
Summer Project Report

Use data analytics to recommend
growth strategy for a startup company
named myokina.com

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1. Acknowledgement

I would like to thank the team of myokina.com for their support for the project. This would not have been possible without their support. I appreciate their time for meetings and sharing the information. I am extremely grateful for they been available for interview from time to time. I am also grateful for allowing me to do my training from June 8th to June 30th , 2020.

2. Background

Myokina (Company) is an e-commerce platform for products made by home-owned businesses. It is a market place where people can buy and sell products. This site is essentially focused on products made at home. For example, many housewives want to earn money by selling home cooked food. They would typically use 'word – of mouth' to let people know the particular service they offer.

Myokina is a website where majority of sellers are home makers, list their food items. Through this site they also become aware of the products offered by other women. Customers use this site and purchase food items. They also become aware of the various options and menus available. This also then becomes a place where they can share feedback.

Additionally, this site takes you on a culinary journey about ingredients gone in making food. For example, there is an article on cumin seeds, describing how it has become an integral spice for Indian cooking.

3. Research Question

What is the strategy Myokina use to grow the business?

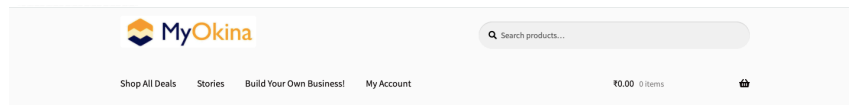
4. Procedure and Methodology

Data analysis was used as a methodology. Primary research was used to gather information about the company. Since key information was available with the company already, data gathering was not as part of the project. However, interviews were done with the founder of the company to get the data. The last method used was doing secondary research with books and the internet.

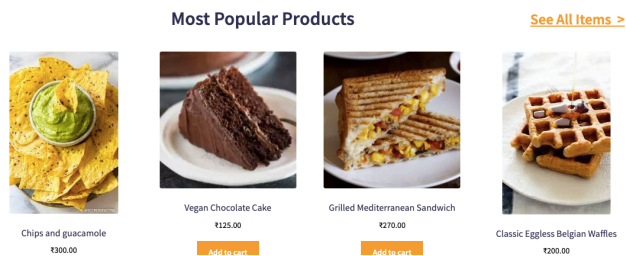
Ethical consideration: The detail data used for this research will not be shared with anyone outside the company without permission. It will be considered confidential.

5. Products

Food is the products which is launched on the website. A seller can make their own store online and upload their menu along with the prices. Customers can log onto the website, place the order and make payment. The site is very user friendly and easy to use for both sellers and buyers. Founders intend to launch other products in future. Following are a few pages of the website.



A hub for food lovers to buy and sell delicious homemade items!



The company has also capitalized on the writing skills of the founder to write interesting and captivating posts in the “stories” section which merges media and ecommerce (as there’s product and information exchange). The following is one example of such a writeup.

Posted on May 25, 2020 by MyOkina Team

Catch up with Ketchup



I was inspired to write this post after a little throwback jamming to "The Ketchup Song". For some, it's that one party song from the early 00's to which everyone shifted awkwardly from side to side until the chorus when everyone began that primitive, frivolous line dance. But what seems to be a rudimentary choreograph that mocks the human intellect is actually a comprehensive commentary on the futile labor of evacuating ketchup from its bottle no matter how many times you clobber it. The chorus "I said a hey, a ha, a hey!" is the cry of millions of ketchup eaters every second; the dance move of waving your hands back and forth is the distress signal sent to millions of waiters everywhere "help the ketchup won't come out!"; the final step of placing one's hands on the forehead is a frantic effort to calibrate the moment that is fast approaching entropy with its heartbreaking acceptance of a dry ketchup-less food slab.

Perhaps ketchup refuses to come because of the identity crisis it's going through. After all, ketchup is the original third culture kid: born in China as pickled and spiced fish ke-chiap, adapted in South East Asia as kecap and taken from there by the English to various colonies, including the Americas.

The 18th century was the golden age of ketchup called so because it was usually golden in color. And I'm using golden as a euphemism for that offensive yellow-green tinge of dishwater liquid. You see, ketchup back then was usually made of oysters, walnuts, mussels, lemons, plums, peaches, and - Jane Austen's favorite kind - mushrooms (Jane, girl, why??).

