



# Company Visits

## Lazada - Shopee - Gojek - TikTok

Alia - Edouard - Suerlin - Vincent



Lazada



Shopee



gojek



TikTok



# Business Model

Shopee & SeaMoney are part of the Sea Ltd. Holdings:

- **Sea:** Governance and Technology
- **Shopee:** eCommerce and Technology
- **Sea Money:** Digital Payments, Financial Services
- **Garena:** Game Development and Entertainment
- **Lion City Sailors FC:** Football Team

Primarily looking at Sea Money, which offers mobile wallet services, payment processing, credit offerings, loans and related digital financial services.

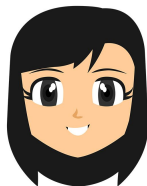
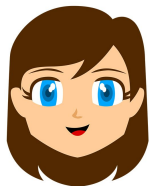
Sea Money are available in seven markets across Southeast Asia & Taiwan under various brands, including ShopeePay, SPayLater, as well as other brands.

SeaMoney served over 32 million users as of Q2 2021



# The Role of Data in Sea

DS Team   DA Team   BI Team   Growth Eng



Data Market



Data Eng



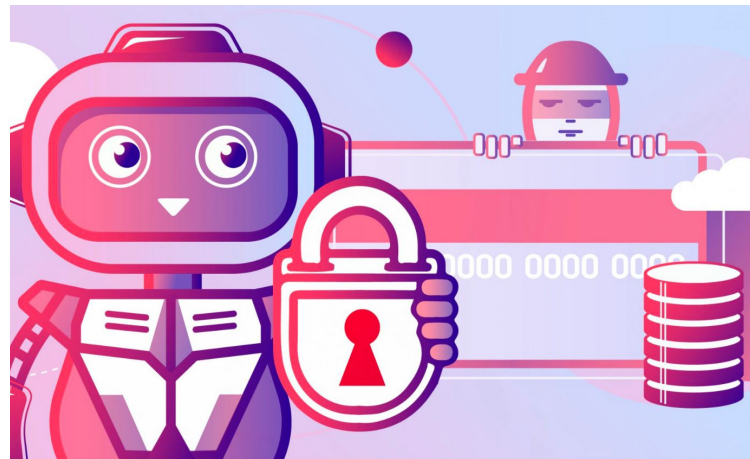
Data Product  
Manager



# A Study Case - Fraud Detection

ML benchmark pipeline (from Sea Money Shopee)

1. Cleaning (from Data Eng team)
2. Feature engineering (Domain Knowledge)
3. Feature selection (Top 100)
4. Benchmark model (Secret Sauce)
5. Evaluation (AUC, F1, Recall, Stability and Variance of model)







## Business Model

Gojek is an Indonesian **super-app** similar to Grab and based in ASEAN countries. It provides over 20 services, most importantly:

- GoRide - Ride hailing.
- GoSend - Delivery service.
- GoShop - Online shopping.
- GoFood - Food delivery.

Gojek Singapore is divided into small- to middle-size teams each dedicated to one specific task (e.g. ride pricing, shopping recommendation...)



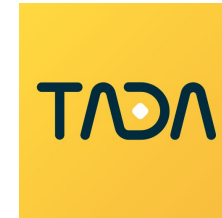
# Data Science at the Core



Large amounts of **data** - A major opportunity for personalization



Lazada

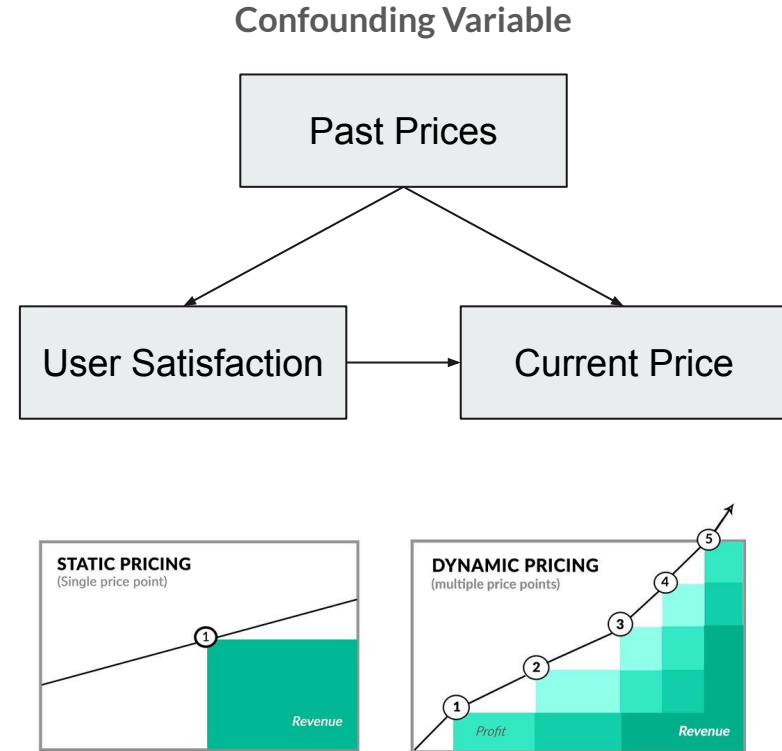


Competition is intense with both specialized and generalized actors - Customer satisfaction is key to prevail



