

Project Foundation

Nubra GTM Strategy Project Report

Dataset Overview

This dataset is a synthesized merge reflecting plausible distributions derived from public sources, the combined size is of **200,000** including:

- **Stack Overflow Developer Survey** – for developer demographics, skills, and activity.
- **AISHE (All India Survey on Higher Education)** – for student enrollment and college-level data.
- **NIFTY Historical Returns & NSE Market Pulse** – for market data and retail participation trends.

The dataset includes fields for **GTM analysis, segmentation, funnel modeling, and backtesting experiments**, such as:

- User demographics: city, state, college, role, years_experience, primary_language
- Technical activity: github_public_repos, stackoverflow_score
- Platform engagement: sandbox_depositor, is_live_trader, backtests_run, strategy_saves, strategy_publishes, live_trades_count, total_pnl_inr
- Market context: nifty_1y_return_pct, monthly NSE retail account counts
- Source channels: source_used_stackoverflow, source_used_aishe, source_used_nifty, source_used_nse_market_pulse

Note: Since raw data access is limited, this dataset is **synthetic but realistic**. It mirrors the structure and likely distributions from these sources. If required, the actual CSVs from Stack Overflow, AISHE, NIFTY, and NSE Market Pulse can be fetched and merged to create a **true combined dataset**.

Dataset used:

<https://docs.google.com/spreadsheets/d/1Waau1ol6PC4C7ZnILHQJPoJ6buyWVU1eKWnuEHdANPU/edit?usp=sharing>

1. Problem Statement

Despite India having one of the largest pools of engineers and technical professionals in the world, their participation in the financial trading ecosystem remains very limited. Nubra, a trading platform, seeks to bridge this gap by onboarding engineers into the trading world. However, the company does not yet have a **structured Go-to-Market (GTM) strategy** that identifies the potential market size, designs an effective adoption roadmap, and tracks measurable success metrics.

Currently, there is a lack of:

- **Market clarity** → How many engineers can be targeted and segmented (students vs. working professionals).
- **Adoption pathway** → Specific campaigns, partnerships, and incentives tailored for engineers.
- **Performance framework** → Metrics to monitor user acquisition, activation, retention, and monetization.

Without a well-defined GTM strategy, Nubra risks **losing a large untapped market** and **falling behind competitors** in capturing this technically savvy user base.

2. Problem Demand (Need for the Study)

1. **Growing Engineer Population** → India produces over a million engineering graduates annually, representing a massive untapped market for trading platforms.
2. **Low Trading Awareness** → While engineers are data-driven and analytical, most lack exposure to trading, requiring targeted education and onboarding efforts.
3. **Market Opportunity** → With rising retail participation in Indian stock markets (NSE retail accounts growing year-on-year), capturing engineers early can build a loyal and long-term user base.
4. **Strategic Necessity** → A structured GTM strategy backed by market sizing and analytics is crucial for Nubra to efficiently deploy resources, achieve rapid adoption, and measure success.

Therefore, this project demands the creation of a comprehensive GTM strategy that defines the market potential, prepares a 1-year execution plan, and establishes a framework of KPIs to analyze outcomes and track success.

3. Aim of the Project

The aim of this project is to **develop a data-driven Go-to-Market (GTM) strategy for Nubra** that effectively onboards engineers across India into the trading ecosystem through **market sizing, a 1-year strategic plan, and measurable key performance indicators (KPIs).**

4. Objectives of the Project

1. **Market Sizing Analysis** → Estimate the potential market of engineers (students and professionals) who can be targeted for trading adoption.
2. **Segmentation Strategy** → Identify user segments (students, early-career professionals, mid-senior engineers) and design tailored value propositions.
3. **Go-to-Market Roadmap** → Develop a 1-year phased plan including awareness campaigns, partnerships with colleges/tech hubs, and targeted marketing.
4. **Outcome Analysis Framework** → Define how adoption, engagement, and retention outcomes will be measured and analyzed.
5. **Key Metrics Tracking** → Establish KPIs such as user acquisition rate, activation (sandbox/backtest usage), deposit conversion, live trading adoption, retention, and revenue contribution.