The company has picked market around Powai area in Mumbai and has divided its services geographically into four markets which are as following:

- Powai
- Andheri
- Kandivali
- South Mumbai

6. Market Analysis

This market is quite new and not fully serviced. There are five players which were operating with the similar business model. They are :

- Scootsy
- FoodCloud
- MealTango
- FoodDo
- MasalaBox

However, none of the players operate in the area where company is doing business. Company believes that these competing companies are spread near big cities and have formed a client base in their respective geographies. Company firmly believes that since there is no competition in the geography where it operates, there is large untapped opportunity for growth.

There were three known past player which had similar business models but have exited the business. They were:

- Hola Chef
- Mom Chefs
- FoodNextDoor

These players were also in different geographic locations. At the time of writing this report, there was not enough information available about the reason of closure. The company may want to research this further in future.

The company is keenly growing its presence in the market. The typical customer is internet savy, and therefore is comfortable in ordering online. The company wants to understand the behavior of its customers. To do this, it wants to split the customer by their geographical location. It strongly believes that each of the location has different customer behaviors, as these locations have people with different educational, social and economic background resulting in diverse purchasing power.

7. Findings

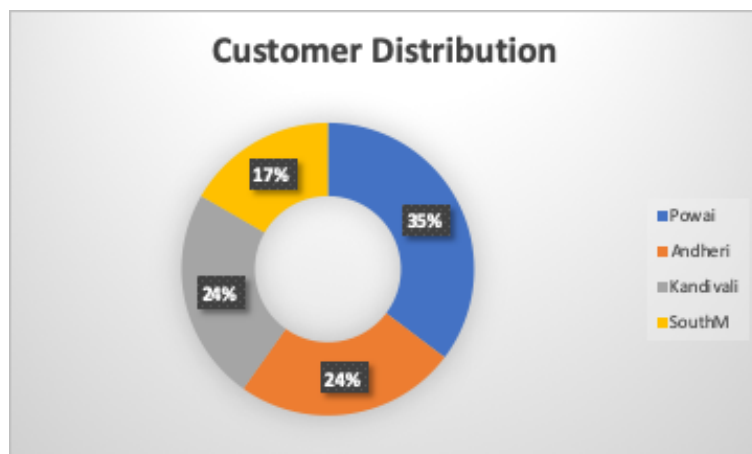
The company has provided data which was used for data analysis. Python, MS Excel and MS Word were used for analyzing and reporting. The following is the list of the findings:

7.1 Geographic distribution

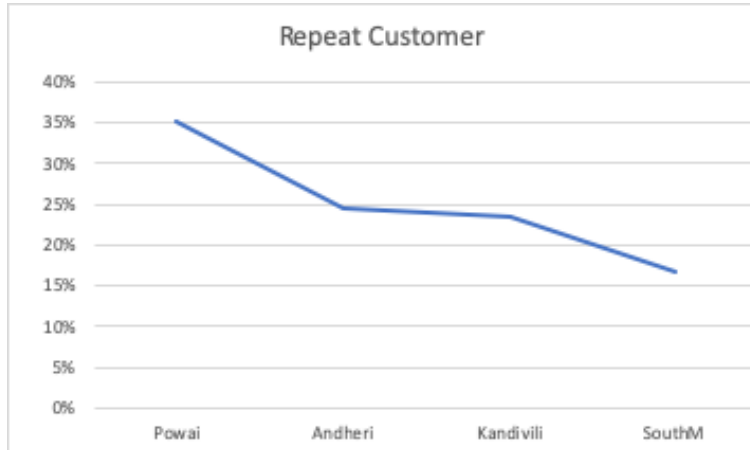
The geographic distribution of the customer impacts the business demand. The customer is segregated into four geographies. These are :

- Powai
- Andheri
- Kandivali
- SouthM

The maximum number of customers are in Powai. The company is also based out of Powai, which has helped it in getting the maximum number of customers.