# A Study Case - Ride Pricing

- **Multi-factor problem:** time & day, weather, traffic, location, user/rider profile.
- **Confounding nature:** there is an intrinsic bias in the available data linked to the imperfect nature of the problem (**there is no perfect price**).
- Both **driver and rider satisfaction** are key for **customer retention**: low prices = more users & less riders | high prices = less users & more riders.
- In such complex problems, **Machine Learning** offers much better results than simple deterministic approaches.





On a mission to accelerate progress in SEA through tech and e-commerce





# Business Model

The Amazon of SEA", founded in 2012 and joined Alibaba mothership in 2016. Biggest competitor is Shopee.

Like Amazon, they have their own logistics and aim at providing logistics services.

- B2B and B2C platform where customers and merchants can buy and sell products.
- Lazada Marketplace: Takes care of payment and fulfillment against a 1-4% commission fee.
- LazMall (cross-border retail): Improved version of the marketplace where products are selected internationally against 5% commission fee.
- Grocery delivery (RedMart).
- Other services: Payment and funding solutions, vouchers, travel deals, prepaid recharge for phone...



# How Data is used for User growth across different teams

## Data team

### 1. Increase Traffic:

- Performance of marketing campaigns
- CRMs (email pushes)
- Influencers

### 2. Extend User Lifecycle:

Monitor Acquisition Channels

Frequency (vouchers)

Loyalty (CLT, membership, promotion, free shipment)

### 3. Improve User Experience:

- Gamification (Lazi mascot)

## Strategy & steering: team

- Users' database exchange
- Big Campaigns efficiency measured as cost to income ratio.
- Consistency in features across the 6 partners countries

## BI team

- **Goal to deliver insights to managers.**
- Balance between facts and intuition to choose best projects to drive KPIs.
- There are conflicts between analyses and leaders' gut and sometimes a decision might be a bet but once made, embrace change totally



...nes from a relatively small sized new entrant.  
...reaction from the c... to rethink itself at the  
...sing competitiveness



## Business Model

TikTok is a creative social media platform driven by short-form video content enabling users to interact and generate content at scale, The majority owner of TikTok is ByteDance, a Chinese technology company

### customer:

- TikTok is available in over 150 countries, has over 1 billion users. 60% of TikTok users are Gen Zers

### Value proposition:

- Users: Seeing shorts and funny videos
- Celebrities: Sharing their daily life, create contents that increase the number of followers, make publish posts
- Brands: Exposing and popularizing their products with brand awareness

### How TikTok makes money:

- Advertising
- App purchases (TikTok Coins)
- E-commerce offers

### Strategy:

- Combine the power of AI with the growth of mobile internet to revolutionize the way people consume and receive information



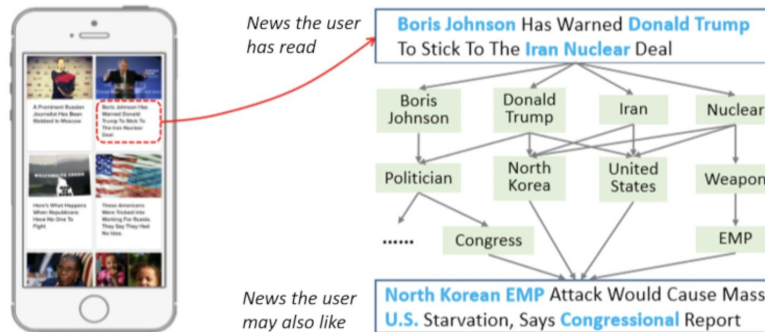


# The role of data

## Data collected

- The videos you watch and rewatch
- The videos you comment on
- The keyboard rhythms you have when you type
- Your phone and location data
- Clipboard data<sup>1</sup>
- Private messages and contacts<sup>2</sup>
- Any information you share while creating your account<sup>2</sup>
- Information from linked social media accounts

## Personalized recommendation algorithm



## Conclusion



Lazada



gojek

Shopee, Gojek and Lazada are part of the digital companies that shaped the digital transformation landscape in SEA. They played a significant role to grow the economy of the region, by offering job opportunities and inclusive solutions.

Similarly, Tiktok empowers content creators with the opportunity to reach people at scale and earn extra income.



Shopee

# Thank You

