

An India's best ecommerce application has been made 40 times loading faster by Zeptoh

About Shoppersbay

Shoppersbay.com is one among India's best online marketplace, which provides products at best deals and offers with no compromise on quality. They have tie up with the top kitchen and accessories brands like Pigeon, Milton, Revox, Foce, etc.,

Their vision is to be one among the top and reputed online marketplace providers of India with complete customer satisfaction on quality, delivery and pricing factors. They intend to maintain and grow the identity of our clients and us in the most compelling manner to win the customers heart.

Challenges

Eventhough shopperbay.com had an competitive product and an cruising user experience, the user conversion rate was less when they approached Zeptoh. Our web experts had to deep dive in to their application architecture & analytics to find the exact reason. 90% of their user drop outs was happening because of the slow speed, responsiveness & the caching issues.

Solution / Project Overview

Zeptoh solutions has analysed the complete architecture of the application to make the following improvements

- Apache Catching (Enforcing) with 1 month expiry date has been forced for all static assets. The asset types include
 - JS(JavaScript)
 - CSS(Cascading Style Sheets)
 - WOFF(Font files – caused most delays)
 - All Image Types(JPEG/JPG/GIF/PNG/TIFF)
- Output Deflation and Compression. All major MIME types are optimized. This will enhance compression. Noticed results were upto 32% compressed (min).
- Apache distinct charset unified.
- ModPageSpeed (Google's Page Speed Module has been integrated to acheve good JS Deferring and CSS Outlining.
- Entity Tags has been turned off to enhance catching
- CSS and JS File combined. This feature reduces the number of HTTP requests.

- Flat Catalog Enabled: Application uses the EAV model to store customer and product data. This upgrades extensibility at the cost of prolonging SQL queries. Enabling the Flat Catalog for Categories and products merges product data into one table, thereby improving performance. Generally, all stores should enable Flat Catalog for Categories.
- Enabled the compiler which comes with the application by default. This option compiles all Application installation files and creates a single include path. It will speed up pages 25-50% according to the official documentation.
- The long-tables has been flushed. It is not unusual to see 2GB+ databases decrease their size by 75% after cleaning the logs. It is therefore critical to regularly perform this sort of maintenance, particularly if time-to-first-byte latency begins increasing and have already implemented the other performance tweaks.



Benefits

Zeptoh Solutions has optimized the end-to-end application by enabling the code cleanup, file compression, brought in responsiveness and applied the proper caching. We have made their website load 40 times faster than the actual load time was, without affecting the existing functionalities. These solutions from Zeptoh has thrived their business in a proper scale by making correct user conversions. Secondly, it has also brought down their customer acquisition cost, which made them profitable.

Before

Comparison of Load on Different Connections (Before)

| DESCRIPTION | DOM LOAD | LOAD | FINISH |
|--------------|----------|-----------|-----------|
| 2G (Regular) | 9s 830ms | 52s 230ms | 55s 710ms |
| 2G (Good) | 5s 720ms | 28s 890ms | 31s |
| 3G (Regular) | 3s 760ms | 17s 430ms | 19s 490ms |
| 3G (Good) | 2s 340ms | 8s 840ms | 11s 290ms |
| 4G | 1s 780ms | 3s 950ms | 5s 920ms |
| DSL | 1s 980ms | 6s 840ms | 8s 850ms |
| Indian WiFi | 2s 440ms | 6s 350ms | 8s 760ms |
| WiFi (Fiber) | 1s 400ms | 1s 770ms | 4s 780ms |
| Fiber | 1s 170ms | 1s 620ms | 4s 240ms |

After

Comparison of Load on Different Connections (After)

| DESCRIPTION | DOM LOAD | LOAD | FINISH |
|--------------|----------|-----------|-----------|
| 2G (Regular) | 9s 141ms | 34s 510ms | 36s 560ms |
| 2G (Good) | 5s 910ms | 23s 80ms | 25s 452ms |
| 3G (Regular) | 3s 240ms | 12s 310ms | 14s 218ms |
| 3G (Good) | 2s 110ms | 8s 120ms | 10s 322ms |
| 4G | 1s 420ms | 3s 810ms | 5s 776ms |
| DSL | 1s 180ms | 6s 650ms | 8s 420ms |
| Indian WiFi | 2s 132ms | 5s 816ms | 7s 920ms |
| WiFi (Fiber) | 1s 280ms | 1s 580ms | 4s 660ms |
| Fiber | 1s 168ms | 1s 612ms | 4s 180ms |

