DANA

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Lea Freeman Vavoules   Nick Zhao   Chanelle Herring   Eric Lee

Payment Company Background

DANA is a fintech company offering online and offline payment solutions in Indonesia. DANA's app offers bill payment, digital goods, money transfers, and QR payment.

As a payment platform, DANA powers millions of transactions each day across thousands of online and offline brick-and-mortar merchants in Indonesia, serving over 30 million users.

"Merchant Platform" Project Objective

Determine best practices for a self-service merchant platform that offers:
1. Merchant registration
2. Merchant analytics
3. Merchant advertising tools

DANA and MIT Team goals:
1. # of self-registered merchants
2. # of merchants that actively use DANA's analytics tools
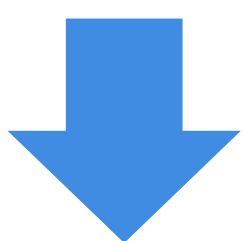3. # of merchants that use DANA's advertising platform

Output

Data/Analytics and Monetization Strategy

Determined what data needs to be collected in order to create value-add features for merchants

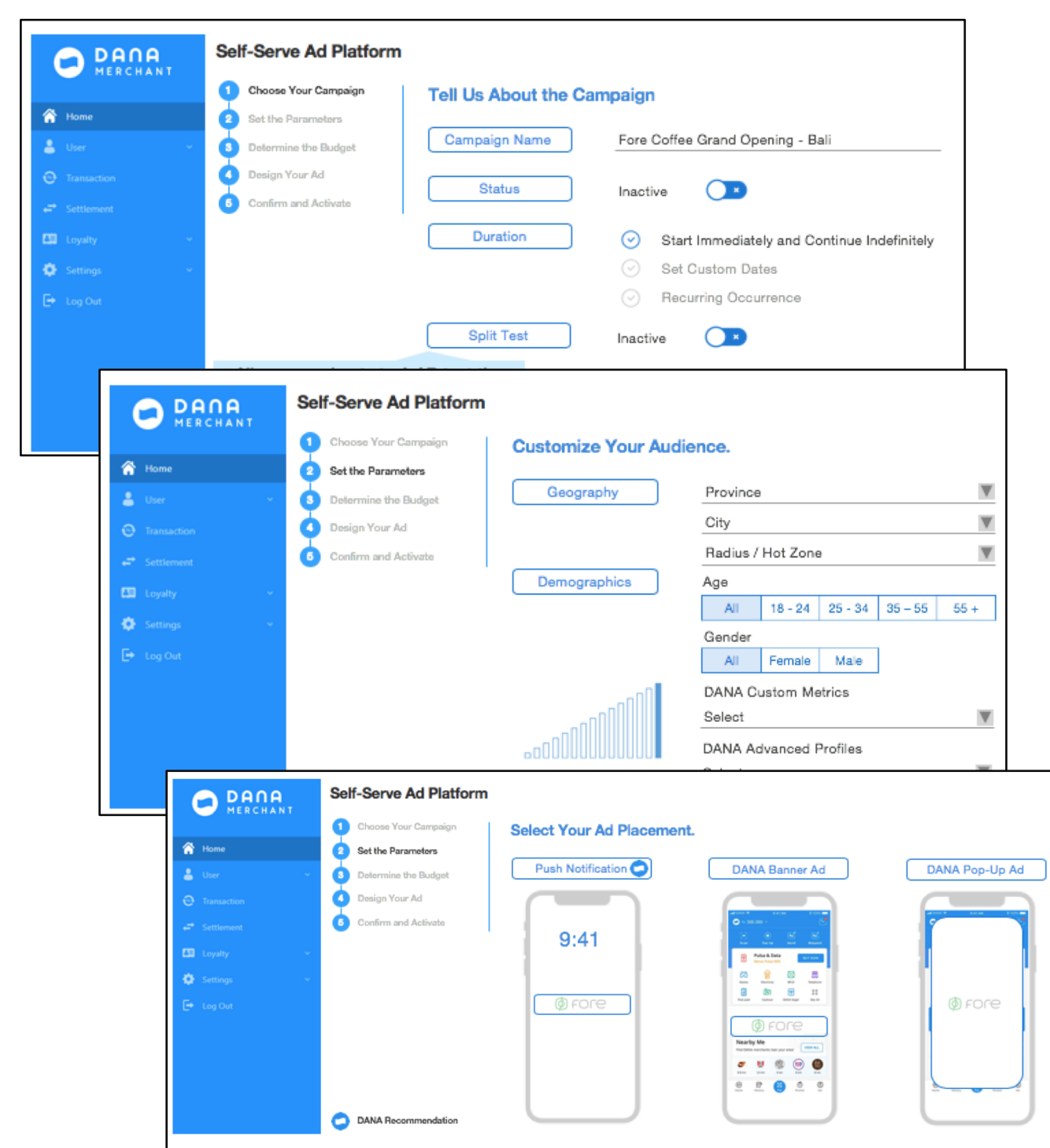**Data – Merchant/User/Transaction**

Customer Segmentation

Personalization

↓

Monetization

Met with merchants to understand willingness to pay:

