

INFERENCE BIGBILLION SALE ANALYSIS – 2023

INFERENCE BIGBILLION REPORT CARD ON AUDIO INDUSTRY – 2023

Flipkart has posted around 18,500 crores has been saved by the Customers in terms of Discounts. Out of that the Electronics Industry contributed a share of 20% in terms of Discounts to its customers. Out of which the Audio Industry alone has contributed over 40% to the Discounts

So, what is the deal with the Big Billion Trend? Why do companies target the Festive season to attract the Customers? Let us break it down!

Glimpse of EcomNext :

EcomNext is an interim Product developed at INFERENCE LABS PVT LTD. EcomNext offers a comprehensive suite of Ecommerce Solutions, encompassing services such as refining customer reviews, selecting key keywords, extracting prevalent discussion topics from consumer reviews on top Ecommerce platforms like Flipkart and Amazon, along with a focus on pricing strategies, out-of-stock alerts, rapid price fluctuations, and pricing recommendations. We employ various scraping techniques to gather pricing data across Ecommerce platforms, empowering marketing teams and Sales with valuable insights for optimized decision-making

What do we offer on the pricing dashboard?

A pricing dashboard is a valuable tool for Ecommerce or Retail businesses, as it serves as a centralized platform for collecting, organizing, and presenting critical data related to pricing and key performance indicators (KPIs). This tool provides an easy-to-read format, enabling both pricing and marketing teams to effectively view and analyze essential pricing data. Some of the key components and insights that a pricing dashboard typically offers include:

- a. Average Discount Percentage
- b. Pricing Range Analysis and Forecast (Price Recommendation)
- c. Discount Prices Impact
- d. Alerts (Out-of-Stock, New Arrivals, Price Dropped, Price Hiked etc.)
- e. Competitor Pricing

The Psychological Impact of Pricing Strategies Employed by Ecommerce Retailers:

- Companies employ various pricing strategies to determine the prices of their products during events like the Big Billion Days sale. These strategies include penetration pricing, price skimming, psychological pricing, bundle pricing, and captive pricing strategy.
- Psychological pricing, also known as charm pricing, is a prominent strategy in which companies set prices designed to evoke emotional responses rather than logical ones. For instance, pricing a product at Rs. 71,999 instead of Rs. 72000 is a common application of this strategy.
- Another approach is BOGOF (Buy One, Get One Free), a form of psychological pricing where companies offer two products for the price of one, leveraging the emotional appeal of getting something for free.
- The freemium pricing strategy is commonly used for electronic products. Companies provide certain services for free while charging fees for additional services or premium features. For example, vendors may offer free installation services while charging for advanced features.

Note: The above pricing strategies are subject to the following report, many other strategies can be researched along.

"Eager to Know what happened in the Audio Industry and the impact of various categories, along with their discount percentages, during Big Billion Day 2023."

How we perform the Pricing Analysis Under EcomNext:

We collect pricing data through secure and extensively tested methods integrated within the EcomNext Product infrastructure. By employing heuristic AI (Artificial Intelligence) techniques, we analyze the data gathered daily to gain insights into pricing strategies. This rigorous training process ensures that our AI (Artificial Intelligence) models have an elevated level of accuracy, allowing us to comprehend pricing patterns effectively across various e-commerce platforms such as Flipkart, Amazon, and more. We also Provide Price Forecasting and Recommendations to help the Brands to benefit from the Market.

Diving into the Analysis: (Discount Percentage Analysis by Different Distributions)

We utilize data collected from October 7, 2023, through October 16, 2023, encompassing the Big Billion Days event, with a commitment to ensuring the integrity and accuracy of the information, directly sourced from the Flipkart website, without any alterations or tampering



1. Overall Brand Analysis:

Ref: Sheet-Analysis

Brand	Total Models participated	Total Products participated	Distinct Colors displayed	MRP	Big Billion Price	Discount_percentage
Brand	43	70	13	1.44 M	0.23 M	82.48
Total Models participated	67	138	23	2.51 M	0.45 M	81.75
MRP	41	52	16	1.42 M	0.25 M	81.58
BigBillion Price	60	85	35	2.91 M	0.68 M	73.99
Discount_percentage	30	61	15	1.32 M	0.35 M	73.78
Total Products participated	92	96	31	2.69 M	0.70 M	73.41
Distinct Colors displayed	25	65	39	1.97 M	0.69 M	65.43
TECHFIRE	77	169	94	4.43 M	1.68 M	61.48
TOTAL	43	53	12	0.36 M	0.13 M	58.55
	84	126	35	1.66 M	0.75 M	38.06
	12	25	22	0.97 M	0.73 M	22.53
TOTAL	574	940	237	21.68 M	6.63 M	66.42

