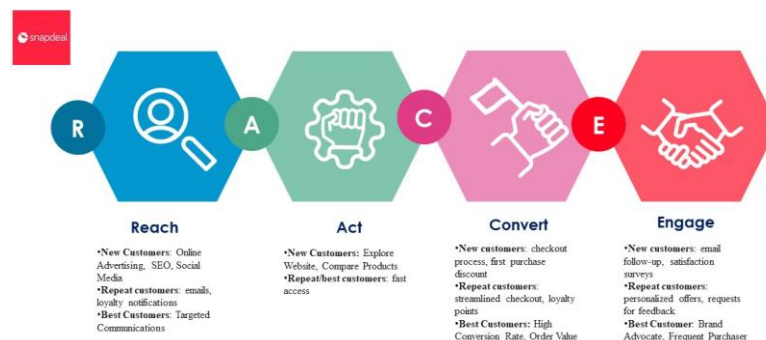


Figure.9 Race model for new and repeat customers

## 6.Strategic web development Proposal:

This proposal outlines a comprehensive strategy to overhaul Snapdeal's online presence, focusing on enhancing usability and accessibility. Drawing from industry best practices and established usability heuristics, our aim is to position Snapdeal as a leader in user-friendly e-commerce experiences, catering to a diverse and inclusive customer base.

### 6.1 Design and Usability Assessment of Snapdeal's Web Homepage

Integrating data from the Wayback Machine's archive offers a comprehensive view of its digital evolution. With snapshots dating back to July 19, 2001, and spanning over 24,868 saved instances up to April 15, 2024, this archive (refer figure.10) provides a detailed record of the website's changes over time. By analyzing historical versions of the homepage alongside the current iteration, one can identify trends, successes, and areas for improvement in design and usability. This historical perspective enhances our understanding of Snapdeal's web presence, enabling informed recommendations for optimizing its homepage to meet evolving user needs and industry standards.



Figure.10 Snapdeal's recorded archive

The earliest recorded archive of the Snapdeal website likely featured a simpler layout and fewer features compared to today's version. Over time, Snapdeal has likely made significant changes to the design, incorporating improvements in navigation, mobile responsiveness, and visual elements. These design changes may have been driven by strategic shifts in Snapdeal's business objectives, such as expanding product offerings or targeting new markets. Alongside changes in design, Snapdeal may have pursued different strategies to align with evolving market trends and consumer preferences, reflecting its dynamic approach to online commerce.

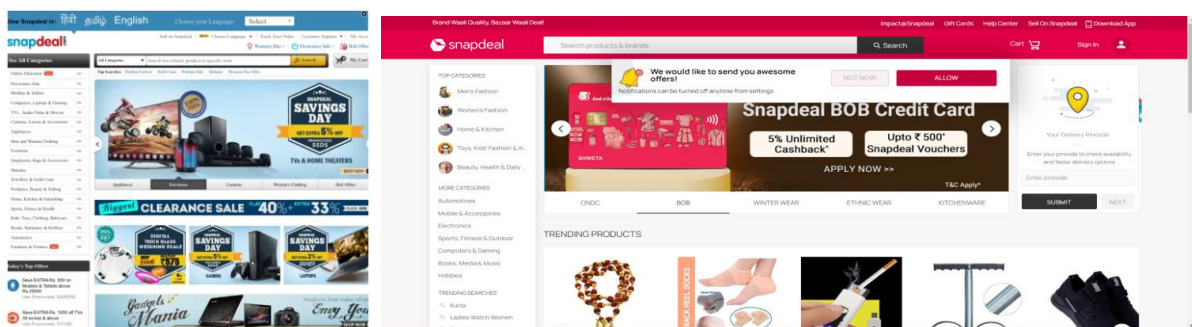


Figure.11 Snapdeal's website view till 2016 and current website



Above figure 11 illustrates the transformation of Snapdeal's entire website interface, accompanied by the introduction of a new logo. This visual representation underscores the significant overhaul undertaken by Snapdeal, marking a departure from its previous design aesthetic. The updated interface reflects a concerted effort to enhance user experience and align with contemporary design trends, thereby reinforcing Snapdeal's commitment to innovation and adaptability in the competitive e-commerce landscape. The introduction of a new logo signifies a strategic rebranding initiative, potentially aimed at repositioning Snapdeal's brand identity and reinforcing its market presence.

### 6.1.1 Design Aesthetics:

- **Visual Appeal:** Snapdeal's homepage uses a vibrant colour scheme reflective of its brand identity. The layout is visually appealing but can sometimes feel cluttered due to the abundance of products and deals displayed.
- **Branding Consistency:** The use of consistent branding elements (logo, colour scheme) across the homepage strengthens brand recognition. Further refinement and consistency across all web pages will fortify Snapdeal's brand recognition and loyalty. Refer figure.11 which depicts website and mobile app appearance of Snapdeal.

