

How HeadSpin Helped a Leading Indian E-Commerce Platform Improve App Performance



About the Client

The client is India's second-largest e-commerce platform, serving a large and growing customer base across the country.

The Challenges

As the platform scaled, the engineering team needed to identify and address performance issues before they affected users at scale. The key challenges included:



Improving Overall User Experience

The team needed better visibility into application performance to identify issues affecting the overall user experience.



Analyzing App Launch Performance

The team needed to understand what was slowing down app launches and identify opportunities to improve startup performance.



Detecting Performance Regressions

The team needed to identify performance regressions early and understand their underlying causes before they reached a large number of users.

The Solutions

HeadSpin's platform helped the engineering team analyze application performance and identify issues affecting the user experience.



Pinpointing Performance Bottlenecks

HeadSpin helped the team identify specific performance bottlenecks and isolate areas that were affecting application performance.



Identifying Opportunities to Improve App Launch

The platform surfaced data points that helped the team identify opportunities to improve app launch performance and reduce loading time.



Detecting Performance Regressions

HeadSpin helped the team identify performance regressions and analyze application performance to determine the root causes behind app crashes.



Prioritizing Critical Issues

The team identified several performance bottlenecks and two serious regressions, enabling them to address critical issues before they could affect millions of users.

The Results



Performance Bottlenecks Identified

The team identified several performance bottlenecks and areas affecting application performance.



Faster App Load Times

The insights helped the team identify opportunities to improve app launch performance and achieve faster load times.



Serious Regressions Prevented

Two serious performance regressions were identified before they could reach millions of users.



Faster Issue Resolution

By pinpointing performance issues and investigating their underlying causes, the team was able to address critical performance problems more effectively.

Customer Impact

“Over the last five months, HeadSpin has helped us detect and fix several performance bottlenecks, as well as preventing two serious performance regressions from going live to millions of users.” -Client Engineering Team