

DON'T START OUT ALONE
IT HELPS TO HAVE A CO-FOUNDER
WHEN THINGS ARE
NOT GOING YOUR WAY

- Sachin Bansal





Ecommerce



E-commerce, short for electronic commerce, refers to the buying and selling of goods and services, or the transmitting of funds or data, over an electronic network, primarily the internet.



overview of what is E-commerce



- Business-to-consumer



B2C

- Consumer-to-consumer



C2C



Social commerce

- Business-to-business



B2B

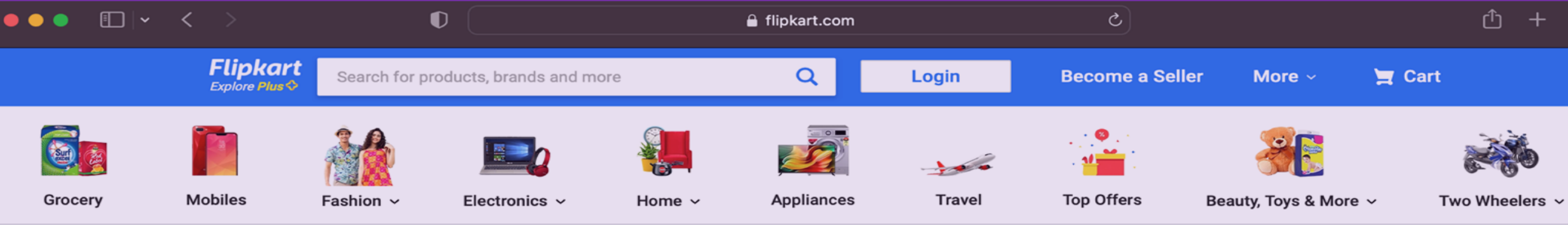
- Mobile commerce



Mcommerce







Flipkart data can be used to understand market trends and Customer preferences in the Indian e-commerce space.

Access to a wealth of information on consumer Behaviour and purchasing patterns in the Indian E-commerce industry

Has lowest cancelation rate 2%

Worlds top 10 most visited E-commerce website in India with regards to traffic

It sells nearly 30 products per minute

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K y c

Flipkart is an Indian e-commerce company that was founded in 2007 by Sachin Bansal and Binny Bansal. The company started as an online bookstore and has since expanded to sell a wide variety of products, including electronics, fashion, home goods, and more. Flipkart owns several subsidiaries, including fashion e-tail Myntra and PhonePe, a digital wallet and UPI-based payments app. In 2018, the US retail giant Walmart acquired 77% of the company for \$16 billion, valuing the company at \$20.8 billion. Flipkart operates in India and has its headquarters in Bengaluru, India.



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Flipkart



BUSINESS MODEL CANVAS *Flipkart*



Key Partners



- Publishers & Authors
- Subsidiaries (Myntra, Jobong.com, PhonePe, eBay.in and EKart, LetsBuy)
- Walmart – (Owns 81.3% of Flipkart)
- Sellers, manufacturer, and distributors of products
- Payment partners

Key Activities



- Design, develop and optimize
- Manage the supply chain network
- sellers' network
- partnership with distributors

Key Resources



- Venture Capital Partners
- Huge traffic Flow
- Payment System
- Flipkart Smartbuy
- Flipkart technological Aspects

Value Propositions



- Wide Selection
- Exclusive Product Launch:
- Unique Features
- Convenience
- Cheap Products & Highly Trusted

Customer Relationships



- reliable platform
- customer support
- customer reviews
- best deals and offers

Channels



- Flipkart Official Website products
- Seller Program
- Software Applications
- Social Media Channels

Customer Segments



- Massive Urban Market
- Discount Lovers
- Book Lovers Market
- Customers who prefer convenience and accessibility
- Customer targeted by Product