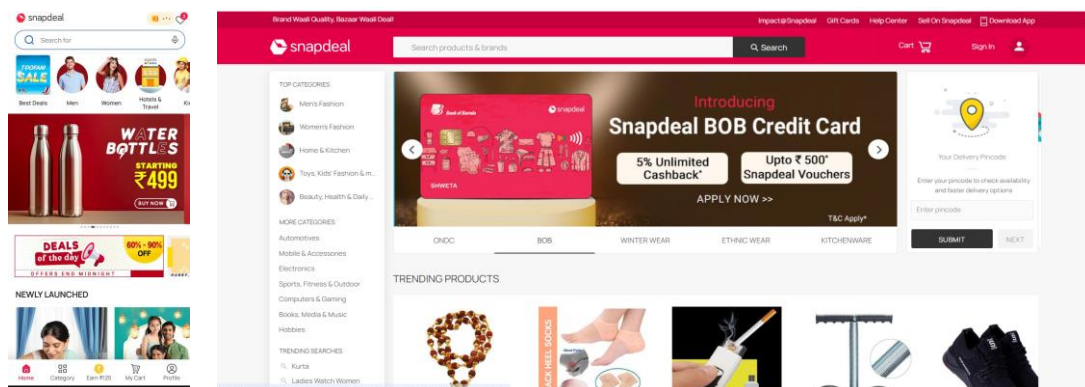


Figure.12 Snapdeal's Mobile browser and Website browser Interface

### 6.2 Usability Enhancements:

**6.2.1 Navigation:** Simplifying the site's navigation structure will make it easier for users to find what they're looking for, enhancing the overall shopping experience. Amazon excels in this aspect by offering a well-organized and intuitive navigation system. For instance, Amazon features a prominent "Popular Categories" section that showcases the top categories available on the platform. Additionally, their "Lightning Deals" section presents time-limited offers with a countdown timer, creating a sense of urgency and encouraging immediate action from users. Furthermore, Amazon's website is meticulously categorized, allowing users to navigate effortlessly through various product categories and subcategories. This interactive interface enhances user engagement and encourages exploration, contributing to a seamless shopping experience. Refer figure.13 for Snapdeal's and Amazon's interface with respect to interactive navigation.

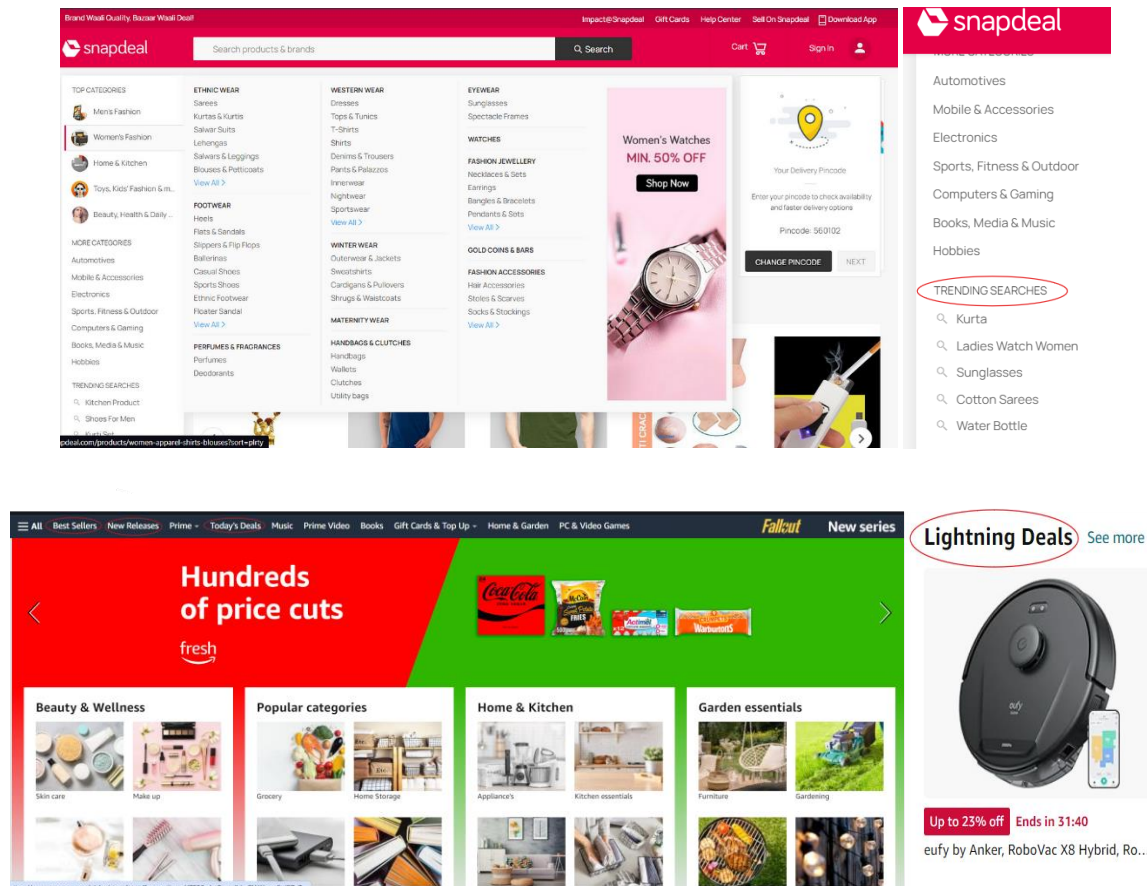


Figure 13. Snapdeal's and Amazon's Navigation Interactivity

**6.2.2 Mobile Responsiveness:** With a significant portion of traffic coming from mobile devices, optimizing mobile responsiveness is crucial. Enhancements should focus on improving loading times and ensuring that interfaces are touch-friendly. Amazon sets a benchmark for mobile responsiveness by offering a seamless browsing experience across different devices. Their mobile app and website are designed to adapt to various screen sizes and resolutions, ensuring consistency and usability across platforms. Moreover, Amazon's mobile interface features sections such as "Best Sellers" and "New Releases," providing users with quick access to trending products and the latest arrivals. By prioritizing mobile responsiveness and incorporating user-friendly features, Amazon effectively caters to the needs of mobile shoppers, enhancing accessibility and usability. In contrast, Snapdeal's website currently lacks the advanced features and interactive interface found on Amazon, resulting in a comparatively basic browsing experience for users.

### 6.3 Accessibility Improvements

**6.3.1 General Accessibility:** Conduct a comprehensive review against the Web Content Accessibility Guidelines (WCAG) to ensure the website is accessible to users with various disabilities.

**6.3.2 Colour Blindness Testing:** Implement rigorous testing for colour blindness accessibility. Refer figure.14 website appearance for people that are colourblind.