The following Analysis has been done on the top performing brands (**TechFire, Aroma, Boat, Boul, OnePlus, MIVI, UCOOL, UBON, NOISE, Zebronics, U&I**) with a total of 574 models collectively participated in the Big Billion Days event. **MIVI** takes the lead with 92 models, followed by **Zebronics** with 84 models, and **Boat** with 77 models, making them the top contributors to the event.

Data Shows among the mentioned audio brands, the overall discount percentage has averaged around 66%. The total Big Billion Day Discount percentage for these audio products amounts to approximately 6.63 million (6.63M) units of the respective currency.

The data shows that TechFire has taken the lead as the top discount provider, offering an impressive 82% discount on 43 different models. Following closely, **AROMA** offers an 81% discount with 67 models participating. However, **MIVI**, with a more extensive range of products and the highest number of models featured in the Big Billion Day event on Flipkart, has provided an overall discount percentage of approximately 73%.

2. Discount Percentage by Form-Factor and Connector Type

In the audio industry, the term "form factor" refers to the physical design and shape of audio equipment or devices. It encompasses the size, configuration, and overall physical appearance of audio products. The form-Factor plays a crucial role in how audio devices fit into various environments and cater to different user preferences and needs.



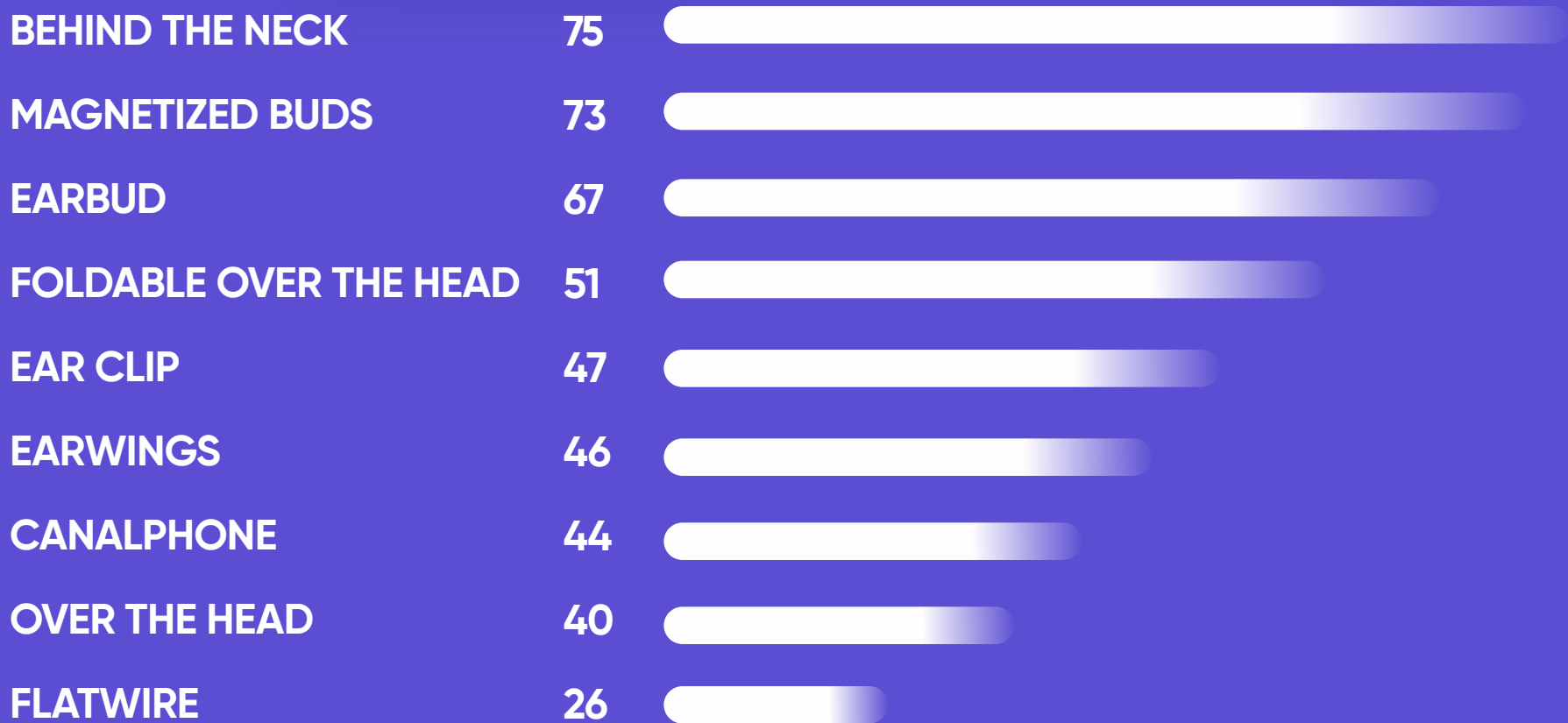
The data indicates that **"In-Ear"** audio products have an overall discount percentage of approximately 69%, making them the category with the highest discounts. **"True Wireless"** audio products closely follow with an overall discount percentage of 68%. These discounts reflect the pricing strategies and promotions applied to these specific types of audio devices, making them more appealing to consumers during the sales event.