Cost Structure



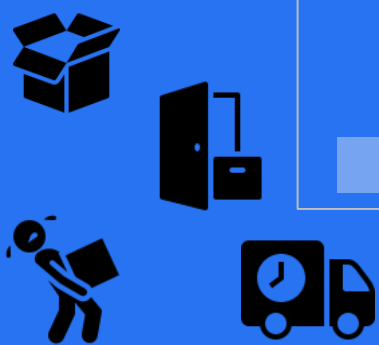
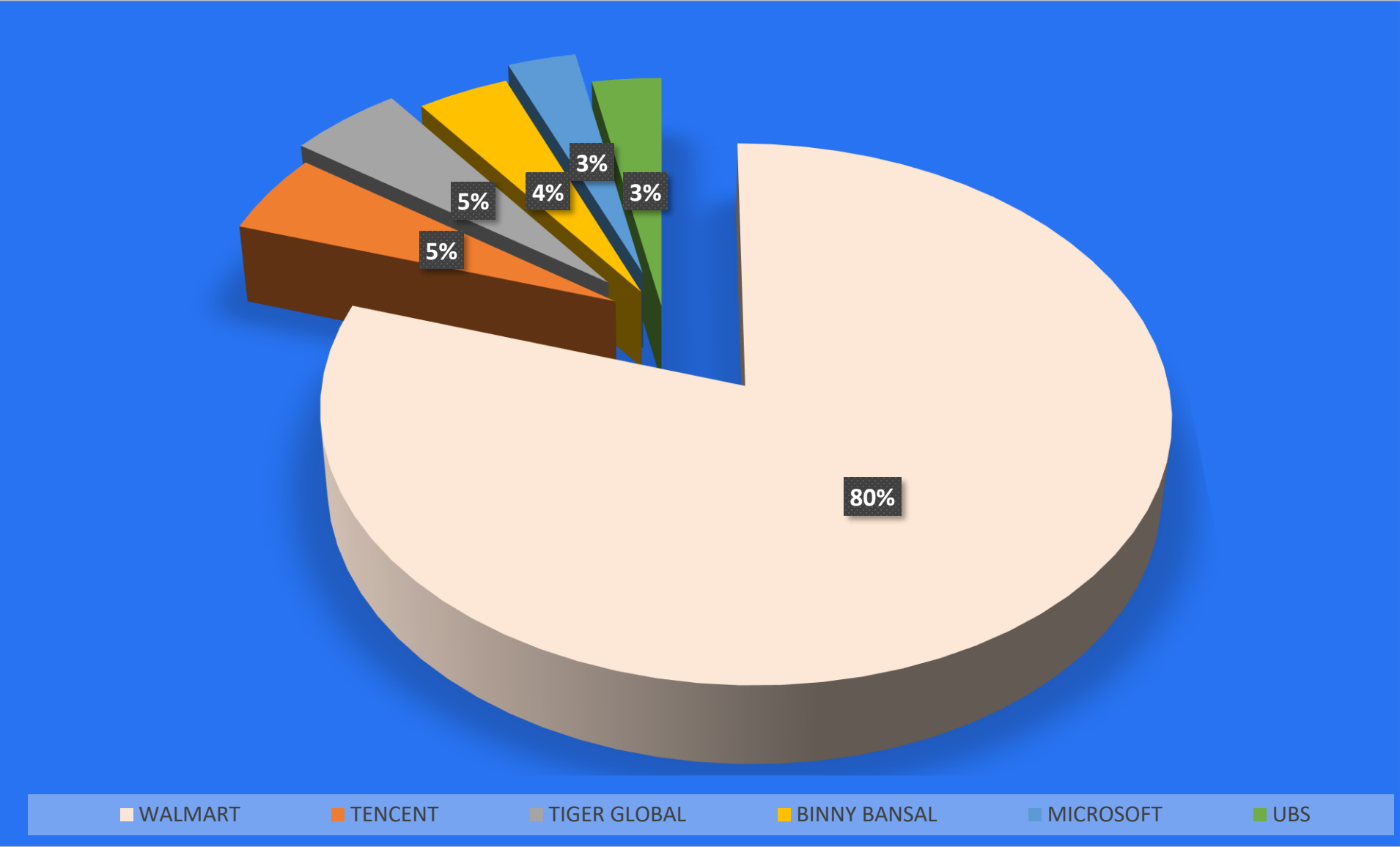
- Technology & Infrastructure support cost
- Warehouse management and Delivery Cost
- Advertising & Business Promotional Expenses
- Workforce maintenance Cost

Revenue Streams



- Commission Structures
- Shopping fees (Flipkart Assured Program)
- Own Shipping Services – Ekart

STAKEHOLDERS OF FLIPKART



FLIPKART KEY STATISTICS

Registered users	11 crore
Revenue in 2016-2017	30,164 cr
India E-commerce market share by FY16-17	45%
Product available SKUs	85+ cr
Sellers available	1,20,000+
Products categories	80
Shipments/ Month	80 lakhs