The company is also focused on the repeat customers. It wants to increase the number of customer returning for the repeat business. The graph of the repeat customers based on four geographies looks like the following:

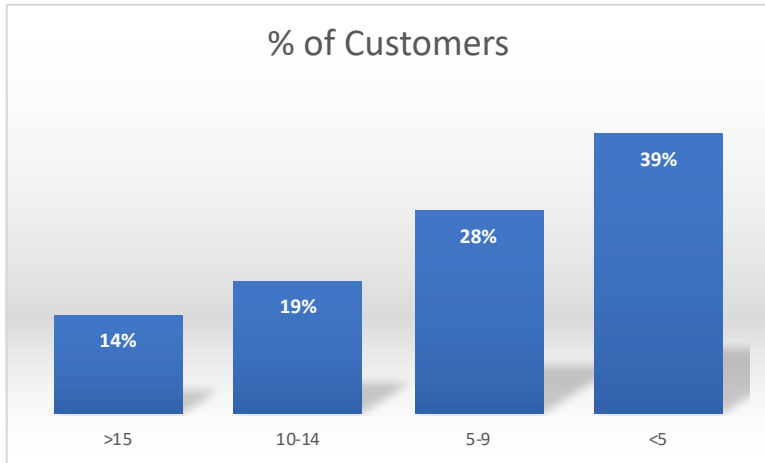


From the analysis it is clear that Powai region not only has the greatest number of customers, but also greatest number of repeat customers. This is followed by Andheri, then Kandivili and followed by SouthM. It is clear from the above that the company is doing very well in the Powai region where one third of the customers are coming back again. It should continue to keep its hold in this region while increasing the repeat purchase of the other region.

Based on the discussions with company management it was learnt that the company is based in Powai region. Hence, it is able to better deliver the product. It wants to improve its food delivery in other regions in order to increase the repeat purchase. To this end, it is in talks with delivery companies in all other three regions in order to improve the delivery and get better customer satisfaction.

7.2 Repeat Customers Stickiness

The company wants its repeat customers to keep coming back to it's site and keep ordering more and more. The following graph shows the percentage of the customer and number of times they have ordered.

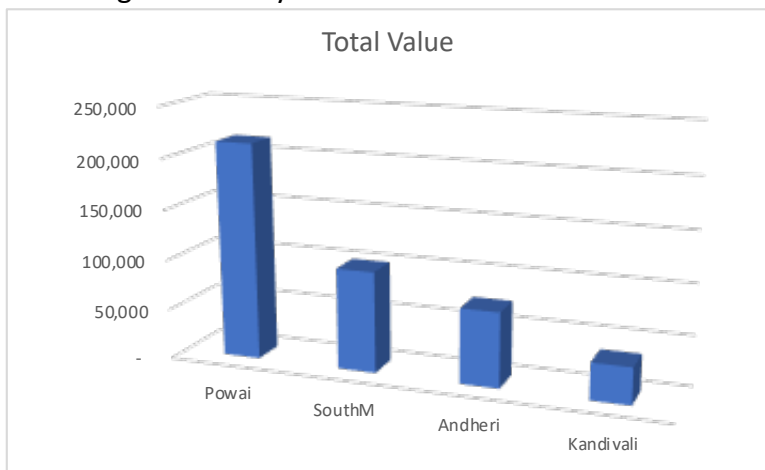


It is observed that 67% (28+39) of customers are in the range of 9 times or less. The company needs to focus on those customers and try to see if the repeat purchase can be increased for such customers.

Company has decided to carry out its customer survey, in order to identify ways to improve the repeat purchase.

7.3 Spending value

The Spending values generated by each region is as following. This is calculated by adding the revenue generated by each of the customer



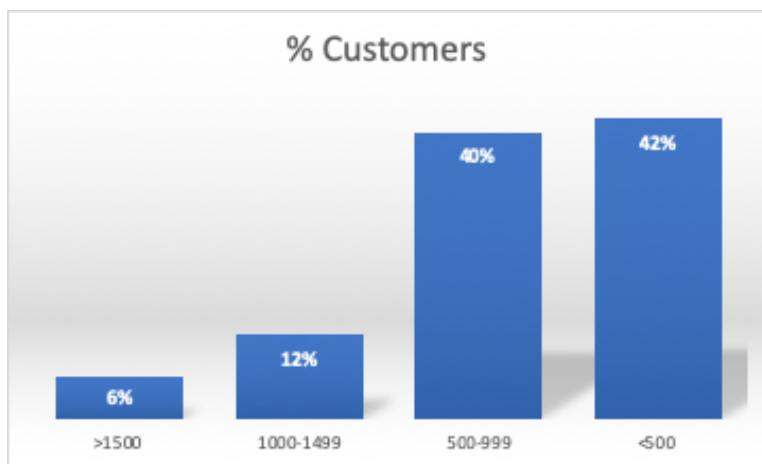
It is clear from above graph that the most important zone is Powai. The company should continue to keep higher customer satisfaction in this zone. In addition, the company should work on improving the value in another zone. SouthM has many areas with high income households. The company should evaluate the possibility of doing targeted marketing in that

