JAVED HABIB HAIR AND BEAUTY

BUSINESS INTELLIGENCE AND BUSINESS ANALYTICS PROJECT

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BACKGROUND

With a rich history dating back to 1940s, Javed Habib Hair and Beauty has been at the forefront of hair styling, hair dressing and pretty much everything to do with hair. It has 850 sister branches and 65 hair academies across 115 cities.

The owner of the company Mr. Jawed Habib has been considered the pioneer of hair education and more prominently in the field of fashion in India. His grandfather was honored as an official appointee barber for India's first Prime Minister Jawahar Lal Nehru and then Viceroy of India Lord Mountbatten. The next in line, Javed Habib's father was the official stylist in the Presidential House of India. In 2000, Jawed Habib sets up an independent salon from his father's and paves his own road. After seeing greater success as Jawed Habib Hair & Beauty in India, the company started to go global. Now it has salons in Bangladesh, Nepal, United Arab Emirates and Singapore.

MARKETPLACE

In 2011, Jawed Habib Hair & Beauty became the first hair wellness company to go IPO in India. The feat achieved by only one other company in the world. Javed Habib have captured the Indian Market like no other entity. The hair wellness sector has always been fractured. With Javed Habib at the forefront, the company sees no possible competition in terms of revenues and scale. This puts Javed Habib Hair and & Beauty in comfortable position.

SCOPE OF PROCESSES

As part of the Business Intelligence team the focus was to make the current process efficient and maintain regular customers. Since Javed Habib Hair & Beauty salon holds comfortable position in the market. The resources are spent on retaining the current base. In line with our scope, the following processes were finalized to be implemented:

- **No Shows and Cancelled Appointment Handling**
  Sometimes the customers cancel their appointments or do not show up the given time. To turn such events into business opportunities, a new system of mail notification driven mechanism is implemented. Clients who cancelled their appointments will be sent an email to book on the next available timing. No shows customers will be notified with a discount price in-case of reappointment.

- **Customer Feedback System**
  The customer is presented with feedback form after availing the service as an option. If the customer does not feel like providing immediate feedback, online feedback will be sent via mail. The collected feedback

data will be ported to concerned department. This is necessary as to improve the whole system.

- **Frequency Discount Notification System**
  Customers that frequent the services should find them receiving larger benefits for continuous visits and helping the business. A system of sending notifications to customers will be developed to receive discounts on their next appointment booking. The loyalty discount will be linked to email to prevent any repetition or misuse by the customer.

PROCESS DESIGN

Customer Feedback Design

"Your most unhappy customers are your greatest source of learning."

The   customer feedback is the biggest source of information that can be used to improve reputation of any organization. For this a feedback form is constructed. To access the feedback form, the current link will be sent via mail to customers.
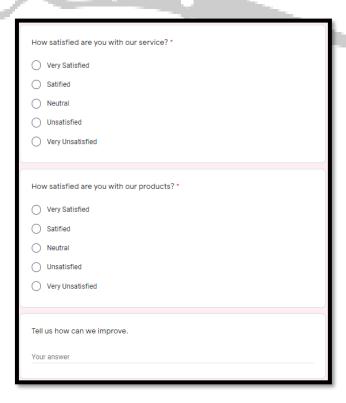
Ctrl + Click.

https://docs.google.com/forms/d/e/1FAIpQLSeHH6G9RYFPT6KfzvsF8aoP6vvi-1_SP23-thJJYwjmv7ZL-g/viewform?vc=0&c=0&w=1&flr=0&gxids=7628&fbzx=6444956537159922816

A **real time** feedback data is planned to generate date which can be read and intended plans to be applied.

Since the feedback will be received via mail. It is important to have big logo to prevent the customer from putting the email in spam on the first glance.

A good feedback design is concise and provides the most information. Long questions with many options tend to offset the feedback provider. On the other hand, short questions fail to provide any information.
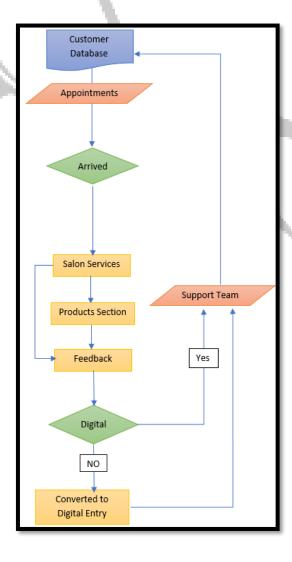
As seen above, these questions will not displease the customers and will encourage the clients to actively fill the document.