Flipkart



BUSINESS REQUIREMENTS

1. What was the best month for sales? How much was earned that month?

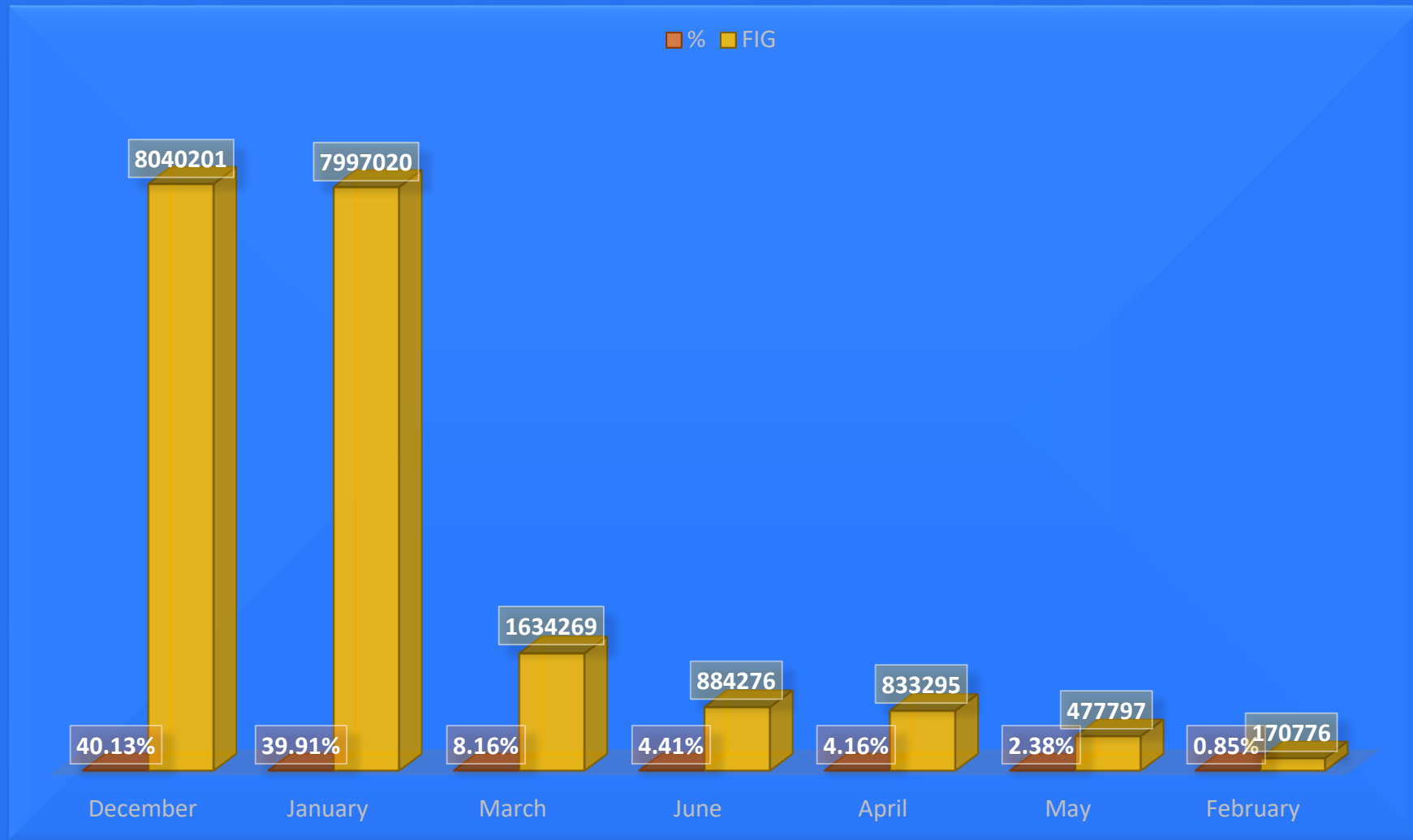
2. What time should we display advertisements to maximize the likelihood of customers buying products? What city sold the most product?

