Decision making based on GeoAnalytics
JOURNEY OF JUGNOO

- **NOVEMBER 2014**: Jugnoo Launched (Passenger Rides)
- **APRIL 2015**: $1M Angel Round
- **MAY 2015**: Tookan Launched
- **JULY 2015**: $5M Series A Funding
- **APRIL 2016**: $8.4M Series B Funding
- **JUNE 2016**: Jugnoo Deliveries Launched
1. B2B SALES PRIORITIZATION

- Push merchant sales in high fulfillment areas.
- Lead to improved service quality and decreased churn rate
- Nearby areas get activated through those merchants
2. LOCATION BASED PERSONALIZED NOTIFICATIONS

- Personalized pushes geographic area wise.
- Prompting user to order from popular restaurant in that area.
- Leads to higher conversion.
3. DEMAND ACQUISITION IN LOW DEMAND AREAS

- Based on historical supply and demand, identify areas where supply is good but demand not there but has potential.
- Run location specific promotion
4. TARGETED MARKETING CAMPAIGNS

- How to decrease CAC?
- Running city wise campaigns on unique characteristic of city
- E.g. Natural’s ice cream campaign in Chandigarh
Thank You