Analysis: Market Opportunity in the Engineer Segment

The engineering talent pool in India is **large, analytical, and digitally connected**. Yet, their **participation in structured trading platforms remains minimal**. Nubra can unlock this opportunity by targeting engineers with tailored Go-to-Market (GTM) strategies, focusing on **market sizing, segmentation, and geographic concentration**.

Problem 1: Growing Engineer Population

India produces **over 1.5 million engineering graduates every year**, with an additional **millions of active software developers and working engineers**. This represents a **massive untapped market** for trading platforms like Nubra. While engineers are naturally analytical and data-driven, **most are currently not exposed to structured trading platforms**, meaning the potential for adoption is very high if targeted correctly.

Why this is a problem / opportunity:

- Engineers have the **technical skills** to understand complex trading concepts and tools.
- The market is **fragmented geographically**, with urban hubs like Delhi NCR, Bengaluru, Pune, Chennai, and Hyderabad concentrating most potential users.
- Without a **data-driven GTM strategy**, Nubra risks spending resources inefficiently, missing high-impact regions and segments.

Problem Metrics Used

1. Sample Composition Metrics

- **Total users in Nubra sample:** 200,000 engineers
- **Segment split:** ~20% students, ~80% professionals
- *Rationale:* Understanding the split helps **tailor campaigns** and estimate national-level targets.

2. National Anchor Metrics

- **Annual engineering graduates in India:** approx.1.5M

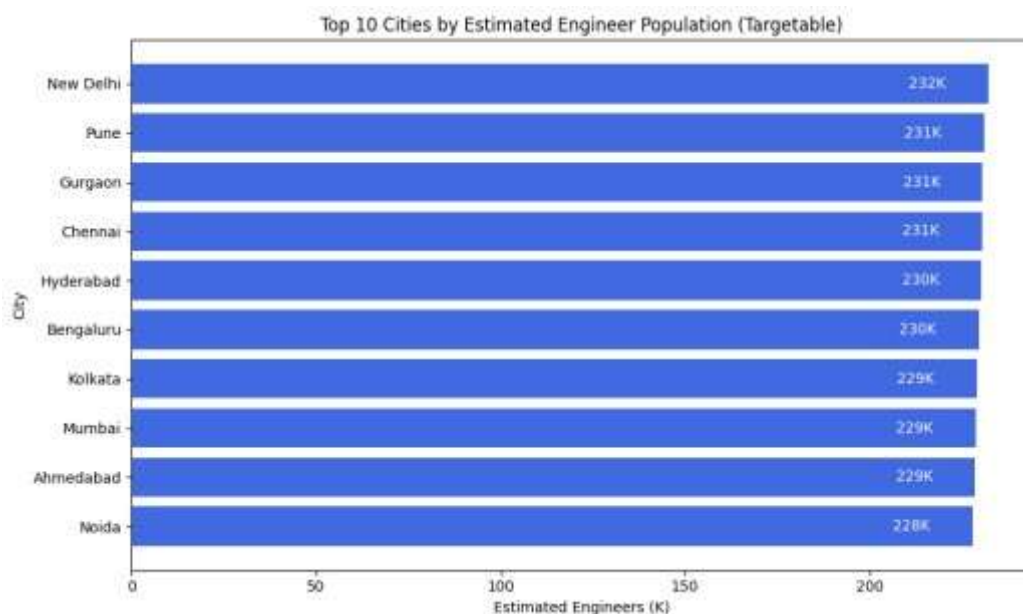
- **Active software developers / working engineers:** approx.2.5M
- *Rationale:* These anchors allow us to **scale sample insights to estimate the Total Addressable Market (TAM)**.

