Case Study – A Design Thinking Approach

1. *A man has took a shop in Rent near BTM Layout, Bangalore, not in the main road but as a local shop. The rent of the shop is 14000 per month. The man took the shop to sell fast food like - Biryani, Maggie, Egg Bhujia, Omlets, Chicken Kabab etc.*
   a. In the first 3 months he make a profit of around 100000, with a sales of around 300000.
   b. In the 1st month he was selling veg food also, but he stopped after the 2nd month as it stock was not getting out.
   c. After 4 – 5 months down the line the man is making a huge loss in his investment. He has a due of 2 months to pay the rent.
   d. The sale has drastically gone down and he is thinking to close the shop.
   e. The Man is very lazy in working hard and also very poor in any other investment.

How will you tackle a situation of this kind? Write a solution to this kind of problem. Give a Fact-full answer by understanding the critical problems. Collect a sample data and build a Use Case and prepare a Dashboard to show how you deal with such a kind of problem. (Use of Machine Learning and Data Science is necessary and also collect the data or create a data to build that use case).

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2. *A man wants to open a Wada Pav Shop near Shivaji Nagar in Pune. He has got a location where there are other 4 more wada pav shops. He is not able to understand what will be the strategy to take over his clients.*
   a. What will be the price of each Wada Pav?
   b. How will he differentiate from the other competitors?
   c. How will you bring insights when he has no data of his shop?
   d. Why will be the Customer comes to your shop? (What will be the positioning)
   e. What Machine Learning Models you will used to take to solve this Problem Statement? Whether Data Science is really required or not?

How will you come to a solutions which will make him an entrepreneur and will help him to grow?

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