

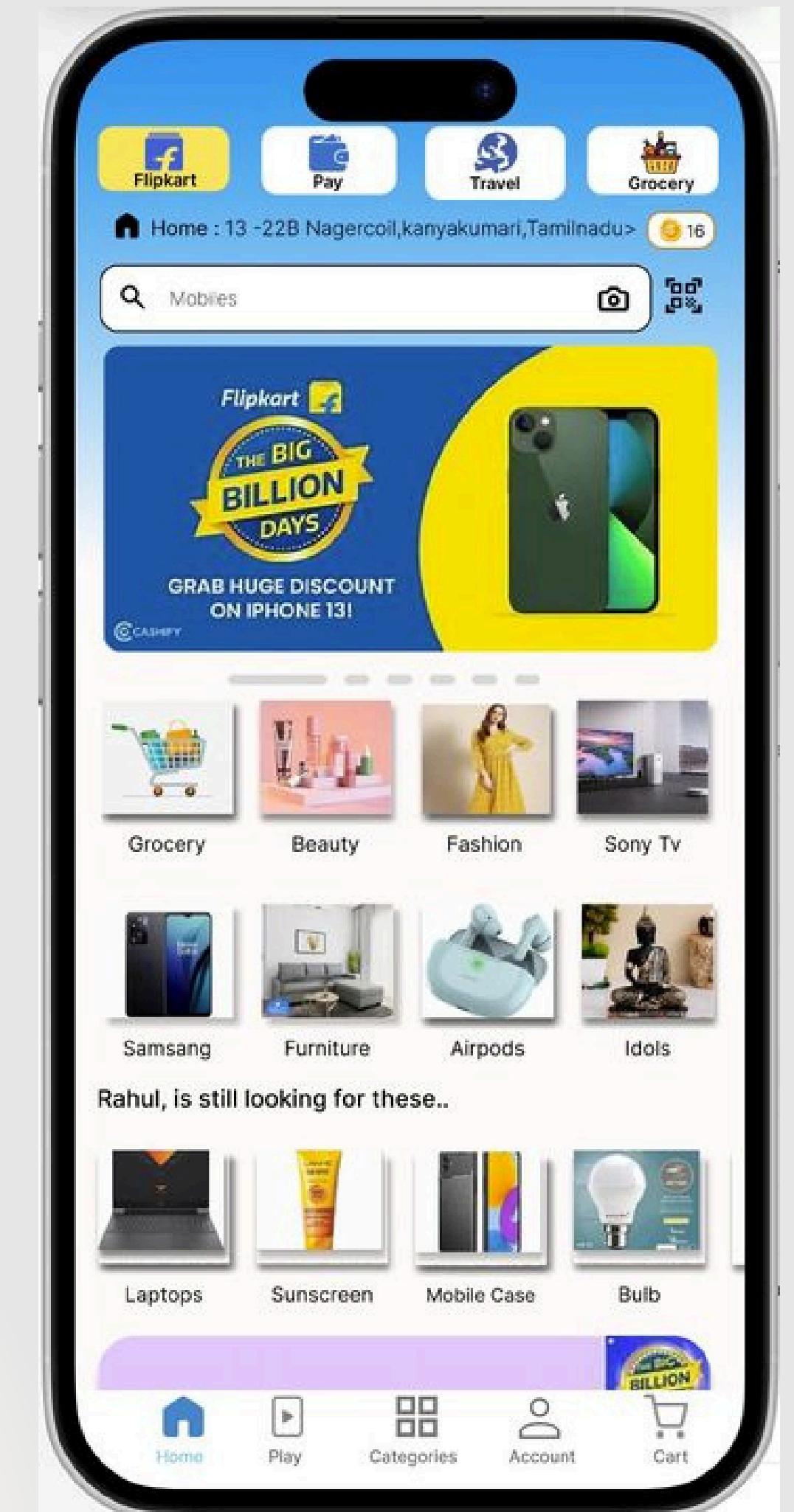
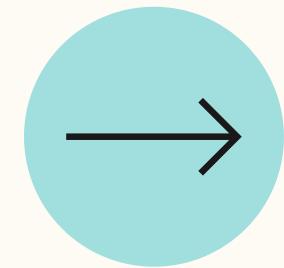


CODEAPLHA

Flipkart Case Study and Report

Presented by: Sasi kumar G

i This one has live translations



Agenda



User Journey

Strengths

Weaknesses

improvements



Product Search & Discovery

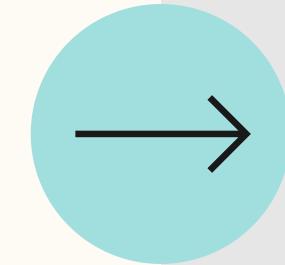
User opens app and searches for the desired product