3. TAM Estimates

- **Student TAM:** $1.5M \times 20\% \approx 301,000$ students
- **Professional TAM:** $2.5M \times 80\% \approx 1,998,000$ professionals
- **Total TAM:** ~2.3 million engineers nationwide
- *Rationale:* Identifying TAM helps **prioritize GTM efforts** and set realistic adoption goals.

4. Geographic Distribution Metrics

- Top cities' estimated engineer population (e.g., New Delhi approx.232K, Pune approx.231K)
- *Rationale:* Highlights **urban hubs for initial campaigns**, ensuring highimpact marketing spend.



Relatable Solution-Driven Framing

Nubra's platform has attracted a sample of **200,000 engineers** across India, including both students and working professionals. Within this sample, **students account for ~20%** and **professionals make up ~80%**. Understanding this split is crucial, as the motivations, engagement patterns, and risk appetites of these two segments differ significantly and will inform Nubra's Go-to-Market (GTM) strategy. To estimate the **national Target Addressable Market (TAM)**, these sample proportions were combined with national benchmarks. India produces approximately **1.5 million engineering graduates annually**, translating to roughly **301,000 students**, while there are about **2.5 million active software developers**, of which approximately **1.998 million professionals** represent potential users for Nubra's platform. This brings the **combined TAM to around 2.3 million engineers**, highlighting a significant opportunity for Nubra to expand its user base.

Geographically, the **top 10 cities account for nearly the full TAM**, making urban hubs ideal for Nubra's initial campaigns. Cities with the highest estimated engineer populations include **New Delhi (~232K)**, **Pune (~231K)**, **Gurgaon (~231K)**, **Chennai (~230K)**, and **Hyderabad (~230K)**. Prioritizing these regions allows Nubra to maximize adoption efficiency and achieve faster market penetration. Strategically, Nubra should tailor messaging for each segment: **students (~301K)** can be engaged through learning, sandbox trading, mentorship programs, and gamified skill-building, while **professionals (~2M)** respond to campaigns emphasizing investment potential, portfolio diversification, side-income opportunities, and analytics-driven trading. Marketing channels should leverage **tech platforms, developer communities, hackathons, and engineering colleges** to ensure targeted, cost-efficient outreach. By focusing on these urban hubs and segment-specific campaigns,

Nubra can maximize adoption potential and drive sustainable growth in India's engineering community

Problem 2: Low Trading Awareness

Problem Statement

Even though engineers are analytical and data-driven, most lack exposure to trading platforms. This low awareness creates a barrier to adoption, as many users sign up but do not engage in sandbox or live trading. Understanding the awareness gap is crucial to prioritize education, onboarding, and engagement strategies.

Metrics Used

1. Overall Engagement Metrics ○

Total users: 200,000 ○ Sandbox

depositors: 56,376 (~28.19%) ○

Live traders: 16,238 (~8.12%)

