BUISNESS INTELLIGENCE ASSIGNMENT

QUES 1.

The data from Govt. of India states that India became the 2nd largest internet market in the world with 12% of the Indian population having active internet. This was only possible because after launching of JIO the price per GB of data crashed drastically. Resulting in increase in use of internet by people of middle- and lower-income groups of country which are majorly from tier-2 and tier-3 cities. Indian market being price sensitive market ,major population trying their best to use resources most efficiently manner. That is the reason why apps like tik-tok and youtube were not popular in India. A YouTube content from India would hardly had views ranging about less than average of 50k for most popular videos and normal Unpopular YouTuber with content had views ranging around 2k to 5k. Where online content provider got the taste of Indian population once the content and services were available at reasonable cost .The companies generated their revenue from the brand endowment . Giving a lot of opportunity to create content as free of cost which made it relatable to almost every kind of the consumer and became one of most preferred place to have everything such as knowledge and entertainment at the same time on the same platform. Whereas Amazon/ Flipkart is product based company which makes revenue from selling their product to the consumer and that’s a difficult way of making profit. There is lots of competition and in tier 2/tier 3 cities population still has that trust issue regarding the quality and service still they have notion that buying product from flipkart/amazon won’t provide them warranty and guarantee for goods and they also believe in seeing , touching and experiencing the product first before buying them.

There always is a evident role of concept od cost free adaptation and early adaptation whenever it comes to changes.

QUES 2:

A screenshot of a computer

Description automatically generated

Taking a holistic view of the situation onboarding flow revamp was moderately successful.

Strategy has worked well to increase the business -78% increase in FTB and 30% increase in revenue.

FTB making second purchase also increased by approximately 35%-40% in Aug & Sep but saw a drastic dip in Oct which could be due to the first time shipping free concept as the consumer in the sub 999 segment is price conscious.

However, focus on the sub 999 range with 10000 products became major communication, thereby reducing the ARP by 27% (from 1300 to 950). And in the long run tends to decrease ARP further.

The company should either make delivery charges free for not only the first purchase but purchase or built it inside the costing in an efficient manner.

QUES 3

PART-1

There will be a lot of changes concerning the user behaviour majorly once this feature is introduced. The hype created will enormously reach heights leading to surplus views and viewers. The addition of this new feature will lead the viewers to a world of exploration and experience letting them magnificently enunciate the various contents available. This will be a very special and successful feature as it will not only provide personalised matter but also adhering to the previous facilities and features available; give a complete map of the trending and leading content. But a factor that should be extremely taken care of is the old features shouldn’t be exempted.

PART -2

Below are 7 key metrics to help you to track how successful your feature content has been against your planned objectives.

1. View count

2. Play rate

3. Engagement

4. Social sharing

5. Click-through rate

6. Conversion rate

7. Feedback

1. View count

The simplest but most deceptive metric of all. View count tells you the raw number of how many times your carousel has been viewed (as you might expect).

Basically your views indicate the reach of your presented content. If you want your idea or plan to be seen by millions of people in your target audience, then you'll want to track views.

If you're looking to boost your plan view count, consider these tips:

• Share your video with your audience, through email and social media.

• Share your video with relevant influencers.

• Pay to promote your video on channels where your audience can be found.

Don't take views as the be-all and end-all of your content. It's nice to know how great your reach is, but unless your only aim was to spread awareness, it's really just the first step in measuring its success.

2. Play rate

Play rate is the percentage of active users who actually clicked play and began watching your carousel and app content.

This metric is a good measure of how relevant your content is to the location where it's placed, and how successful it is at enticing viewers to watch. If you want a certain percentage of your target audience to click play on your content (whether it's a personal movie recommendation on your homepage or the apparently trending movie), play rate is the number to keep an eye on.

Not all contents have equal play rates. It doesn't just depend on the attractiveness or design of the app, but also its content. An app that appeals broadly to everyone in your target audience will likely have a higher play rate than a supplemental, specialised one.

3. Engagement

Here’s when we get the real meat of the content.

Continued Experiences that show us the ability to pick up and watch content that they stopped

watching in the middle, or to be able to quickly start the next episode of TV series that they are

watching so that they can view chosen content that they cannot watch right now, or view specific

shows over and over.

Personal recommendations: offering specific content to watch, based on their explicit and implicit preferences.

4. Social sharing

This is a metric you'll no doubt be familiar with. Social sharing shows how much people are

sharing your content, usually measured by numbers of shares across channels.

Although it might not appear to mean much by itself, social sharing leads to more views for your

content which generally leads to more sharing. It's also a good measure of how appealing your

matter is to your target audience (and others), and how willing they are to spread the word

about it. This all leads to greater awareness of your business or brand as well as an opportunity

to tap into a larger portion of your target audience.

If your major objective is to reach the largest audience possible, you'll probably focus on this

metric along with view count.

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5. Click-through rate

Another metric that isn't unique to video, click-through rate (CTR) is the percentage of viewers

that click on whatever you include in your content.

Your CTR will give you an indication of how successful your content is at encouraging viewers

to take action. Of course, nobody will click on your CTA if they don't watch enough of the matter

to see it, so keep an eye on engagement too. The click-through rate metric is most important if

you're looking to drive your audience on after watching your content and want them to revisit and

continue doing so.

6. Conversion rate

Conversion is the number of leads or customers that you have gained thanks to a piece of

content. Depending on the conversion opportunities on your site, they might have filled in a form, subscribed, made a purchase, or otherwise converted. This number can also be expressed as a percentage of all viewers that convert (your conversion rate).

This metric is a little trickier to track, and will probably involve some setting up through a separate analytics software to your video host, such as Google Analytics. You'll also have to work out your attribution model.

7. Feedback

The final key metric is feedback on your app, which we touched briefly on in social sharing.

This isn't a number but rather the qualitative data you can gain by tracking how viewers react

to and comment on your content.

To get a true feel for the reception of your app, you'll need to listen to your target audience and

the communities they engage with. Keep a note of both the digital and in-person comments you

hear. Try to judge the tone of these comments, and thereby the overall reaction to your content.

Positive is generally better than negative, but human emotions are complex and you may not

always be looking for that kind of feedback.

PART-3

Personalization provides viewers with the feeling that there is a one to one relationship between them and then there is the operator which encourages and envokes a feeling of trust and engagement.

Of course in order to enable this personalized experience there is a need for the user consent to collect data on their viewing habits. But, once approved, all of this is done according to the GDPR regulation.

When OTT Service Providers offers personalized profiles, wish lists and other features, such as seamless viewing from device to device, viewers become more involved and engaged with the TV services.

Depending upon the user’s preferences, the broadcaster can alter the image in suggested content. For example, a movie that straddles two categories, such as being a sports movie and also a drama, could be recommended to sports fans with an image of sports, while being suggested to viewers of drama’ with an image of people interacting instead.

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