Discount_percentage by from factor



Among these form factors, the **"Behind the Neck"** connector type takes the lead, offering customers an impressive 75% discount followed by **"Magnetized Buds"** with 73% Discount such a narrow escape. This indicates a substantial price reduction for audio products featuring this form factor and connector type, making them attractive to customers.

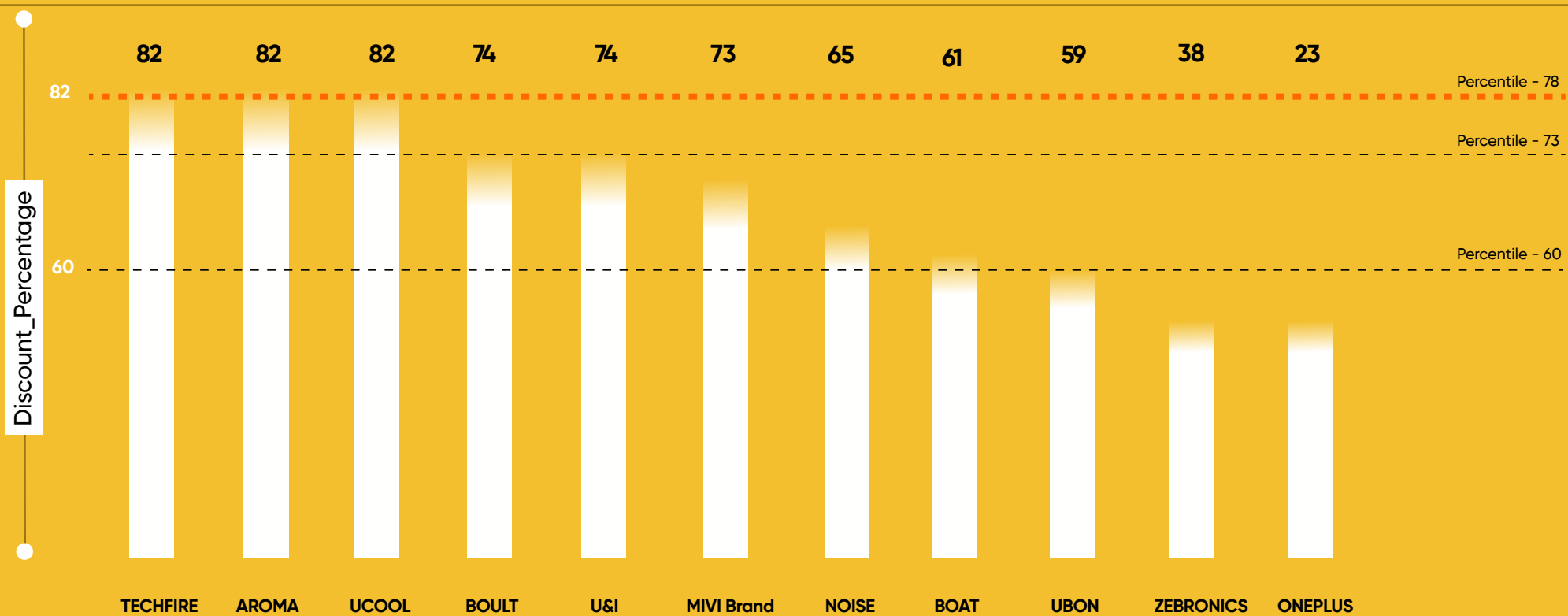
Discount percentage by Connector Type



3. Discount Percentage by Brand Analysis:

Companies are eager to comprehend the factors influencing their sales, but it is often wiser to initially gain a thorough understanding of their existing trends and patterns.

