

# Assessment Challenge 2020-2021

## Business Intelligence Assignment:

1) With Jio coming in, we have seen an influx of internet users from Tier 2 and Tier 3. Video/Content apps like Youtube and Tiktok have seen a huge growth while Amazon/Flipkart haven't seen similar.

What could be the reason for it? Feel free to use any publicly available data to support your hypotheses.

### 2) New Onboarding Design at Nymtra

Nymtra is India's leading fashion app. The Product team revamped the app's Onboarding Flow on 31st July that introduced the following features:

- New walkthrough with 3 screens highlighting - extensive catalogue, free shipping for the first-order, and easy returns
- Added a 'Skip Login' option to the login screen at the end of the walkthrough
- Added a new "10,000+ items under ₹999" banner on the home screen.

You are attending the product review meeting on 5th November where the team looks at the following data:

Month	New Installs	First Time Buyers (FTBs)	Revenue from FTBs	FTBs who made a second purchase
May	546,293	16,389	21,305,427	8,194
June	567,892	17,037	22,147,788	8,518
July	582,389	17,472	22,713,171	8,736
August	593,861	29,693	28,208,398	11,877
September	601,347	30,067	28,563,983	12,027
October	619,356	30,968	29,419,410	2,168

# Assessment Challenge 2020-2021

Question: Is the onboarding flow revamp a success? Justify.

## 3) Personalised Recommendations at FilmiStar

### Part A:

FilmiStar is India's #1 app for watching movies. The Product team was tasked with designing a new carousel on the home screen that will show personalised movie recommendations based on the user's taste. Currently, the home screen shows trending and new movies only.

### Questions:

- 1) What will be the change in user behaviour once this feature is introduced?
- 2) What should be the goals and metrics for this feature?
- 3) How should this feature be launched and evaluated?