3. What products are most often sold together?

4. What product sold the most? Why do you think it sold the most?

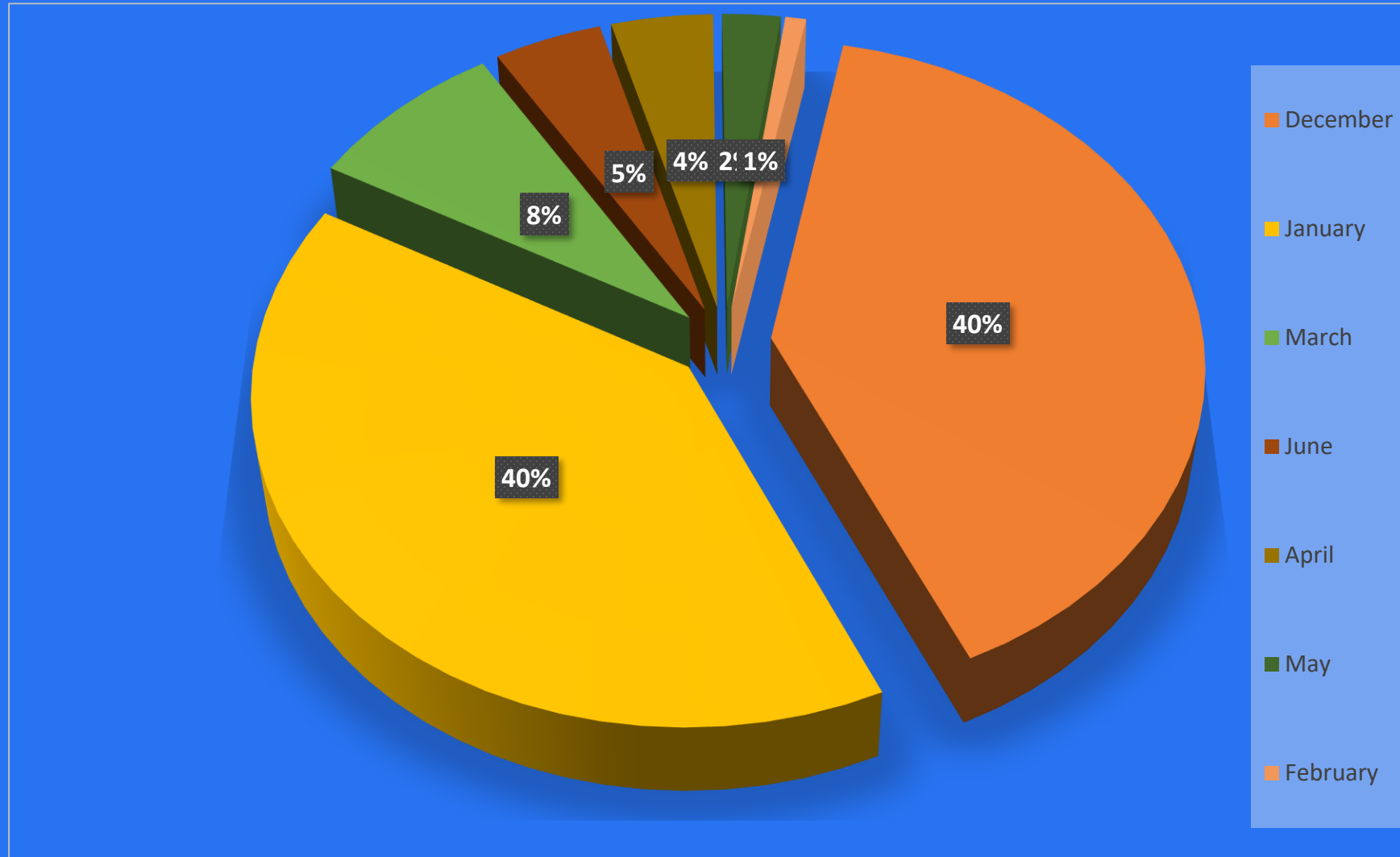


1 – TOP LINE FESTIVE FRENZY



Analyzing the Impact of Festivals and Cultural Celebrations on Sales during the Month of December