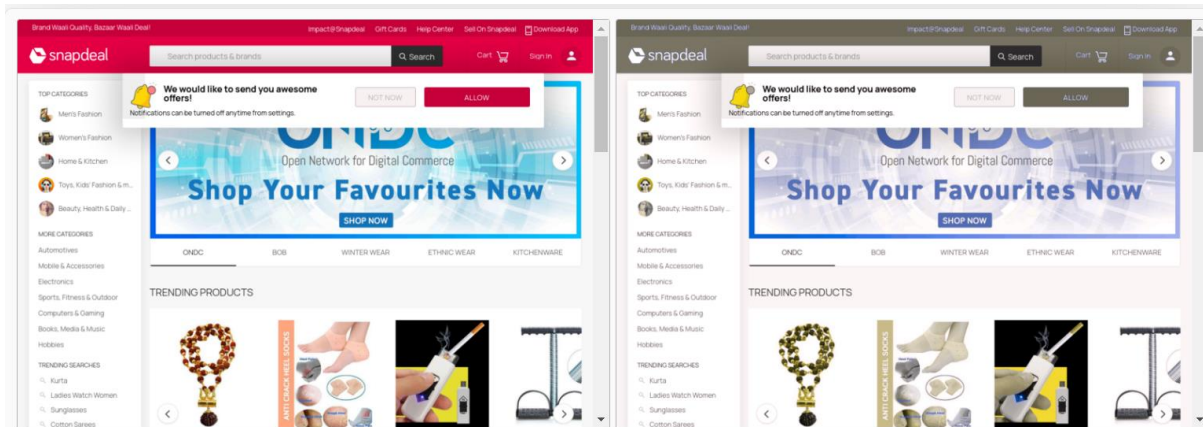


Figure. 14 website appearance for colourblind

#### 6.4 Evaluation of Important online Media for Snapdeal:

To assess the significance of online media for Snapdeal and align it with the Snapdeal's marketing goals, a classification into Paid, Owned, Earned, and social media, based on research by Chaffey & Ellis-Chadwick, has been undertaken. This classification is further analysed through the lens of 5S (Sales, Serve, Speak, Save, Sizzle) goals and the RACE model to define customer engagement strategies (refer below Figure.15)

Resource name (e.g. website, app, social media account)	5Ss					Customer focus				Permission marketing?
	Sell - Grow Sales	Serve - add value	Speak - get closer to customers	Save - Save costs	Sizzle - extend the brand	Reach	Act	Convert	Engage	
<b>Paid media</b>										
Google AdWords	✓					✓	✓			
Facebook Ads	✓				✓	✓	✓			✓
Google Display Network	✓					✓	✓	✓		
YouTube Ads	✓				✓	✓	✓	✓		
<b>Owned media</b>										
Snapdeal Website	✓	✓		✓	✓	✓	✓	✓	✓	✓
Snapdeal Mobile App	✓	✓		✓	✓	✓	✓	✓	✓	✓
Snapdeal Blog		✓	✓	✓						
Snapdeal Community Forum		✓	✓	✓						
<b>Earned media</b>										
Customer Reviews and Ratings		✓	✓						✓	
Press Coverage					✓	✓				
Influencer Collaborations		✓	✓		✓					
<b>Social media</b>										
Facebook and Instagram			✓		✓				✓	✓
Twitter		✓	✓						✓	✓
YouTube		✓			✓				✓	✓

Figure.15 Online media audit

When evaluating Snapdeal's presence on social media platforms like Facebook and Instagram, it's evident that these channels play a crucial role in customer engagement and brand communication. However, in terms of prioritization, while maintaining an active presence on Facebook and Instagram is essential, the focus should primarily be on improving content quality and consistency. Snapdeal should aim to enhance its engagement rate on these platforms by posting regularly relevant, visually appealing content that resonates with its target audience. By prioritizing content that generates higher interaction rates relative to the follower count, Snapdeal can effectively leverage Facebook and Instagram to strengthen brand awareness and foster meaningful connections with its audience (refer figure.16 for Snapdeal's posts on Facebook, Youtube and Instagram).

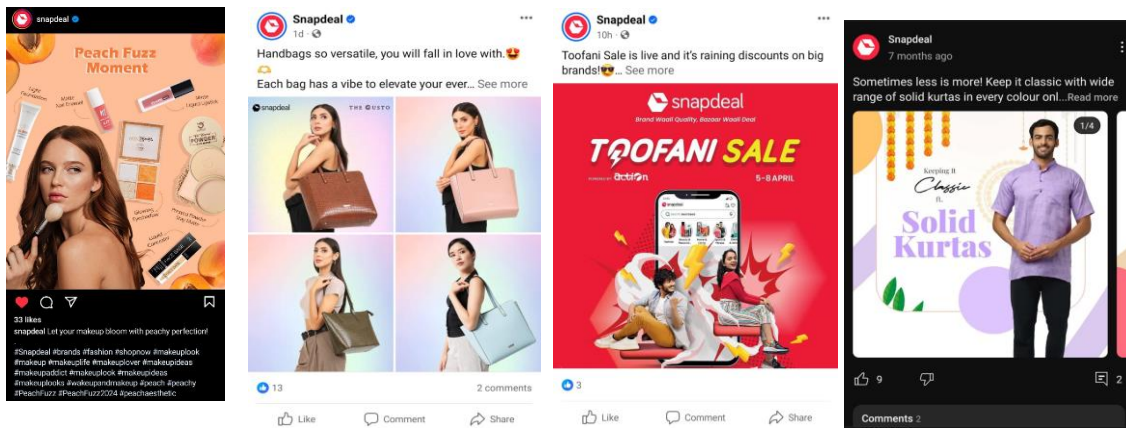


Figure.16 Snapdeal's posts on Facebook, Youtube and Instagram

## 6.5 Evaluation of Search Engine Optimization and Search Marketing:

Snapdeal, operating in India's competitive e-commerce landscape, relies heavily on effective digital marketing strategies, particularly search engine optimization (SEO) and search marketing, to maintain its edge. Let's delve into how Snapdeal currently utilizes these strategies and explore areas ripe for improvement.