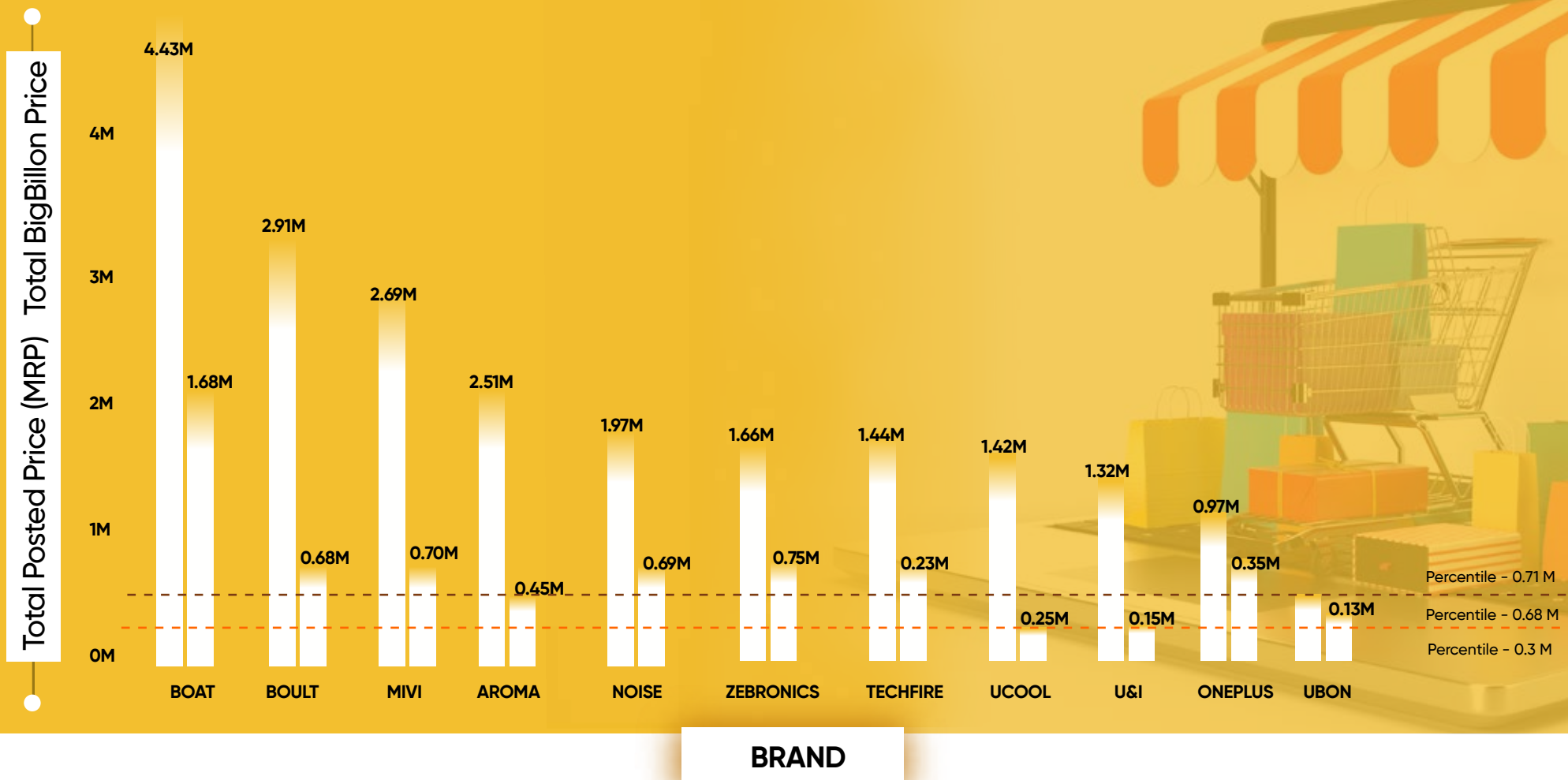
During the Big Billion Days, only TECHFIRE, AROMA, and UCOOL maintained a consistent average discount percentage, each surpassing the 75% range. This consistency in offering high discounts appears to be a key strategy for these brands. In contrast, UBON, ZEBRONICS, and OnePlus remained under the 25th percentile in terms of average discount percentage, due to their higher MRPs, suggesting a reluctance to provide substantial discounts. Boat, on the other hand, managed to provide a moderate 61% discount, which, while not as high as TECHFIRE, AROMA, and UCOOL, still offers a significant savings opportunity for customers.