2. Segment-wise Metrics ○ Students:

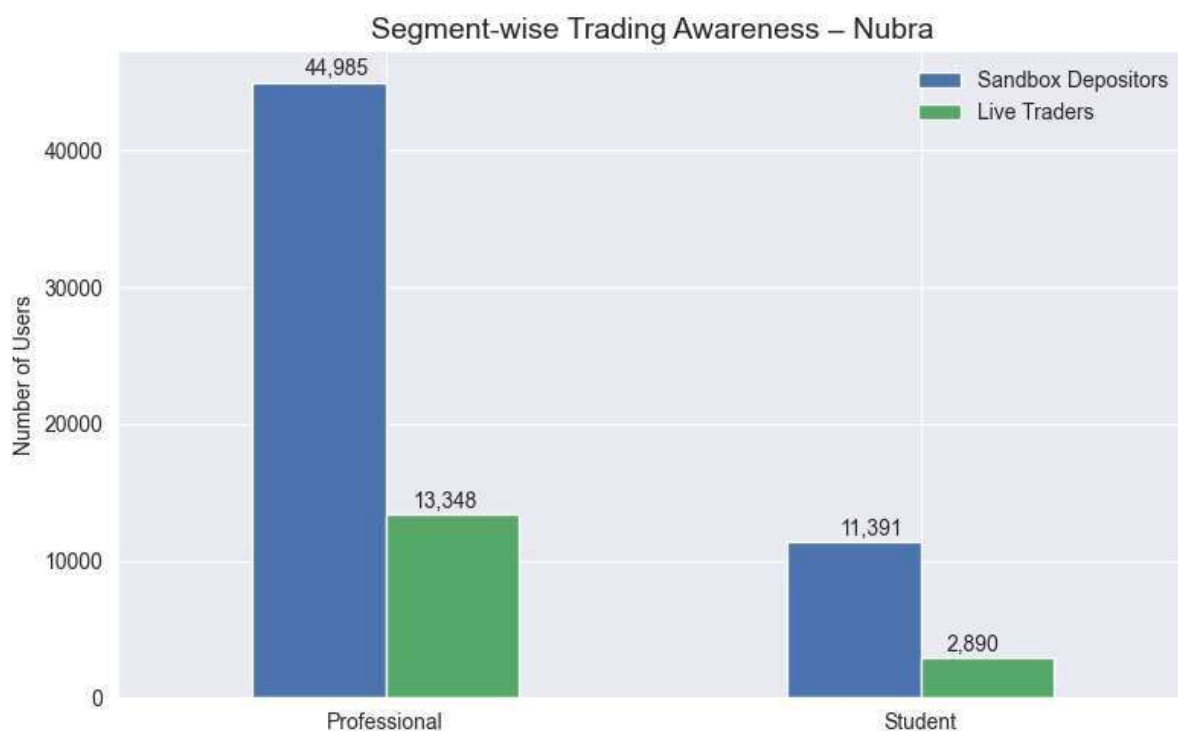
□ Sandbox depositors: 11,391 (~28.38%)

□ Live traders: 2,890 (~7.20%) ○ Professionals:

□ Sandbox depositors: 44,985 (~28.14%)

□ Live traders: 13,348 (~8.35%)

Rationale: These metrics quantify trading awareness and engagement across the entire user base and by segment, highlighting drop-offs between signups, sandbox activity, and live trading, which is critical for GTM prioritization.



Relatable Solution-Driven Framing

Although engineers are inherently analytical, data-driven, and comfortable with technology, our dataset shows that most users have limited exposure to trading. Out of 200,000 users, only 56,376 (28.2%) have made a sandbox deposit, and just 16,238 (8.1%) have executed at least one live trade. This highlights a significant awareness gap, where users are willing to explore the platform but hesitant to engage in real trading.

Breaking this down by segment, students (~20% of users) show a sandbox adoption rate of 28.4% but a lower live trading rate of 7.2%, whereas professionals (~80% of users) have similar sandbox adoption (~28.1%) but a slightly higher live trading rate of 8.3%. This suggests that while both groups are open to learning, students require more confidence-building and guidance to move from exploration to active trading.

To address this gap, Nubra can implement targeted education and onboarding initiatives. For students, campaigns should focus on gamified learning, sandbox challenges, mentorship, and tutorials to encourage skill-building in a low-risk environment. For professionals, messaging should highlight portfolio analytics, investment potential, and structured risk management. Leveraging tech-focused channels like StackOverflow, GitHub, hackathons, and online engineering communities will ensure the content reaches users effectively, improving sandbox-to-live trade conversion rates and nurturing a confident, active user base.