### 6.5.1 Search Engine Optimization (SEO)

#### Current Strategies at a Glance:

- **On-Page Optimization:** Snapdeal strategically optimizes product titles, descriptions, and images with relevant keywords to enhance visibility in search engine results.
- **Technical Health:** Prioritizing factors like fast loading times, mobile optimization, and secure connections (HTTPS) to uphold and elevate search rankings.
- **Content Marketing:** Employing blogs, buying guides, and reviews to target diverse keywords, add value for customers, and attract backlinks from authoritative sources.

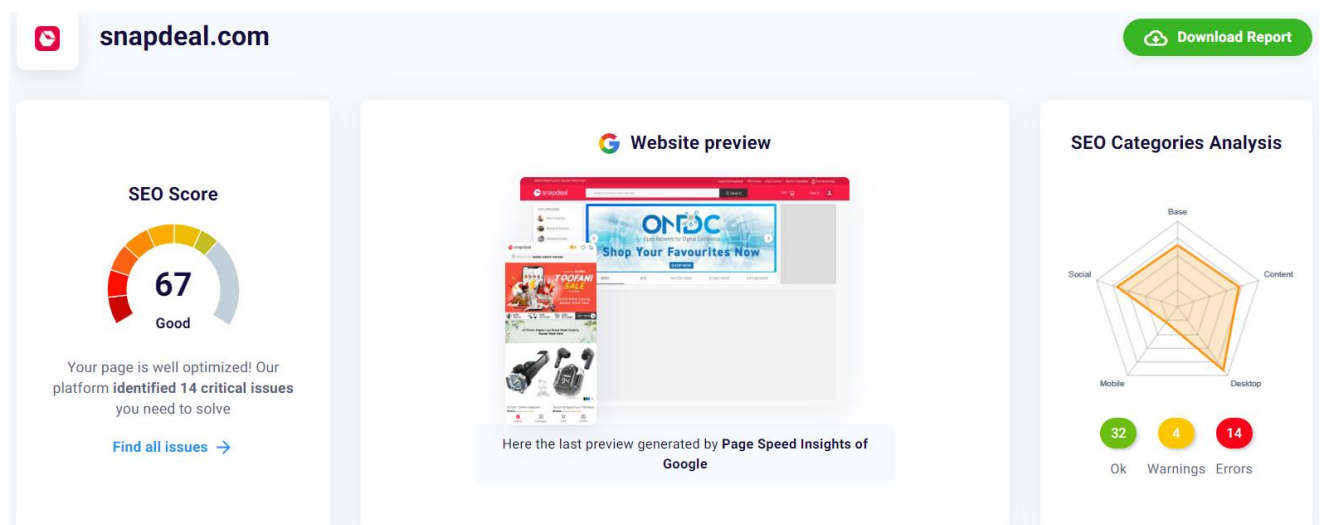


Figure.17 SEO score



Figure.18 SEO Content Metrics for Snapdeal

### Potential Enhancements:

- **Enhanced User Experience:** Improving website navigation and interface design to reduce bounce rates and increase engagement metrics, signaling relevance to search engines. Refer figure.19 in which Google Trends provides valuable data on consumer interest and search behaviour related to Snapdeal and Amazon.
- **Voice Search Adaptation:** Embracing voice search optimization to cater to the growing segment of consumers relying on voice-activated devices for online shopping queries.
- **Local SEO Implementation:** Leveraging local SEO tactics to capture demand for swift delivery options and localized deals.

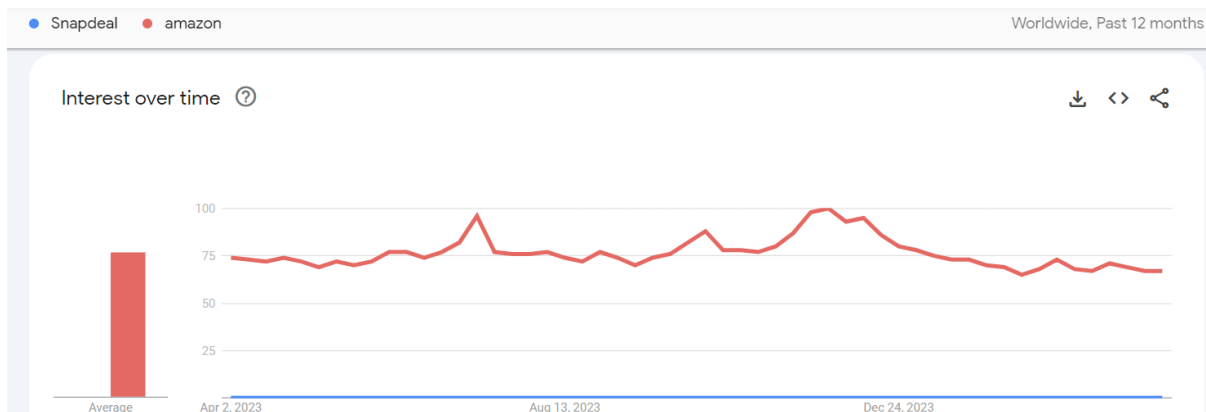


Figure.19 Terms (Snapdeal and Amazon) search interest over a year

## 6.5.2 Search Marketing

### Current Tactics in Action:

- **PPC Campaigns:** Investing in PPC campaigns targeting high-intent keywords pertinent to online shopping and specific product categories to drive immediate traffic and conversions. Refer figure 20 and figure 21 which depicts the organic and paid keywords for Snapdeal and suggested keywords that can be implemented in future.