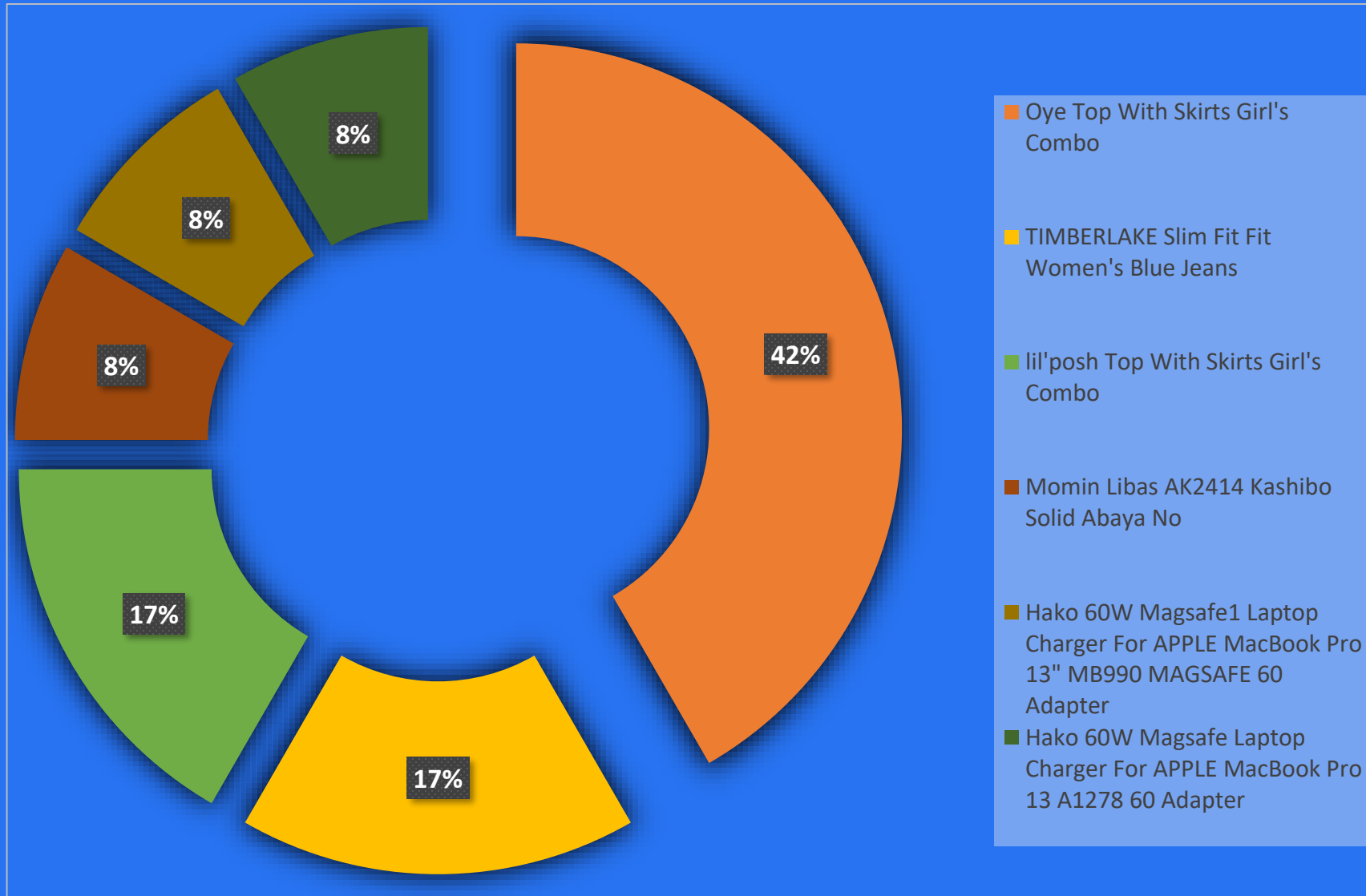
2 – MAXIMIZING ROI



Seasonality: Different seasons can have different levels of engagement and sales. Christmas season can have higher levels of engagement and sales as compared to other seasons.



