Objective: Data-driven Growth Hacking

Leverage internal data to:

Mission 1 – Grow the Core
"Where has the growth come from? Who uses EasyParcel? How do we hack the growth in the short to medium term?"

Mission 2 – Expand into Adjacencies
"What opportunities will expand EasyParcel’s business footprints?"

Mission 3 – Aim for Moon-shot ideas
"What could be game-changers in the long term?"

Understanding EasyParcel’s Growth

EasyParcel has a healthy growth story – fueled by ‘real’ transactions on its platform. The active user base is small: increasing user engagement will drive future growth.

Customer tenure and loyalty is critical: 70% of revenue generated by 6+ month old users.

Developed HACK Framework to expound 27 Growth Strategy Hypothesis

Snapshot of the final recommendations

Growth hacking approach

Segmenting the Active User Base

We used k-means clustering to segment the active users based on their EasyParcel usage metrics, and created “personas” for each cluster based on internal EasyParcel data coupled with data collected from an extensive user survey generated by the MIT team.

Proposed new organization design for fostering data driven decision making at all levels.