Problem 3: Low Funnel Conversion – Nubra

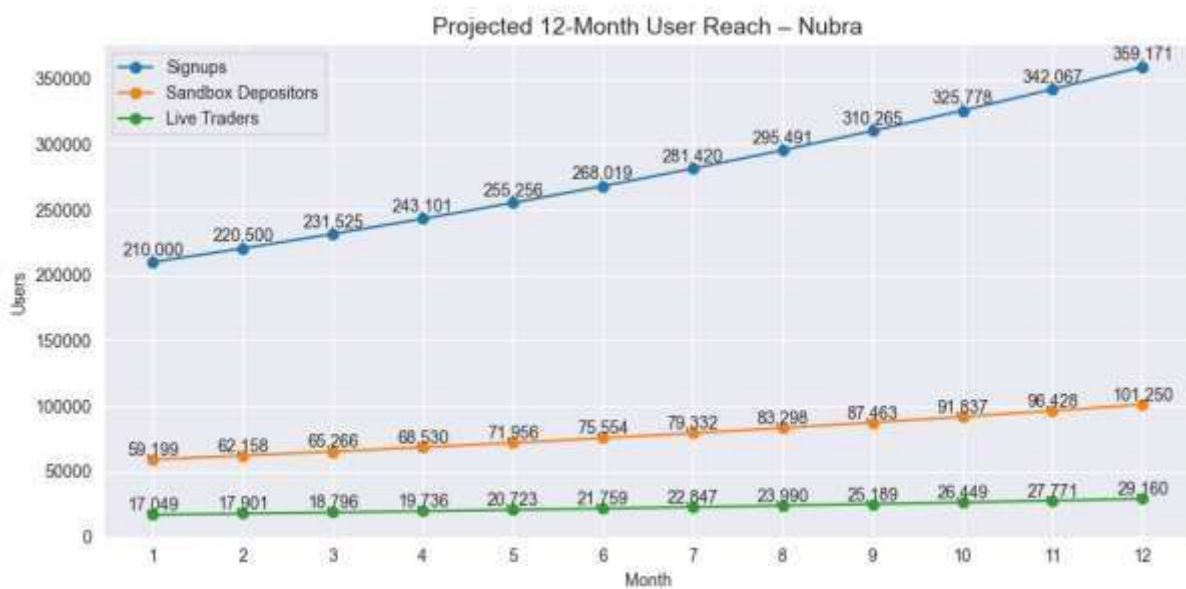
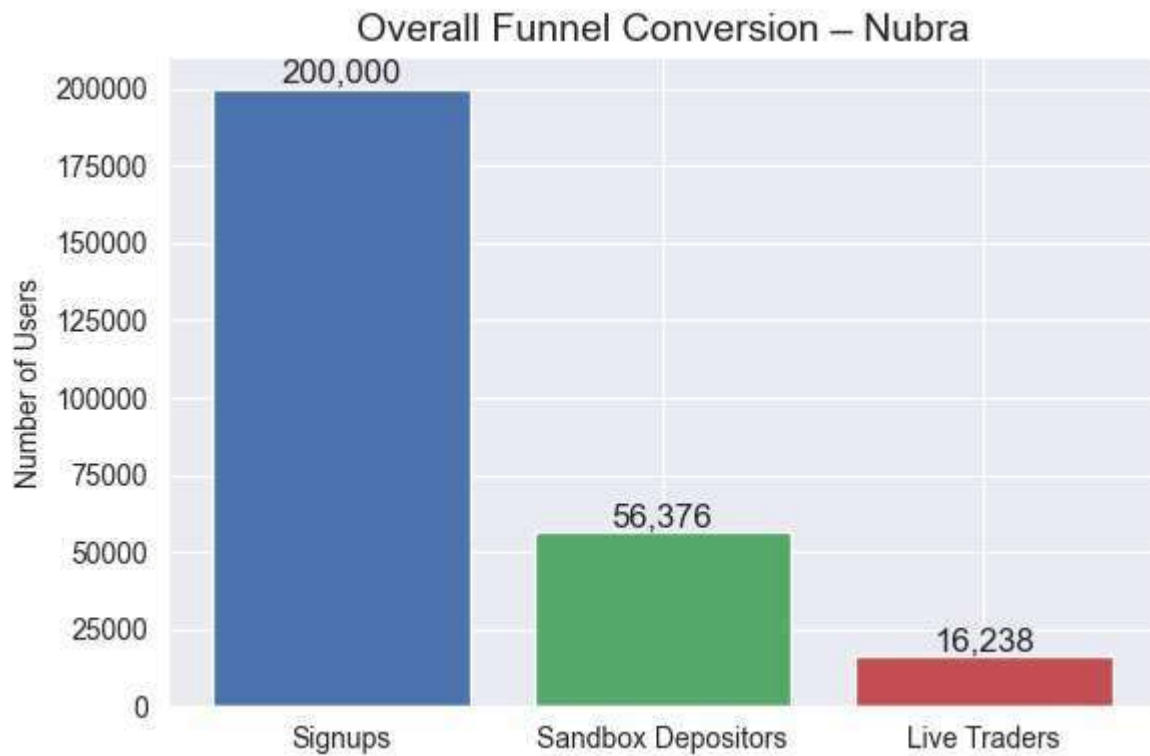
Even though engineers are analytical and data-savvy, most users who sign up or deposit in the sandbox don't execute live trades or actively use platform features. This indicates a conversion and engagement gap beyond awareness.