Product Evaluation

Reviews details, pricing, ratings and compares options

Add to Cart

Confirms product variant, availability and adds to cart



Checkout & Payment

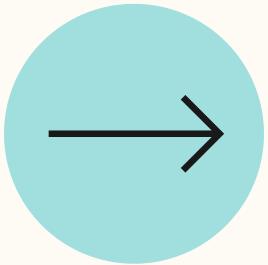
Selects address, applies offers and completes payment

Order Tracking & Delivery

Tracks status until the product is delivered and reviewed

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Strengths



Affordable Pricing & Big Offers

Users get better deals, discounts and value for money

Strong Delivery Network

Fast and reliable delivery with Ekart logistics

Flipkart Assured Trust

Quality check + guaranteed returns boost user confidence

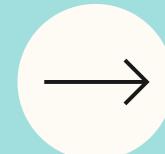
User-Friendly App Experience

Easy search, filters, payment options for smooth shopping

Localized Market Expertise

Focus on Indian users, regional languages & local sellers

Weaknesses



Cluttered Product Listings

Too many ads and sellers create confusion during selection

Inconsistent Product Quality

Some sellers deliver low-quality or wrong products

Delivery Delays in Rural Areas

Fast delivery mostly limited to major cities

High Return & Cancellation Issues

Return process sometimes slow or requires repeated follow-ups

Limited Global Reach

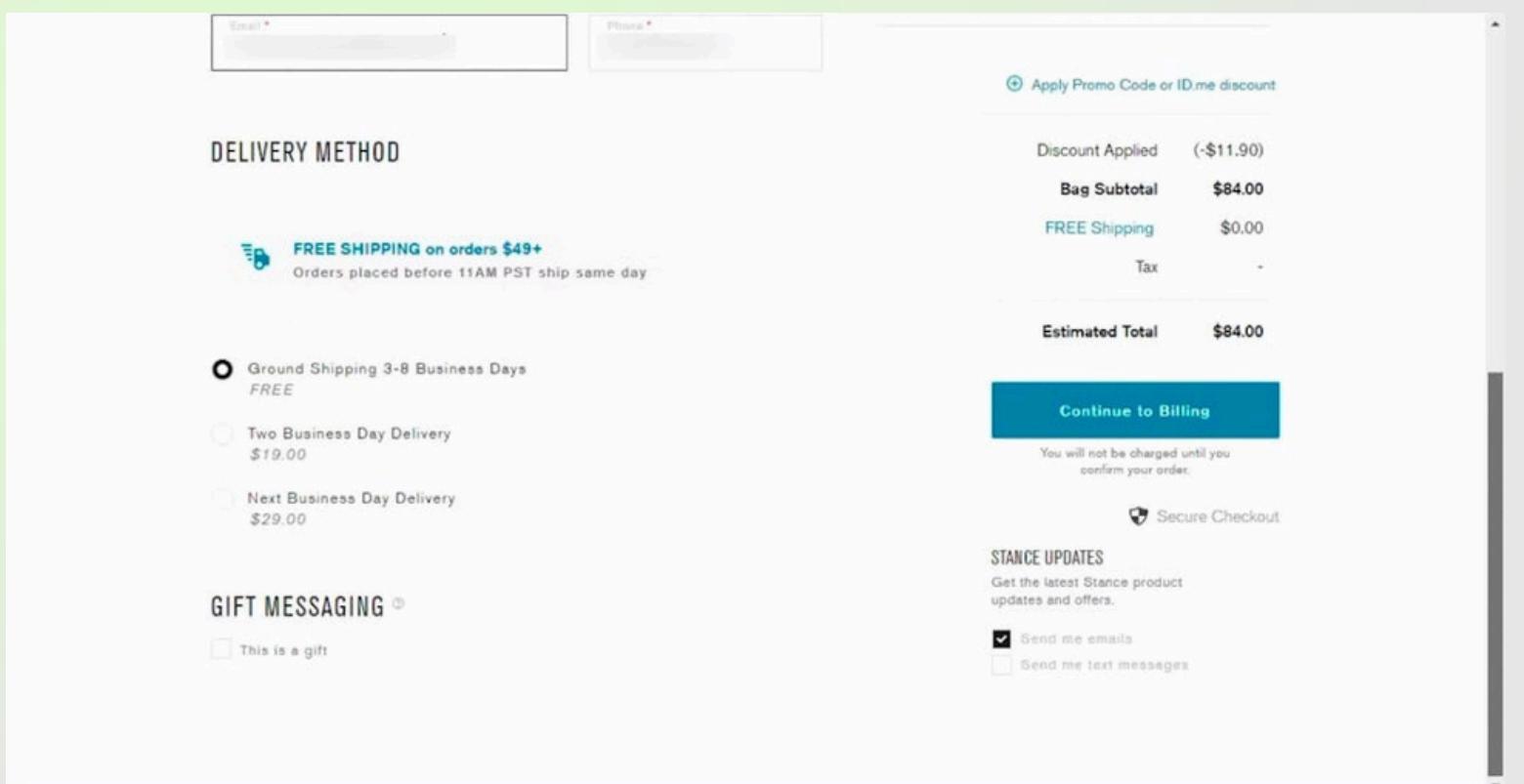
Strong in India but weak international presence compared to competitors

