**Ans 1.**

The main reason for a huge growth in video/content apps like youtube or tiktok may be due to the following reaons:

* Indian youth already had a huge portion of free time before the introduction to jio, which they usually spent on leisure time activities such as gossips or hanging out, and as India Is a relatively young country (34.33% of the population), after the rollout of Jio and therefore an unlimited amount of free data, people, with a very natural apetite for change in leisure time activities, succumbed to the use of Tier 2&3 video content apps like youtube/tiktok, which in turn gave them a platform to avoid social confrontation and enjoy a lot of variety content at almost no expense.
* Platforms like tiktok, gave a “movie&meme-inspired” population of India an ideal platform to create their own versions of their favorite scenes(be it in movies or in imaginations) and also publishing them on public(a taste of us needing to always be socially approved here can be seen as well) and that too with minimal efforts and high qualities.
* People in the post-jio era got attracted to platorms like youtube and tiktok because although they were always attracted to such facilities, they could really never have the leisure pertaining to the limited availability of data and therefore it was more like a “Luxury made General” kind of thing.

While the video/content platforms boomed in the post-jio era, some apps like Amazon/flipkart, which are mainly shopping apps didn’t record such huge growth due to the following reasons:

* India being a conservative and risk-averse country, by that time didn’t really respond much to online merchandise, and most people still thought online things are just fraud(they used the logic that a good thing cannot have such huge discounts as well as succumbing to retailer brainwash) and hereby preferred the offline markets(although with the recent turn of globalization and corona virus, there is quite a shift towards online shopping).
* India, being basically a poor country with a quite low per-capita income, usually saw shopping through online shopping apps as more of a luxury they cannot afford(and ok with not being able to afford) than otherwise, and therefore unlimited internet was not much of a motivation for boosting these apps.

**Ans3:**

Part A:

1. Change: Personalized movie suggestions are easier to navigate and hence cause more satisfaction among customers and therefore increase the CLV(customer life-time value), and decrease customer churns
2. Goals: Attract more customers, increase navigability and hence service satisfaction, increase CLV
3. Launched: Like Netflix, through an update and asking the customer to choose

Evaluated: Feedback system.

**Ans2:**

As we can see from the given chart of product review, the FTBs as well as the FTBs who made a second purchase drastically increased by 12times from July to august and therafter decreasing gradually, we can safely conclude that the onboarding revamp flow was quite a success, bringing in much. More revenue came in and also the second time buyers from FTBs and hence the customer retention also increased due to this revamp. Although after a temporary boom, all the statistics fell off to gradual, showing that, although the revamp was very attractive and successful, it was not complete and needs to be worked upon.