4. Big Billion Price (Selling Price) and Posted Price (MRP) by Brand Analysis

Boat is leading the Pack with around 1.68M as Big Billion Price, but the Posted Price (MRP) is around 4.3M which is a lot higher. This explains the variation in the Discount percentage position of Boat in the Big Billion sale. Followed by BOULT with 2.91M as Overall Posted Price and 0.68M as Big Billion Price (Selling Price).




BRAND

5. Alerts By Brand Analysis:

Boat has been extremely aggressive in terms of New Arrivals. Boat has participated with 77 models and 169 products in Sale and even on the last day of Big Billion Sale, 64 models comprising 145 products have arrived in Flipkart.

New Arrivals Alerts

Brand	Alert	Latest Date	Models involved	Products Involved
BOAT	New Arrivals	Sunday, October 15, 2023	64	145
AROMA	New Arrivals	Sunday, October 15, 2023	62	118
ZEBRONICS	New Arrivals	Sunday, October 15, 2023	80	116
MIVI	New Arrivals	Sunday, October 08, 2023	91	95
BOULT	New Arrivals	Sunday, October 15, 2023	55	77
TECHFIRE	New Arrivals	Saturday, October 14, 2023	42	69
NOISE	New Arrivals	Wednesday, October 11, 2023	24	62
U&I	New Arrivals	Wednesday, October 11, 2023	30	57
UCOOL	New Arrivals	Sunday, October 08, 2023	40	50
UBON	New Arrivals	Sunday, October 15, 2023	25	32
ONEPLUS	New Arrivals	Saturday, October 07, 2023	12	24

• Out-of-Stock Alerts by Brands:

28 models from Boat have been reported Out-of-Stock, followed by UBON with 26 models reporting Out-of-Stock. MIVI with large model participation managed to be the branch with less Out-of-Stock orders.

• Price Dropped Alerts by Brands:

Zebronics has reported the Top Brand to drop the Prices for highest number of models. UBON being the least price dropped Brand

Out of Stock Alerts

Brand	Alert	Latest Date	Models involved	Products Involved
BOAT	Out of Stock	Sunday, October 15, 2023	28	32
AROMA	Out of Stock	Sunday, October 15, 2023	26	28
ZEBRONICS	Out of Stock	Sunday, October 15, 2023	19	24
MIVI	Out of Stock	Sunday, October 15, 2023	16	20
BOULT	Out of Stock	Sunday, October 15, 2023	13	14
TECHFIRE	Out of Stock	Saturday, October 14, 2023	11	12
NOISE	Out of Stock	Wednesday, October 13, 2023	5	7
U&I	Out of Stock	Wednesday, October 15, 2023	3	4
UCOOL	Out of Stock	Sunday, October 13, 2023	3	3
UBON	Out of Stock	Sunday, October 14, 2023	3	3
ONEPLUS	Out of Stock	Saturday, October 15, 2023	2	2

• Price Hiked Alerts by Brands

Boult has increased their Prices for the highest number of Models, followed by Zebronics. OnePlus Hiked their prices for the least number of Models.