The best approach is to give a general multiple-choice question with an explicit place for comment review.

Would you like a representative to contact you?

○ Yes

○ No

In case the customer wants to provide the feedback as well as want to book an appointment at the same time. An option is provided. Sometimes longer and cumbersome route to book may discourage the client in doing so.

The whole process can be seen the flow chart above, as shown above the feedback is aimed at people who have visited the salon. After accessing the services, the clients may or may not decide to visit the products section. In case they want to leave after just the service, they are presented with a physical feedback form. This is optional and the customer may be uninterested. The physical forms are then turned into digital entry by an employee and sent to the support team.

The customer may intend to visit the products section. In this case, after the purchase, the customer will again be presented with an optional physical feedback form.

After the customer leaves, incase the customer did not fill the physical form, they will be sent with an online feedback form.
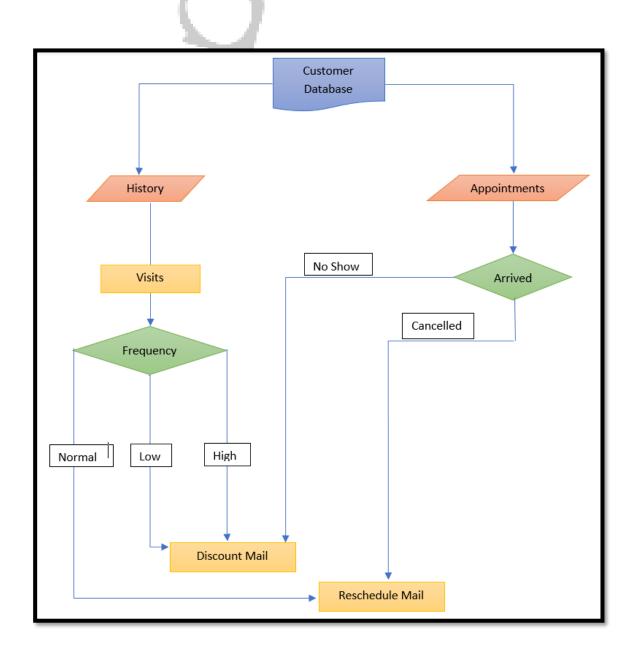

After filling out the form the customers receive the above response.

NO SHOWS AND CANCELLED APPOINTMENT HANDLING
&
FREQUENCY DISCOUNT NOTIFICATION SYSTEM

The below flow diagram shows the flow system of how failed appointments will handled. The Frequency Discount Notification system is also explained in the same flow chart as well.

As seen in the figure above appointments that results in failure are dealt with an automatic system. We will discuss the implementations below:

No shows customers are usually the ones who are unable to proceed with prior commitments due to urgency or dissatisfaction. To lure these types of customers, we plan to introduce small discount to encourage them to book another appointment.

Cancelled appointments are often due to customers inability to show on the scheduled time due to some other commitments and notify the salon to about the same.

For these types of clients, a reschedule mails is sent. No discount is required for these types of clients as the appointment cancellation is likely to be rescheduled again by the customers side only. Just a small reminder is enough.
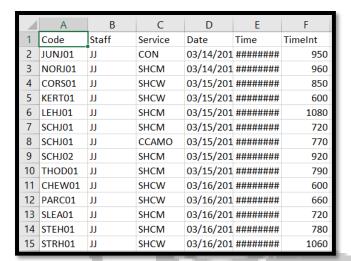
DATA DICTIONARY