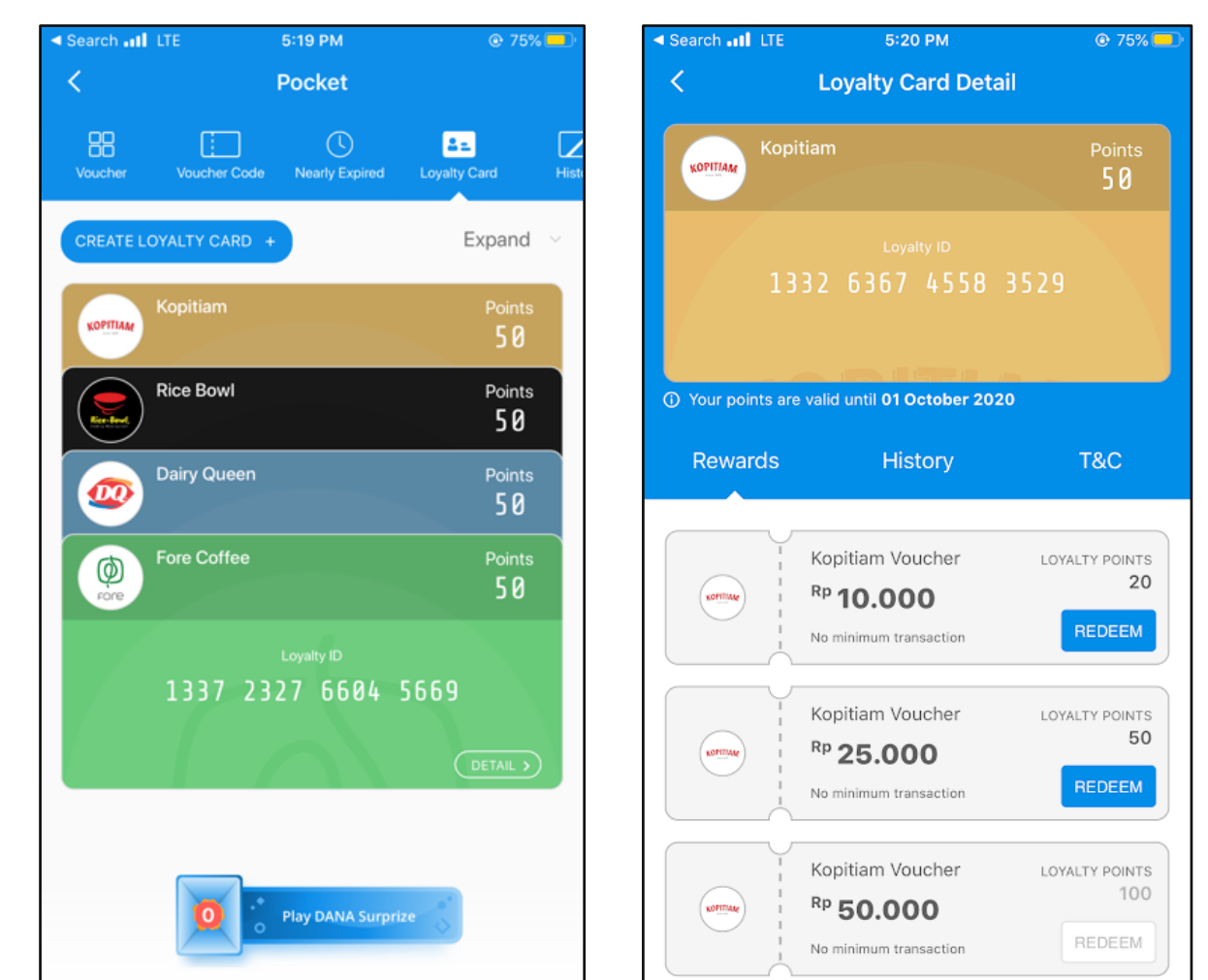PHD PIZZA HUT DELIVERY   fore   RANCH MARKET   Carl's Jr.   WING-STOP   Caribou COFFEE

Self-Service Advertising Platform

Created wire frames for the self-service advertising tool

Self-Service Loyalty Platform

Created wire frames for the self-service loyalty program

Researched and presented on:
• Industry conversion ratios
• Cash balance to cover rewards
• Pricing models

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