area, increase its penetration. There is potential to increase its revenue by increasing the spending value in SouthM area. The company should focus on giving high quality service both in terms of products and delivery.

On the other hand, Andheri and Kandivali will have lower ticket but high-volume items. Here the key would be to have cost effective delivery mechanism. The company should get lower cost delivery options (as compared to other zones) in these zones.

7.4 Spending Amount

The following chart shows spending range per purchase and percentage of customers



It is clear from the above graph that 82% (40+42) of business is 999 Rupees or less. Therefore, while the company is able to get the customer's wallet, its size is small, which company need to enhance.

8. Recommendation

The following are the recommendation:

1. Many of the competitors have focused purely on food providing service. The company can add value by:
 - a. Have a “stories” section so visitors come to read the content and segue into commerce section
 - b. Even if people don’t come to purchase, they will read/share the posts in the “stories” section
 - c. Market the website as having niche food items (to differentiate from mainstream food found on zomato or swiggy)
2. The technology support of the business can be outsourced so that the company can fully focus on marketing and sales. The company can evaluate service model from sites such as www.fiverr.com. This is recommended till company hires a permanent technology staff.
3. The company is currently dependent on word of mouth to reach the new customer base. It can use the following sites to reach out to potential new customers:
 - Face Book groups focused locally (Powai, Kandivali, Andheri and SouthM)
 - OLX website
 - Face Book marketplace
 - Festivals based events in respective locality
 - Meetup.com
 - Allevents.in
 - Facebook buy and sell groups to entrepreneurs
 - Using blog posts to convince people to visit the website
 - Reaching out on local Whatsapp groups
4. At the later stage, about 4-6 months later, the company is planning to:
 - Participate in local fares and increase it’s awareness by setting flyer or stands
 - Try and get some press on social media news sites
 - Use TiE & UCLA (founder’s alumni club) network to throw events to create awareness
5. The company is planning to use Instagram. This can be used for fun campaign on sites like instagram #L15TakesCannes #WomenWednesday to get non-customers to join.
6. The company can add more products to it’s website. These include:
 - a. Services
 - I. Tax Planning/Financial Consulting
 - II. Interior Design
 - III. Hobby Classes
 - IV. Hair/Makeup
 - V. Pet/Child Sitting
 - b. Clothes & Jewelry

- c. Other food options like
 - I. Condiments
 - II. Birthday Cakes
 - III. Fresh Produce
 - IV. Tiffin Service
 - d. Education services like home tuition
7. The company needs to increase its delivery reach. It can partner with delivery services companies such as Dunzo for delivery of food in more geographical areas for SouthM and Kandivali.

9. Way Forward

The company wants to aggressively grow and add more customers. It was growing at a very fast pace, however it had to take a pause due to COVID-19. The company should utilize this time to relook into it's business model and recalibrate its direction. In addition, whether the customer would prefer online delivery of homemade food or would like to consume food in restaurant is a question in front of the company. It has to also estimate whether the demand for the home-based product will sustain post Covid-19. The company strongly feels it would, given that homemade food is seen as hygienic and healthy. Company should do more research on this question. It was suggested to do survey of the existing and potential clients to get better picture of the same. It also needs to get information from the repeat customers to understand their demands and accordingly prepare offerings.

10. Conclusion

There is large untapped market for this type of market place which myokine is aware of and is aiming to fulfill. There are number of steps which the company can take to get into that space. The market has other players as well, however the company has certain advantages which they should use to build their brand and in turn help the home-based entrepreneurs.

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