Receipt Transaction

|	A	B	C	D	E	F	G	H	I
1	Receipt	Date	Description	Client	Staff	Quantity	Amount	GST	PST
2	10	03/15/2018	Women's hair cut	KERT01	JJ	1	82	4.1	6.56
3	100	04-05-2018	Women's hair cut	COOM01	SINEAD	1	70	3.5	5.6
4	1000	06-09-2018	Consultation	PEDM01	JJ	1	0	0	0
5	1001	06-09-2018	Women's hair cut	BAIS01	KELLY	1	55	2.75	4.4
6	1003	06-09-2018	Women's hair cut	FRAL01	KELLY	1	65	3.25	5.2
7	1003	06-09-2018	Color full color	FRAL01	JOANNE	1	75	3.75	6
8	1006	06-09-2018	Blowdry	LEVL01	JJ	1	0	0	0
9	1007	06-09-2018	Women's hair cut	JASA01	JJ	1	102	5.1	8.16
10	1008	06-09-2018	Women's hair cut	CHOT01	KELLY	1	45	2.25	3.6
11	1008	06-09-2018	Smart Bond	CHOT01	KELLY	1	25	1.25	2
12	1009	06-09-2018	Women's hair cut	KUZD01	KELLY	1	65	3.25	5.2
13	1009	06-09-2018	Color touch up	KUZD01	JOANNE	1	60	3	4.8
14	101	04-05-2018	Men's hair cut	TINT01	BECKY	1	30	1.5	2.4
15	1010	06-09-2018	Women's hair cut	NEMM01	JJ	1	82	4.1	6.56
16	1011	06-09-2018	Blowdry	OBRK01	KELLY	1	35	1.75	2.8
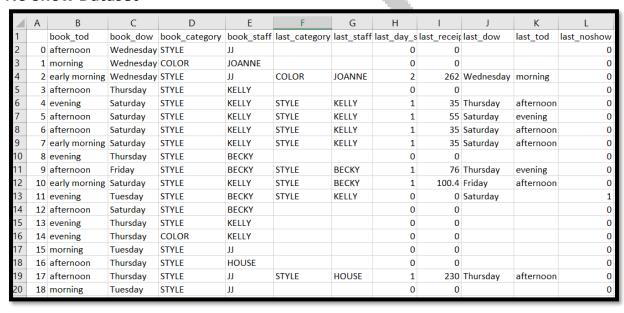
This dataset contains the data regarding the customer's payment. It contains the revenue generated as well as the staff that generated the later. The staff which secure the highest booking can also be found out. The date and time columns talk about the most popular period for business.
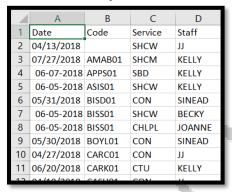
Staff List

	A	B	C	D	E	F
1	Code	Staff	Service	Date	Time	TimeInt
2	JUNJ01	JJ	CON	03/14/201	########	950
3	NORJ01	JJ	SHCM	03/14/201	########	960
4	CORS01	JJ	SHCW	03/15/201	########	850
5	KERT01	JJ	SHCW	03/15/201	########	600
6	LEHJ01	JJ	SHCM	03/15/201	########	1080
7	SCHJ01	JJ	SHCM	03/15/201	########	720
8	SCHJ01	JJ	CCAMO	03/15/201	########	770
9	SCHJ02	JJ	SHCM	03/15/201	########	920
10	THOD01	JJ	SHCM	03/15/201	########	790
11	CHEW01	JJ	SHCW	03/16/201	########	600
12	PARC01	JJ	SHCW	03/16/201	########	660
13	SLEA01	JJ	SHCM	03/16/201	########	720
14	STEH01	JJ	SHCM	03/16/201	########	780
15	STRH01	JJ	SHCW	03/16/201	########	1060

This dataset contains the staff list and the services they provided or will provide.