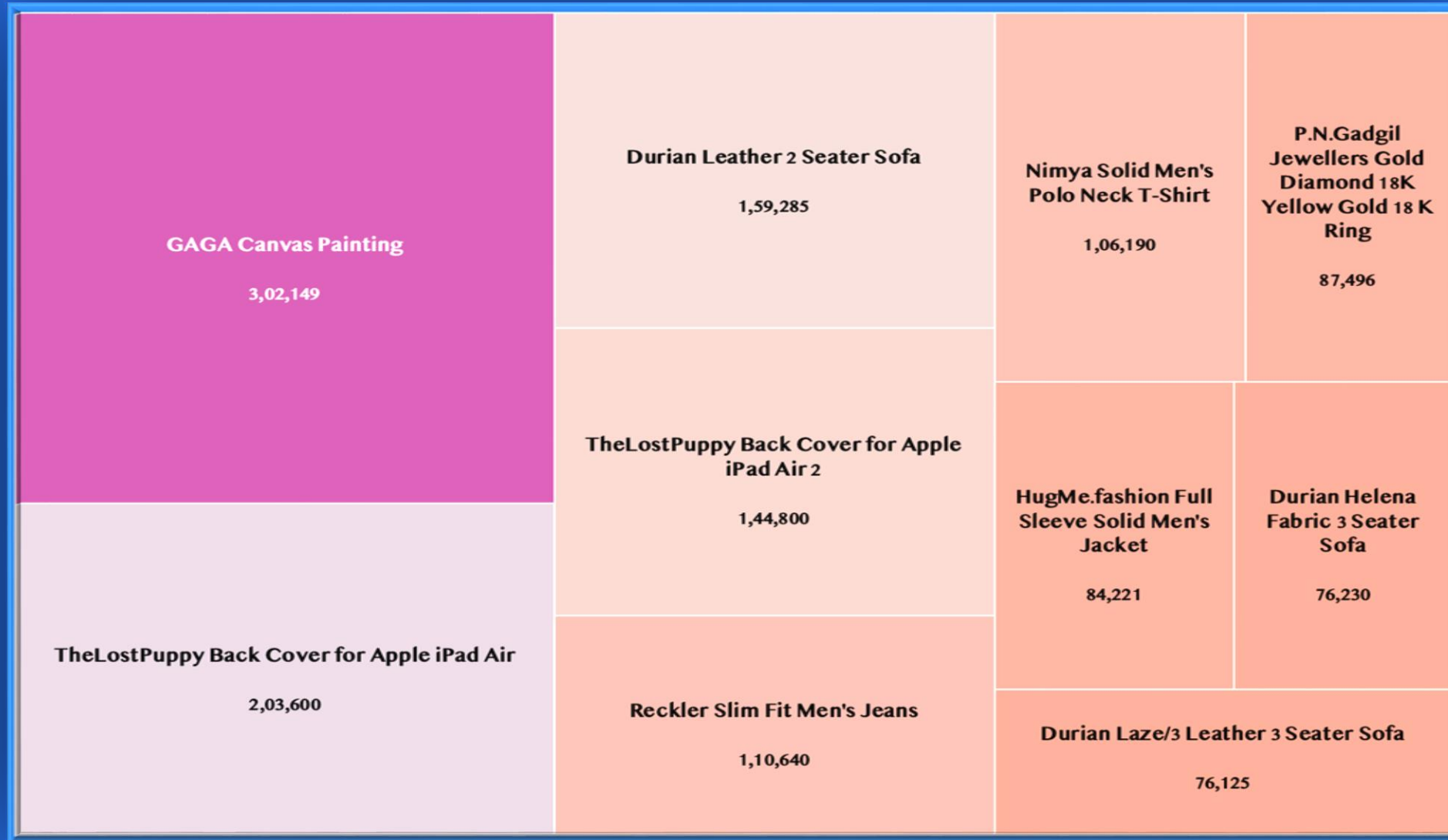
3 – PAIRING FOR PROFIT



Analyzing the Most Commonly Purchased Product Combinations
Bundling for Success: Oye top with skirts combo Impact of Product on Sales



UNLOCKING THE SECRETS OF SUCCESS



Consumer Demand: Analyzing the Impact of Consumer Behavior and Preferences on the Best-Selling Product"

Flipkart



SWOT ANALYSIS

STRENGTH	WEAKNESS	OPPORTUNITIES	TREATS
High brand recall Among the customers	Cost of acquisition	Expansion of business	Government regulation
Own logistics and distribution services	Limited distribution Channel reach	Supply chain	Strong competition
Flipkart backed by global investors	Power in the hand of buyer	Expanding their products categories	Investigations by authorities to check its FDI regulations
Impressive list of acquisition like Myntra, Phone pay, Ekart, Sastasundar..	Acquisition of loss making firms can add to its burden	Changing mentality of Indian customers	Peer -Reliance retail, Jio mart, Blinkit



Flipkart



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Flipkart



THANKYOU!

Thank you for staying connected with me throughout this journey. I truly appreciate your support and engagement.