Price Dropped Alerts

Brand	Alert	Latest Date	Models involved	Products Involved
ZEBRONICS	Price Dropped	Sunday, October 15, 2023	28	33
BOAT	Price Dropped	Sunday, October 15, 2023	19	31
AROMA	Price Dropped	Sunday, October 08, 2023	22	29
BOULT	Price Dropped	Sunday, October 15, 2023	22	24
MIVI	Price Dropped	Sunday, October 14, 2023	14	14
UCOOL	Price Dropped	Saturday, October 15, 2023	7	9
NOISE	Price Dropped	Wednesday, October 14, 2023	4	6
U&I	Price Dropped	Wednesday, October 08, 2023	1	5
ONEPLUS	Price Dropped	Sunday, October 13, 2023	3	4
TECHFIRE	Price Dropped	Sunday, October 14, 2023	4	4
UBON	Price Dropped	Saturday, October 10, 2023	1	2

How were Flipkart's Big Billion Days Sales over the years?

Flipkart's Big Billion Days GMV (Gross Merchandise Value) increased by 19.6% between 2021 and 2022 and reached a total of \$5.5 billion (about \$17 per person in the US) in 2022.

In 2021, the GMV increased by an incredible 64% compared to 2020, reaching \$4.6 billion (about \$14 per person in the US), while in 2020, it was \$2.8 billion (about \$9 per person in the US). And talking about last year, on Day 1 of the festive sale, Flipkart saw 1.6 million concurrent users per second.

While the Flipkart Big Billion Days sale can be an excellent opportunity for many, it can also bring challenges like refund issues, technical payment glitches, return policies, delivery problems, and many more.

Conclusion:

The Big Billion Days sale is a festive season event during which companies aim to captivate customers' attention with a variety of enticing offers, resulting in a rapid surge in their sales. Customers may find themselves in a profit zone, but this window is typically short-lived as prices are expected to rise shortly thereafter.

EcomNext.ai is a product created by Inference Labs, designed for the purpose of refining, and analyzing reviews, identifying trending topics, and aiding in the formulation of marketing strategies and sales pricing strategies across various e-commerce platforms

Price Hiked Alerts

Brand	Alert	Latest Date	Models involved	Products Involved
BOULT	Price Hiked	Monday, October 16, 2023	21	31
ZEBRONICS	Price Hiked	Sunday, October 15, 2023	24	29
BOAT	Price Hiked	Monday, October 16, 2023	12	24
NOISE	Price Hiked	Monday, October 16, 2023	6	16
MIVI	Price Hiked	Friday, October 13, 2023	9	9
TECHFIRE	Price Hiked	Sunday, October 15, 2023	3	6
UCOOL	Price Hiked	Friday, October 13, 2023	3	6
ONEPLUS	Price Hiked	Saturday, October 14, 2023	2	3



As per the attached data in the annexure, the first column displays the brand name, the second column shows the total models that participated, the third column represents the total products involved, the fourth column lists the colors displayed, the fifth column displays post-sale prices, and the sixth and seventh columns represent the percentage change in prices.

EcomNext has analyzed the variations in discount percentages across various categories like form-factor, connector type, and brand-wise analysis. EcomNext specializes in providing alerts for out-of-stock items, new arrivals, price drops, and price hikes. The data reveals that the total posted price (MRP) for audio products amounted to 22 million (22M), but during the Big Billion Days, these products were made available at a total price of 7 million (7M). This signifies an overall discount of approximately 67% across all brands in the audio industry during the event. Customers enjoyed significant savings due to these substantial discounts.

Despite participating with a remarkable 91 models, MVI finds itself in the 6th position among the discount percentage providers. This suggests that while they have a substantial presence in terms of the number of models, they may not offer the highest discount percentages compared to other brands.

TechFire has taken the lead by providing an impressive overall discount of 82%, making it the top performer in the mid-range audio brand category. Their commitment to offering substantial discounts has set them apart in the industry. Followed by Aroma with 81% closing the bridge

Content Reference:

1. The Billion Prices Project: Using Online Prices for Measurement and Research - American Economic Association (aeaweb.org)
2. Online Shopping Site for Mobiles, Electronics, Furniture, Grocery, Lifestyle, Books & More. Best Offers! (flipkart.com)