- **Google Shopping Ads:** Capitalizing on Google Shopping ads to showcase products prominently in search results, accompanied by visuals, pricing, and promotions.
- **Remarketing Strategies:** Utilizing remarketing ads to re-engage users who previously visited the site, nudging them towards completing their transactions.

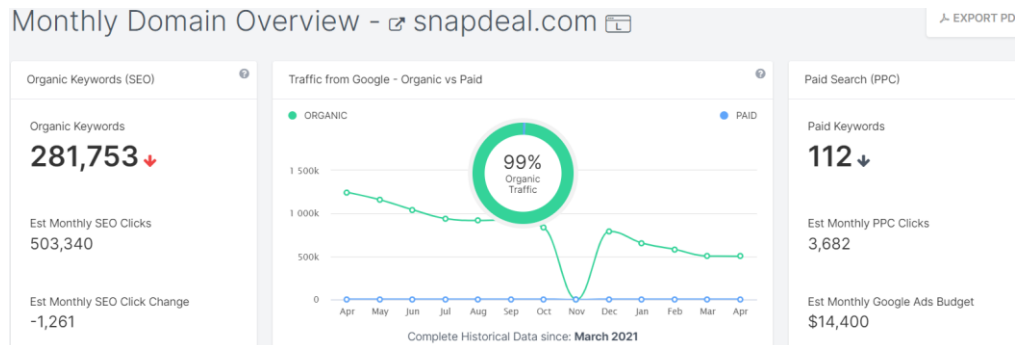


Figure.20 Organic vs Paid

Paid Keywords	Cost Per Click	Monthly Cost	Rank	Organic Keywords	SEO Clicks	Keywords	Search volume	Top of page bid (Low range)	Top of page bid (High range)	Competition
snapdeal	10.05	105.4	1	snapdeal	85.3	snapdeal	550,000	\$0.03	\$0.09	Low
snap deal	10.02	11.04	3	snapdeal	29.4	snapdeal online shopping	27,100	\$0.03	\$0.12	High
snapdeal online shopping	10.02	11.47	6	snapdeal	15	snapdeal online sale	27,100	\$0.03	\$0.12	High
snapdeal india	10.02	10.44	9	snapdeal	10.1	snapdeal online store	27,100	\$0.03	\$0.12	High
smart watch for girls	10.05	12.23	11	snapdeal	8.3	snapdeal shopping online shopping	27,100	\$0.03	\$0.12	High
						snapdeal snapdeal online shopping	27,100	\$0.03	\$0.12	High

Figure.21: Top paid, organic and potential keywords for Snapdeal

#### Opportunities for Advancement:

- **Refined Keyword Strategy:** Conducting meticulous keyword research to uncover long-tail and niche keywords, thereby reducing competition and optimizing cost-per-click.
- **Ad Copy Optimization:** Continuously testing and refining ad copy and CTAs to bolster click-through rates (CTRs) and ultimately drive higher conversion rates.
- **Landing Page Optimization:** Designing tailored, conversion-focused landing pages for specific ad campaigns to enhance relevance and efficacy, translating into superior conversions.

#### 6.5.3 Enhancements across Strategies:

- **Integrated SEO and PPC:** Synergizing insights from PPC campaigns with SEO efforts and vice versa to ensure cohesion and alignment across organic and paid initiatives.
- **Data-Driven Decision Making:** Harnessing the power of data analytics to glean insights, identify trends, and refine strategies across SEO and search marketing endeavours.
- **Omnichannel Personalization:** Use data from both SEO and PPC efforts to create a personalized user experience across all channels, including email marketing, social media, and the Snapdeal website. This increases customer satisfaction and loyalty by providing a seamless, customized shopping experience, boosting conversion rates and repeat business.
- **Customer-Centric Approach:** Prioritize customer satisfaction, retention, and loyalty by implementing a customer-centric approach across all aspects of Snapdeal's operations and marketing initiatives. Invest



in robust customer support infrastructure, streamline processes for product returns and refunds, and proactively engage with customers to address their needs and concerns. Cultivate a culture of responsiveness, transparency, and accountability to build trust and loyalty among Snapdeal's customer base.

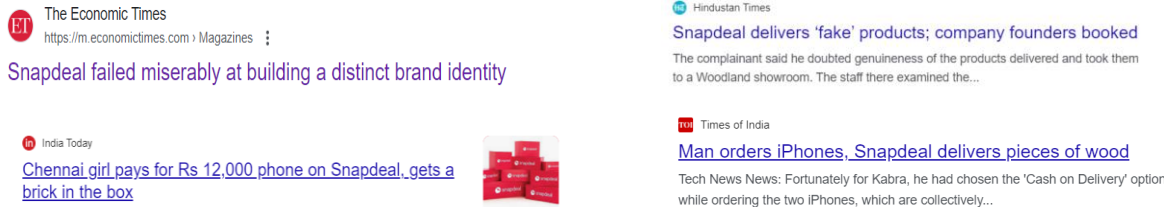
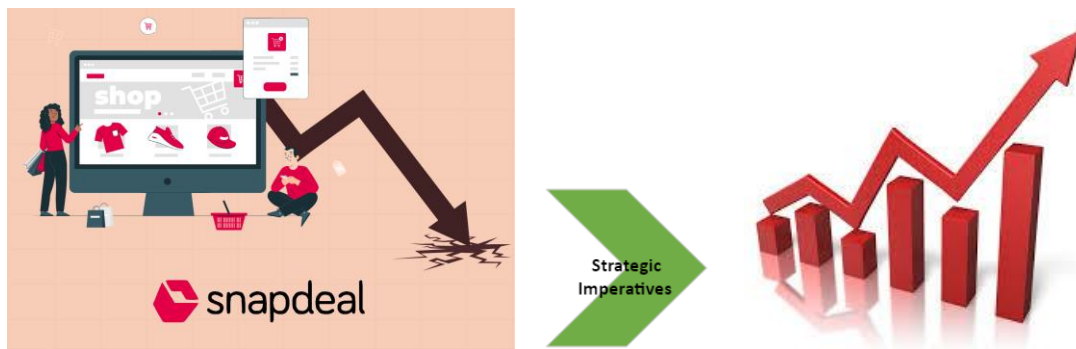


Figure.22: News related to Customer Dissatisfaction

## 7. Identification of Managerial Objectives:

Snapdeal, once a prominent player in the Indian e-commerce landscape, is now at a crossroads, grappling with numerous challenges and setbacks. To steer the company towards a path of revival and sustainable growth, it is imperative to identify and prioritize key managerial objectives. This section outlines strategic imperatives for Snapdeal, focusing on enhancing customer engagement, strengthening seller relationships, and fostering operational excellence.



