**Business Intelligence Assignment:**

**1.)** During the pre-Jio period, the rate of data charged by the telecom companies was too high and beyond reasonable. A Large portion of people from Tier 2 & Tier 3 cities was unable to afford such a high price for data usage, because the people residing in these cities are mainly from lower middle class background. They were not in the position to spend their earnings on high data prices to do creative works through social media platforms like Youtube or Tiktok. They were also not able to watch videos on these platforms for learning and entertainment purposes.

With the Jio arrival in market and revolution it brings along with it in Internet data market was phenomenal. After Jio's arrival, the cost of data rate and voice calling decreased sharply. With many exciting offers and satisfactory 4G(Volte) service, customers from all sections of socities and cities started taking Jio subscription in large numbers. This enables the users from Tier 2 and Tier 3 cities to enjoy video and movies on platforms like Youtube and Tiktok and it also motivated the users to create creative content on these platforms.

While the social media platform grew during this period, it was not the same case with the Online shopping platforms like Amazon & Flipkart. The reason for this is that user has to spend from their pocket to buy commodities from these platforms and people from low income group in Tier 2 & Tier 3 cities are not accustomed to online shopping and they still believe in bargaining style of shopping where people can physically examine the product and get assured before buying it. Also, to use virtual platforms like Youtube and Tiktok, user has to spend only on data whereas in online shopping platform, user has to spend money on both data and the product it wants to buy which might not be feasible for some sections of society.

**2.**) It was successful but not upto the optimum level.About first order(free shipping)

=> It would essentially interact and draw the attention of people. Registwered people would would also try to register temselves as many times with differebt account as they can.So, this could be one of the drawbacks ,but it could infact be restricted/alleviated by putting some barrier on it. We can detect phone’s Imei ,and there will always be one account per imei.There could also be possibilities of getting multiple phones but it does not happen with most of the people , having said that, it,somehow, alleviates it upto great extent incomparisionwith the mentioned before.

For easy return:

It is always expected from every user.It needs to be there for forever.

Skip log in:

Good choice ,generally irritates people at the starting. Once people get impressed by the app then it could be given at last. There must also be an option to log in using mobile no and otp. 1000 items with price<=1000: People always expect cheap prices and discount on high price.

**Note:**People don’t generally buy clothes like jackets & sweaters in large numbers in every month during winter,as they cost too much.Attimes,they buy twice a years and not more than that.So,it is advisable to revamp in month of February and onwards which will give desired result and success.

**3**

**3.1)** With the introduction of personalized recommendations of movies to the user, the user will be able to watch his favourite movies without searching for too long. The AI will automatically suggest new movies to the user according to the watching habit of the user and it will take less time for the user to enjoy movies as new movies will be available in feed beforehand.

**3.2)** The goals of this feature should be that the user can find his favourite movie beforehand in his movie recommended list without having trouble of searching movies manually which is time consuming and inefficient. The metrics which should be followed are that recommended movie list should be accurate and coincide with the genres of the movies user watches. There should not be a hotchpotch of movies in the recommended list which is inaccurate with the watching habit of user.

**3.3)** This feature should be launched through app update from Google app store and Apple app store with the description of procedure of enabling the recommendation feature and the expected efficiency it will bring along with it. The evaluation of the feature should be done according to the review and average rating the app received on the app stores following the introduction of new feature.