Twitter Thread by Aviral Bhatnagar



Aviral Bhatnagar
@aviralbhat

I spent 1.4 lakhs on Zomato alone this year

Once these platforms build a habit, it's hard to leave

Lifetime value of customers is immense, which recover marketing costs and more

These very "loss-making" companies eventually become money-making machines

I love the assumptions people are making here to try to work out how this is possible, but I'll not share the math to just keep this fun.

Few hints: I have excellent cardiovascular fitness, love fine + healthy dining and order with my wife and brother

Guess AOV and order freq