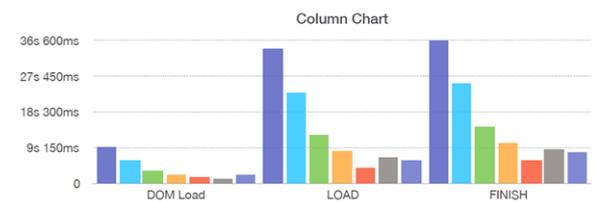
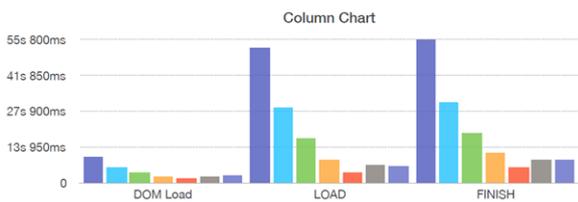
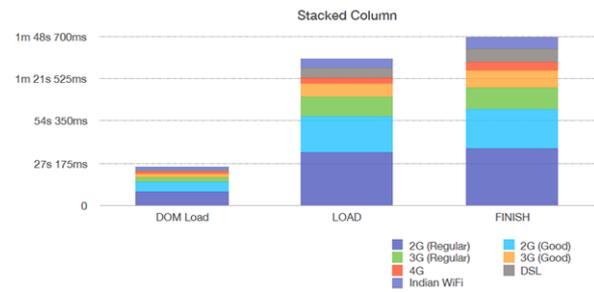
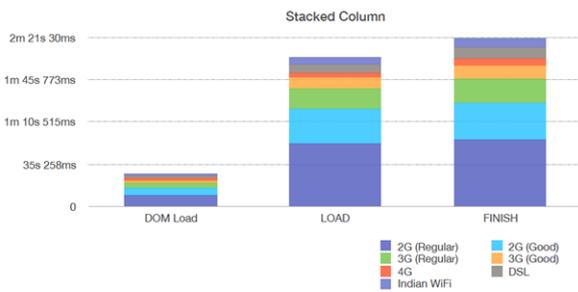
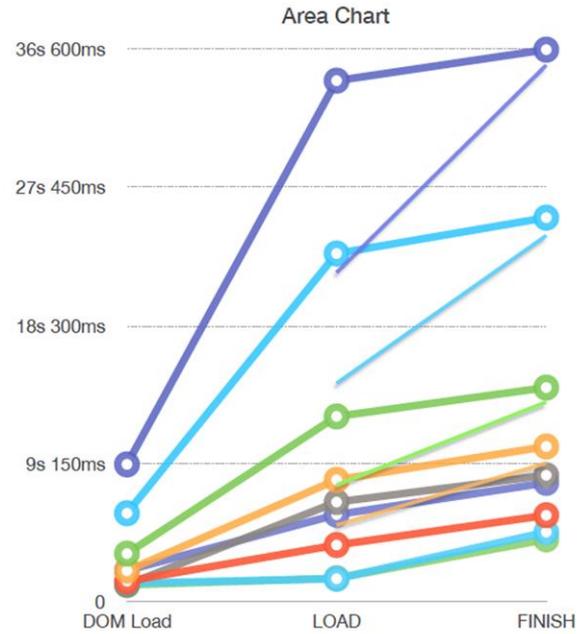
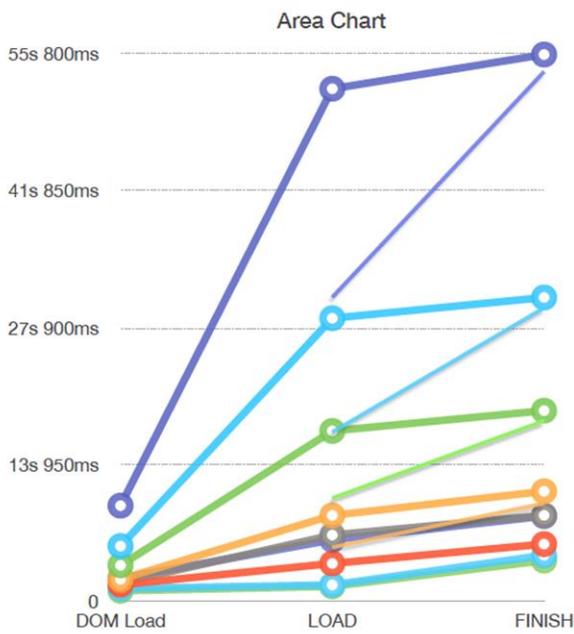
222 requests

1.4 MB transfer

119 requests

(duplicate requests caught)

34 KB transfer (catching)





About Zepto Solutions Pvt. Ltd.

Zepto is a software product and technology services company headquartered in Chennai, India. Zepto is a preferred Outsourced Product Development partner for Startups, Independent Software Vendors (ISVs), Enterprises and SMBs across diverse industry verticals including Banking and Financial Services, Healthcare, Education, Retail, Media and Telecom.

Zepto provides end-to-end solutions for outsourced product development and custom application development leveraging emerging technologies on the web, mobile and cloud. It also provides a-la-carte services like UI/UX design, Product Enhancement and Support, Software Testing, Cloud Infrastructure Management and Performance Consulting.



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