### 7.1 Social Media Strategy and Online Community:

Snapdeal currently maintains a presence on three prominent social media platforms: Instagram, Twitter, and Facebook (Refer figure 23 which shows the profile of Snapdeal on various social media sites). However, a cursory examination reveals that engagement levels across these platforms appear sporadic, characterized by relatively modest follower counts and infrequent updates. This decentralized networking approach suggests a deficiency in Snapdeal's social media strategy, notably in terms of fostering robust community engagement and meaningful interaction with its diverse customer base. While the establishment of a direct online community akin to traditional retail sectors may present logistical challenges for an e-commerce entity like Snapdeal, the potential to leverage social media platforms for an array of promotional activities, customer support initiatives, feedback solicitation, and lead generation endeavours remains palpable. The rejuvenation of its social media accounts, coupled with a proactive approach to user engagement, holds the promise of significantly amplifying Snapdeal's brand visibility and expanding its reach within the digital landscape.

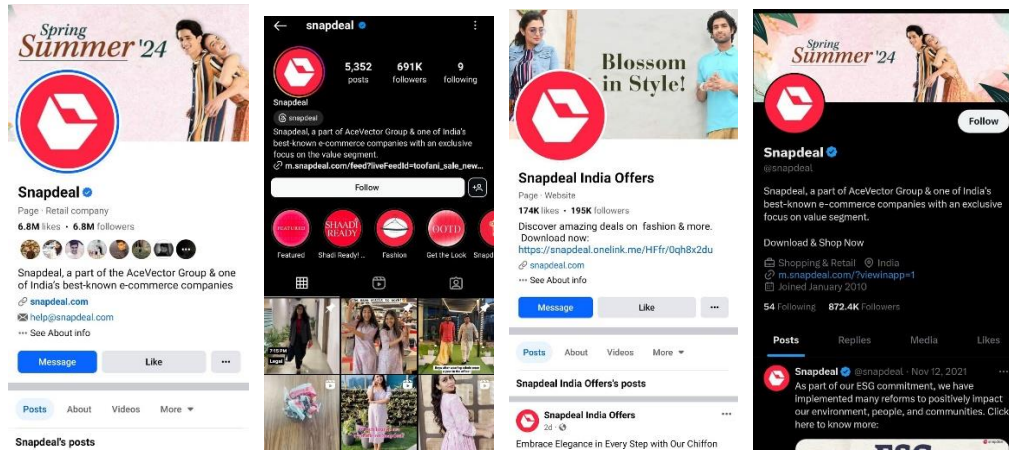


Figure.23 Official Pages /Accounts on Social Media

To further enhance the online community associated with Snapdeal, modifications to the organization's social media strategy are essential. Strategies could include:

- **Increased Engagement:** Encouraging active participation from followers through interactive posts, contests, polls, and user-generated content.
- **Content Personalization:** Tailoring content to resonate with the diverse preferences and interests of Snapdeal's audience segments across tier 2 and 3 cities.
- **Influencer Collaborations:** Partnering with influencers and micro-influencers from different regions to amplify brand reach and credibility.
- **Customer Support:** Strengthening customer support channels on social media platforms to address queries, concerns, and complaints promptly.
- **Community Building:** Creating online forums, groups, or communities where customers can interact with each other, share experiences, and provide recommendations.
- **Social Network Analysis:** Snapdeal should conduct an analysis of its online community across various social media platforms, including Twitter, Facebook, Instagram, and others. Identify key influencers, brand advocates, and active user clusters within the online community. Evaluate the strength of connections between users and the frequency of interactions to understand the dynamics of the community.
- **Sentiment Analysis:** Utilize sentiment analysis tools to gauge the overall sentiment surrounding Snapdeal across social media platforms. Analyze customer feedback, reviews, and mentions to identify areas of improvement and address any negative sentiment effectively. Tailor social media content and communication strategies based on sentiment insights to resonate positively with the audience. Refer figure.24 for sentiment analysis. To further capitalize on this data, Snapdeal should consider implementing personalized recommendation features, similar to Amazon's "Customers who bought this also bought" functionality, refer figure.25. By tailoring social media content and communication strategies based on sentiment insights, Snapdeal can foster positive interactions with its audience and

drive brand loyalty and advocacy. Integrating these recommendations into its social media strategy will allow Snapdeal to strengthen its online presence and cultivate a loyal customer base.