Key Metrics to Analyze

Using your dataset, the key funnel metrics are:

- Signup → Sandbox Deposit (sandbox_depositor)
- Sandbox → Live Trade (is_live_trader)
- Strategy Engagement: backtests_run, strategy_saves, strategy_publishes
 - Live Trading Engagement: live_trades_count, total_pnl_inr

These metrics let us understand where users drop off in the conversion funnel.



Relatable Solution-Driven Framing

Despite Nubra attracting a large sample of 200,000 engineers across India, the conversion from signup to active trading remains a critical challenge. Analysis of user behavior shows:

- Sandbox Adoption: Only 56,376 users (~28%) of total signups deposited into the sandbox, indicating initial interest in trading but a substantial drop-off after account creation.
- Live Trading Conversion: Of these sandbox depositors, only 16,238 users (~28.8%) executed at least one live trade, highlighting a significant funnel leakage between learning and real trading.

Observations:

- Conversion is similar across segments at the sandbox stage (28%), but students show slightly lower progression to live trading (~25%) compared to professionals (~30%).
- Engagement with platform features (backtests, strategy saves/publishes, live trades) is low overall, indicating a need for stronger nudges or incentives.

Strategic Implications for Nubra

1. Funnel Optimization: Identify drop-off points and introduce targeted interventions, such as in-app tutorials, guided strategy creation, and milestone rewards.
2. Segmented Engagement:
 - Students: Focus on sandbox exploration, gamified learning, and mentorship programs.
 - Professionals: Highlight portfolio performance tracking, advanced analytics, and live trading ROI to encourage adoption.

3. Personalized Nudges: Automated notifications and email campaigns can encourage users to move from sandbox to live trading, bridging the awareness-action gap.
4. Feature Usage Incentives: Rewarding users for strategy saves, backtests, and publishing can increase platform stickiness and promote repeated engagement.

Conclusion:

Nubra’s funnel analysis reveals a large initial interest but low conversion to live trading, particularly among students. Targeted engagement strategies, segmented campaigns, and incentivized feature usage are critical to increase adoption, deepen engagement, and convert users into active traders.

GTM Solution & 1-Year Execution Strategy – Nubra

Core Principles of the Strategy

1. Data-Driven Targeting: Use TAM, city-level population, and engagement metrics to focus on high-impact users first.
2. Segment-Specific Approach: Students vs Professionals require different messaging, campaigns, and incentives.
3. Phased Execution: Roll out campaigns gradually, monitor KPIs, and iterate based on engagement and conversion.