Improvements

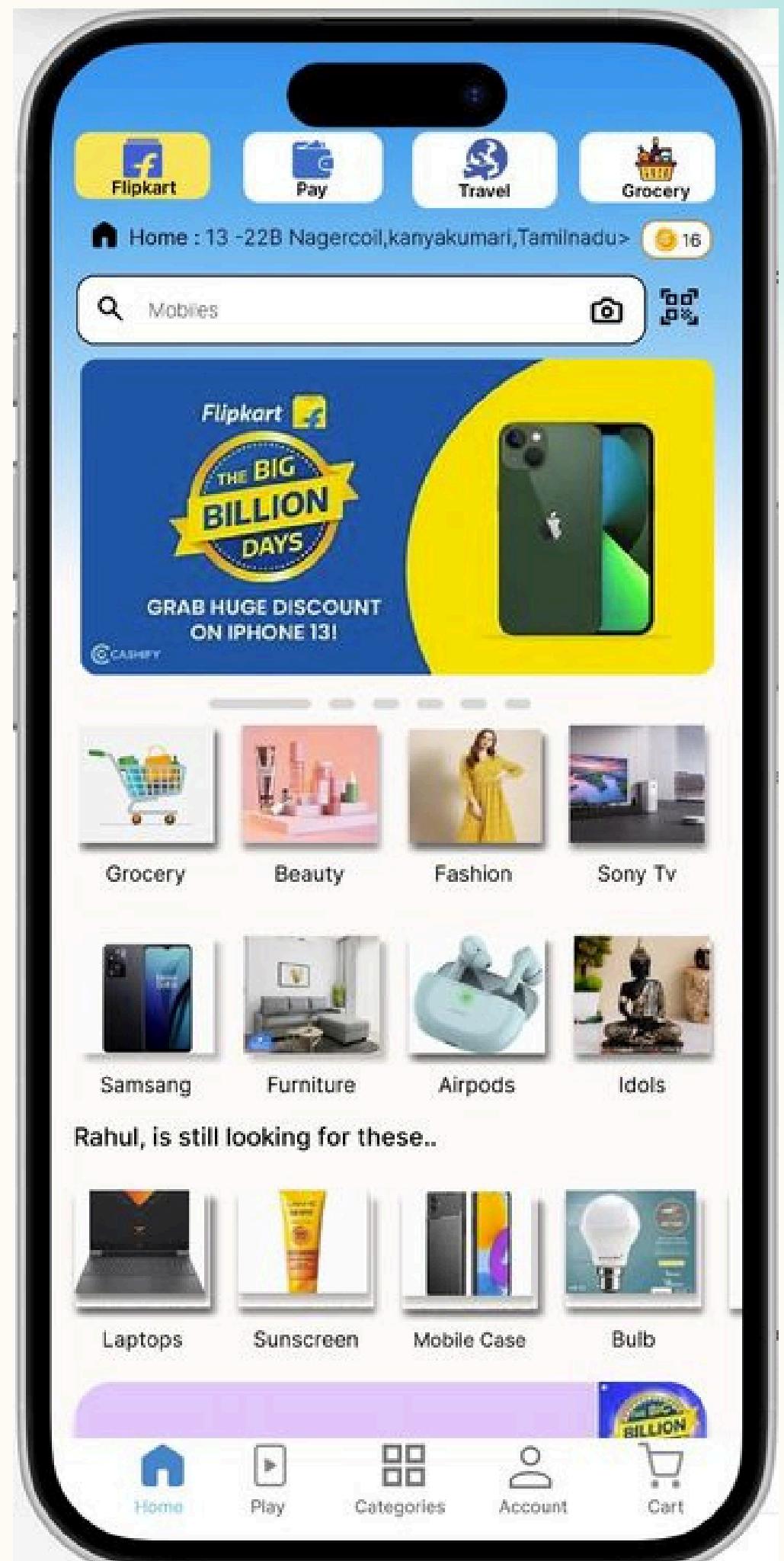
Clear Pricing Early

Full price + delivery date show in listing itself

Reduces checkout confusion



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Improvements

Easy Product Comparison

Quick compare drawer for 2–3 phones

Fast decision making

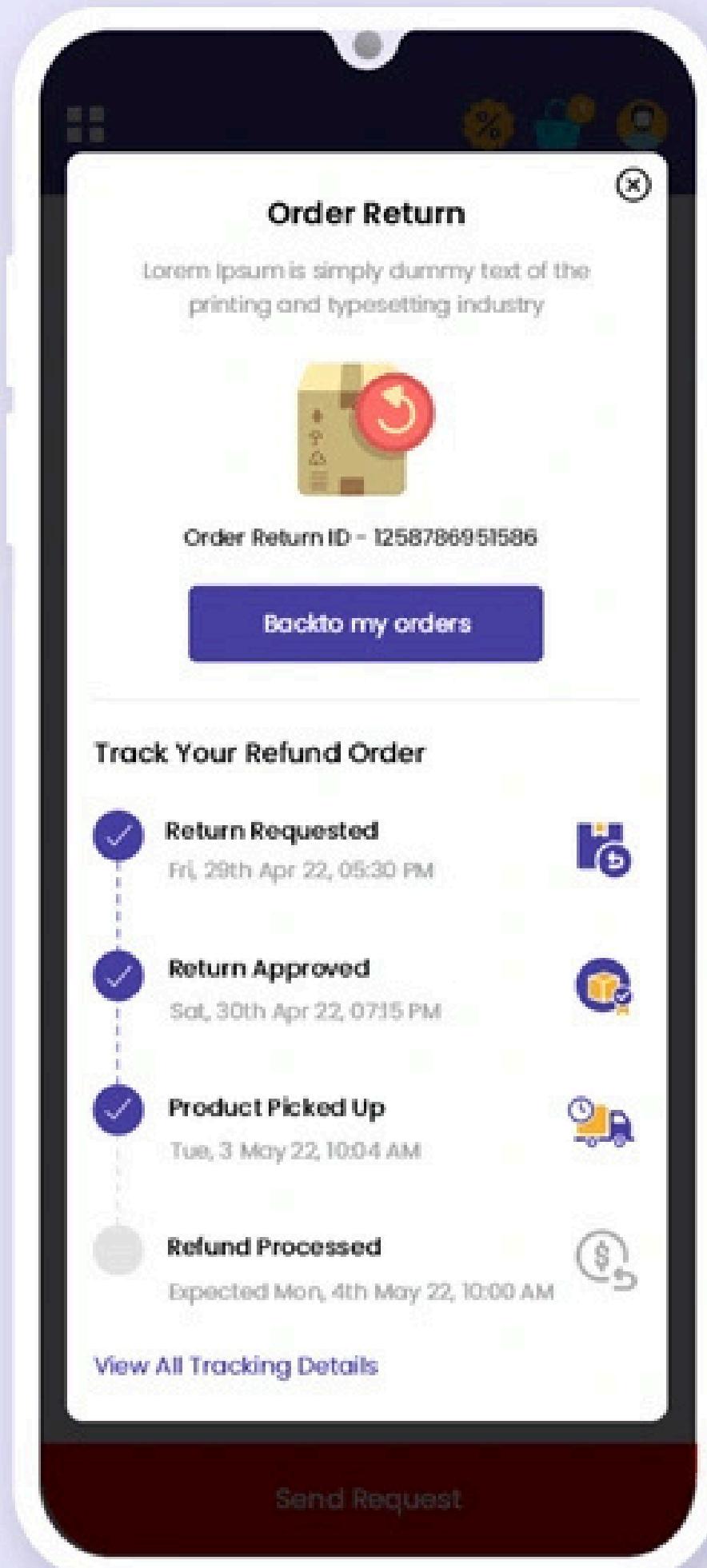
FEATURE	VIRGIN AMERICA	SOUTHWEST	PIN
Seat pitch	33	32	
Seat width	17	17	
Wi-Fi	✓	\$	
Entertainment	✓		
In-seat Power	✓		
Seat Selection	✓		
Loyalty Tiers	2	2	
Checked Bag	\$	✓	
Points Expiration	18 months	24 months	

Improvements

Simple Return Process

One-tap return + clear status steps

Better post-purchase experience



Thank you!