No.	Text	Polarity	Subjectivity	Sentiment	Significance to Marketing
1	I buy watch from there it good to shop online with best quality product from <b>snapdeal</b> , try once all.	0.850000	0.450000	Positive	The text expresses satisfaction with shopping on Snapdeal, praising the quality of the products and encouraging others to try it.
2	Good platform for <b>shopping</b> , delivery on time, no issue on return refund.	0.700	0.60000	Positive	The text highlights positive aspects of Snapdeal, such as timely delivery and hassle-free return/refund process.
3	Snapdeal is not good at all for timely deliveries	-0.350	0.60000	Negative	The text expresses dissatisfaction with Snapdeal's delivery service, resulting in a negative sentiment.
4	I recently bought a tracking suit from Snapdeal and received it within three days of placing the order. The product is of high quality.	0.080	0.395000	Positive	The text indicates satisfaction with the quick delivery and high quality of the product purchased from Snapdeal.
5	I loved purchasing from Snapdeal as it <b>fulfilled</b> my desires for a 9 toy.	0.700	0.800000	Positive	The text expresses satisfaction with the purchase experience on Snapdeal, fulfilling the customer's desires.
6	Had a pathetic experience when I wanted to return a defective product supplied.	-1.000	1.000000	Negative	The text strongly criticizes Snapdeal for a pathetic experience with returning a defective product, resulting in a highly negative sentiment.
7	Snap deal <b>are</b> a bunch of scammers.	0.00	0.000000	Neutral	The text strongly criticizes Snapdeal, suggesting fraudulent behavior, resulting in a highly negative sentiment.
8	The service is very bad and product which comes is always <b>incomplete</b> , I will not recommend <b>snapdeal</b> for online shopping.	-0.910	0.866667	Negative	The text expresses dissatisfaction with the service and product quality on Snapdeal, resulting in a negative sentiment and a lack of recommendation.
9	Quality products and services very <b>fast</b> , <b>snapdeal</b> really surprised me with their services. really amazing	0.300	0.700000	Positive	The text praises Snapdeal for quality products, fast service, and positive surprises, resulting in a highly positive sentiment.
10	Loved to shop from this app. <b>Original</b> products and fast delivery....	0.425	0.716667	Positive	The text expresses love for shopping on Snapdeal, praising original products and fast delivery, resulting in a highly positive sentiment.

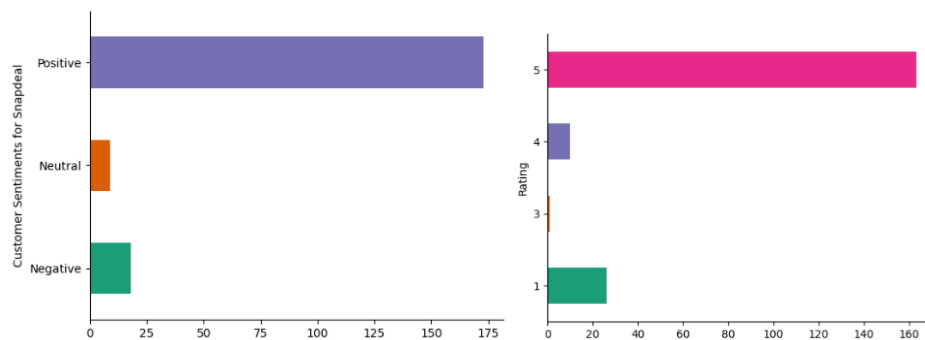


Figure.24 Snapshot of Sentiment Analysis

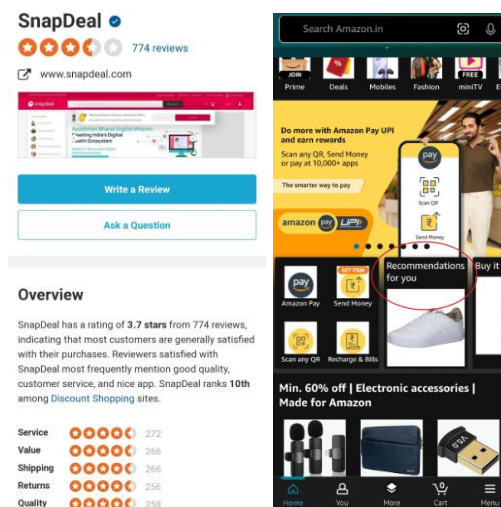


Figure.25 Snapdeal's Ratings and Amazon's personalized recommendation

## 7.2 Utilizing Web Analytics for Performance Measurement:

Web analytics serves as a cornerstone for Snapdeal to measure and enhance its performance in the digital landscape. By prioritizing key performance indicators (KPIs) and implementing robust web analytics practices, Snapdeal can derive actionable insights to optimize its digital marketing strategies and improve overall performance. For Snapdeal, key performance indicators related to the customer journey outlined in part 1 includes:

- **Acquisition Metrics:** Tracking metrics such as website traffic, unique visitors, and source attribution to understand how customers discover Snapdeal. Refer figure. 25 for customer visits related metrics.
- **Engagement Metrics:** Monitoring metrics like bounce rate, average session duration, and pages per session to assess user engagement and content relevance.
- **Conversion Metrics:** Measuring conversion rate, add-to-cart rate, and checkout abandonment rate to evaluate the effectiveness of the website in converting visitors into customers.
- **Retention Metrics:** Analyzing metrics such as repeat purchase rate, customer lifetime value, and churn rate to gauge customer loyalty and retention efforts.