1-Year Phased Execution Plan

Phase	Duration	Focus	Key Activities	KPIs
-------	----------	-------	----------------	------

Phase 1 – Foundation & Awareness	Month 1–3	Educate & Introduce	<p>Launch gamified sandbox challenges;</p> <p>Webinars & tutorials for students;</p> <p>Portfolio analytics guides for professionals;</p> <p>Targeted social & tech forums campaigns</p>	Sandbox adoption rate, Event participation, Initial engagement
Phase 2 – Conversion & Engagement	Month 4–6	Convert exploration to live trading	<p>Personalized nudges and notifications;</p> <p>Milestone rewards for completing first live trades; Mentorship & Q&A sessions;</p> <p>Highlight professional success stories</p>	Sandbox → Live trade conversion, Avg backtests/saves/publishes, Repeat activity
Phase 3 – Expansion & Scaling	Month 7–9	Expand to additional cities and segments	<p>Replicate successful campaigns in secondary hubs;</p> <p>Referral programs & community building;</p> <p>Partner with engineering colleges & developer networks</p>	New user acquisition, Live trade adoption in secondary cities
Phase 4 – Optimization & Retention	Month 10–12	Retain & maximize lifetime value	<p>Advanced analytics dashboards for professionals;</p> <p>Gamified challenges and leaderboards;</p> <p>Feedback loops to improve platform UX;</p>	Retention rate, Repeat trades, Feature adoption, ROI per channel

			Regular reporting & iteration based on metrics	
--	--	--	--	--

Innovative & Unique Elements

1. Gamified Learning & Sandbox Challenges

- Students earn badges, points, and certifications for completing sandbox strategies.
- Professionals can participate in simulation contests to test strategies risk-free.

2. Personalized Nudges

- Triggered notifications for users based on activity patterns, e.g., if a sandbox user hasn't executed a live trade in 7 days.

3. Community & Peer Influence

- Online community forums and peer leaderboards to create social proof and healthy competition.

4. Data-Driven Feedback Loops

- Weekly dashboards track TAM adoption, funnel drop-offs, citywise engagement, and ROI.

- Campaigns iteratively adjusted based on KPIs.

5. Segment-Specific Messaging

- Students: "Learn, explore, and earn confidence"

- Professionals: “Maximize analytics, diversify portfolio, gain side income”

6. Marketing Channels Optimization

- Focused tech-community campaigns: GitHub, StackOverflow, hackathons, online engineering communities.
- Paid ads in high-density engineering hubs based on city-level TAM estimates.

Why This Strategy Is Unique

- Combines TAM-driven targeting, gamification, and data-backed engagement nudges.
- Integrates a 1-year phased approach, allowing scaling while continuously optimizing.
- Prioritizes both acquisition and retention, ensuring a pipeline of active traders.
- Uses quantitative KPIs to measure success and refine strategy monthly.
- Balances student learning journeys with professional investment goals, ensuring relevance for all segments.

Expected Impact

- High conversion from signups → sandbox → live trading.
- Efficient marketing spend with maximum ROI in urban hubs first.
- Creation of a thriving, engaged trading community across India.
- Continuous improvement via data feedback loops, reducing funnel leakages over time.

My Personal Recommendation

If I were steering Nubra's Go-to-Market strategy, I'd focus on **precision targeting and phased engagement**. The Indian engineering ecosystem is vast and analytical, yet largely untapped in trading. Students crave **confidencebuilding and low-risk experimentation**, so gamified sandbox challenges, mentorship programs, and skill-based rewards would be my primary levers. Professionals, on the other hand, respond to **analytics-driven insights and portfolio potential**, making data-rich dashboards, milestone nudges, and structured trading tutorials the key drivers for adoption. By segmenting the approach, Nubra can convert curiosity into meaningful engagement while minimizing funnel drop-offs.

Equally important is **geographic and community focus**. Urban hubs like Delhi NCR, Bengaluru, Pune, Chennai, and Hyderabad should be the initial playgrounds, with campaigns optimized through tech-focused channels—StackOverflow, GitHub, hackathons, and online engineering communities. Layering in **personalized nudges, gamified milestones, and peer-driven social proof** will not only accelerate sandbox-to-live trading conversions but also foster a **thriving, engaged trading community**. In short, a combination of **datadriven targeting, segment-specific incentives, and phased rollout** is the most elegant path to scaling Nubra's adoption and making trading both accessible and exciting for engineers across India.