

Flipkart



NIPP
NASSCOM INDUSTRY
PARTNERSHIP PROGRAM

Tools to improve health of business for sellers

Organization Name: Flipkart

Business Challenge:

How can ecommerce platforms offer a comprehensive bouquet of services for their sellers to ensure that the sellers grow on their platforms.

- Advertising and marketing analytics
- Identifying what services are needed for what segment of sellers and personalized offering
- Better demand projections to ensure better inventory availability etc.
- SaaS tools to manage productivity and business operations.