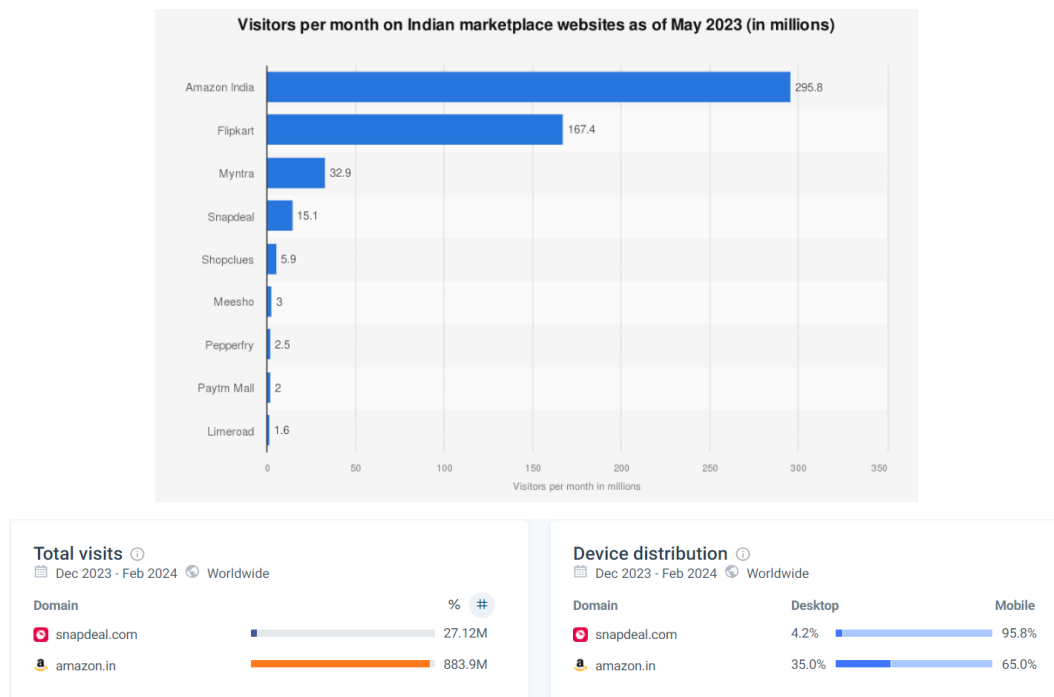


Figure.25 Total visits,visitors per month and device distribution

## 8.Conclusion:

Snapdeal's digital transformation journey is essential for its competitiveness in e-commerce. Through a critical audit, areas for improvement in marketing mix, customer journey, and macro-environmental adaptation were identified. The proposed strategic web development emphasizes usability, accessibility, and media optimization. Managerial objectives highlight the significance of social media engagement and web analytics. By enhancing community interaction, leveraging influencer partnerships, and utilizing sentiment analysis, Snapdeal can enhance brand visibility and customer satisfaction. Embracing innovation and data-driven decision-making will position Snapdeal for sustainable growth in the dynamic digital marketplace.

## References:

Chaffey, D., & Ellis-Chadwick, F. (2019). Digital Marketing: Strategy, Implementation and Practice. Pearson.

Kotler, P., & Armstrong, G. (2020). Principles of Marketing. Pearson.

Dave, C. R., & Krishna, A. S. (2016). Comparative study of Snapdeal and Flipkart: An online shopping perspective. International Journal of Applied Research, 2(12), 299-301.

Marketing mix of Amazon (7Ps of Amazon): <https://www.howandwhat.net/marketing-mix-amazon-amazon-marketing-mix/>

Bharadwaj, A., El Sawy, O. A., Pavlou, P. A., & Venkatraman, N. (2013). Digital business strategy: Toward a next generation of insights. MIS Quarterly, 37(2), 471-482.

Similarweb. (n.d.). Snapdeal Website Analysis. Retrieved from :[https://pro.similarweb.com/#/digitalsuite/websit eanalysis/overview/website-performance/\\*999/3m?webSource=Total&key=snapdeal.com,amazon.in](https://pro.similarweb.com/#/digitalsuite/websit eanalysis/overview/website-performance/*999/3m?webSource=Total&key=snapdeal.com,amazon.in)

Customer journey mapping in e-commerce:<https://www.growcode.com/blog/customer-journey-mapping/>

Infografolio.com:<https://infografolio.com/collections/race-marketing-planning-framework-slides/products/race-marketing-planning-framework-slide-infographic-template-s01302213>

Nielsen, J. (1994). Usability Engineering. Academic Press.

World Wide Web Consortium (W3C). (n.d.). Web Content Accessibility Guidelines (WCAG). <https://www.w3.org/WAI/standards-guidelines/wcag/>

Toptal. (n.d.). Toptal Colorblind Web Page Filter. <https://www.toptal.com/designers/colorfilter>

Snapdeal Website: <https://www.snapdeal.com/>

Snapdeal Facebook: <https://www.facebook.com/Snapdeal/>

Snapdeal Instagram: <https://www.instagram.com/snapdeal/>

Snapdeal Twitter: <https://twitter.com/snapdeal>

Smith, M. (2020). Amazon SEO: How to Rank Products to the Top of Amazon's Search Results. Independently Published.

SEO Score :<https://suite.seotesteronline.com/seo-checker/aHR0cDovLlNOQVBERUFMLkNPTQ==/>

Google Trends. (n.d.). Snapdeal Search Trends. Retrieved from: <https://trends.google.com/trends/explore?geo=IN&q=%2Fm%2F0hn969w,amazon&hl=en>

Best keywords to target for snapdeal: <https://tools.wordstream.com/fkt?website=snapdeal.com&cid=&campaign=&campname=&geoflow=1>

Bootcamp. (n.d.). Enhancing Engagement and Reducing Bounce Rates: A UX Case Study of Snapdeal. Retrieved from <https://bootcamp.uxdesign.cc/enhancing-engagement-and-reducing-bounce-rates-a-ux-case-study-of-snapdeal-76be660e2e2d>

Smith, M. (2020). Amazon SEO: How to Rank Products to the Top of Amazon's Search Results. Independently Published.

Sentiment analysis for snapdeal using python: [https://colab.research.google.com/drive/1uG58IjUGc8gkso624phxVJG5f8tEQgUi#scrollTo=54RvA\\_dtqnFq](https://colab.research.google.com/drive/1uG58IjUGc8gkso624phxVJG5f8tEQgUi#scrollTo=54RvA_dtqnFq)

<https://colab.research.google.com/drive/1-Bs0UcAOjZtYhesQAFGGMeUlrEfarVJ#scrollTo=KLsZEH9-awRO>

7Ps Marketing mix for snapdeal:<https://www.marketing91.com/marketing-mix-of-snapdeal/>

Wayback machine : [https://web.archive.org/web/20240415000000\\*/snapdeal.com](https://web.archive.org/web/20240415000000*/snapdeal.com)