No Show Dataset

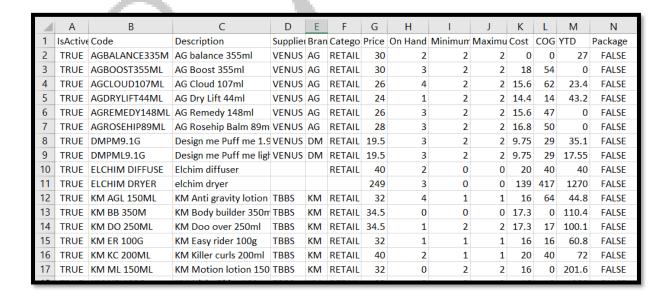|	A	B	C	D	E	F	G	H	I	J	K	L
1		book_tod	book_dow	book_category	book_staff	last_category	last_staff	last_day_s	last_receip	last_dow	last_tod	last_noshow
2	0	afternoon	Wednesday	STYLE	JJ			0	0			0
3	1	morning	Wednesday	COLOR	JOANNE			0	0			0
4	2	early morning	Wednesday	STYLE	JJ	COLOR	JOANNE	2	262	Wednesday	morning	0
5	3	afternoon	Thursday	STYLE	KELLY			0	0			0
6	4	evening	Saturday	STYLE	KELLY	STYLE	KELLY	1	35	Thursday	afternoon	0
7	5	afternoon	Saturday	STYLE	KELLY	STYLE	KELLY	1	55	Saturday	evening	0
8	6	afternoon	Saturday	STYLE	KELLY	STYLE	KELLY	1	35	Saturday	afternoon	0
9	7	early morning	Saturday	STYLE	KELLY	STYLE	KELLY	1	35	Saturday	afternoon	0
10	8	evening	Thursday	STYLE	BECKY			0	0			0
11	9	afternoon	Friday	STYLE	BECKY	STYLE	BECKY	1	76	Thursday	evening	0
12	10	early morning	Saturday	STYLE	KELLY	STYLE	BECKY	1	100.4	Friday	afternoon	0
13	11	evening	Tuesday	STYLE	BECKY	STYLE	KELLY	0	0	Saturday		1
14	12	afternoon	Saturday	STYLE	BECKY			0	0			0
15	13	evening	Thursday	STYLE	KELLY			0	0			0
16	14	evening	Thursday	COLOR	KELLY			0	0			0
17	15	morning	Tuesday	STYLE	JJ			0	0			0
18	16	afternoon	Thursday	STYLE	HOUSE			0	0			0
19	17	afternoon	Thursday	STYLE	JJ	STYLE	HOUSE	1	230	Thursday	afternoon	0
20	18	morning	Tuesday	STYLE	JJ			0	0			0

The data contains the no show data of customers that did not end up at the salon. It also contains the staff member as well as the booking category. The dataset contains entry for the time of the day as well as day of the week.

No show compiled data

	A	B	C	D
1	Date	Code	Service	Staff
2	04/13/2018		SHCW	JJ
3	07/27/2018	AMAB01	SHCM	KELLY
4	06-07-2018	APPS01	SBD	KELLY
5	06-05-2018	ASIS01	SHCW	KELLY
6	05/31/2018	BISD01	CON	SINEAD
7	06-05-2018	BISS01	SHCW	BECKY
8	06-05-2018	BISS01	CHLPL	JOANNE
9	05/30/2018	BOYL01	CON	SINEAD
10	04/27/2018	CARC01	CON	JJ
11	06/20/2018	CARK01	CTU	KELLY

The dataset is a compiled to only contains database regarding the no show.

Product Listing

	A	B	C	D	E	F	G	H	I	J	K	L	M	N
1	IsActive	Code	Description	Supplier	Bran	Catego	Price	On Hand	Minimum	Maximu	Cost	COG	YTD	Package
2	TRUE	AGBALANCE335M	AG balance 355ml	VENUS	AG	RETAIL	30	2	2	2	0	0	27	FALSE
3	TRUE	AGBOOST355ML	AG Boost 355ml	VENUS	AG	RETAIL	30	3	2	2	18	54	0	FALSE
4	TRUE	AGCLOUD107ML	AG Cloud 107ml	VENUS	AG	RETAIL	26	4	2	2	15.6	62	23.4	FALSE
5	TRUE	AGDRYLIFT44ML	AG Dry Lift 44ml	VENUS	AG	RETAIL	24	1	2	2	14.4	14	43.2	FALSE
6	TRUE	AGREMEDY148ML	AG Remedy 148ml	VENUS	AG	RETAIL	26	3	2	2	15.6	47	0	FALSE
7	TRUE	AGROSEHIP89ML	AG Rosehip Balm 89m	VENUS	AG	RETAIL	28	3	2	2	16.8	50	0	FALSE
8	TRUE	DMPM9.1G	Design me Puff me 1.9	VENUS	DM	RETAIL	19.5	3	2	2	9.75	29	35.1	FALSE
9	TRUE	DMPML9.1G	Design me Puff me ligh	VENUS	DM	RETAIL	19.5	3	2	2	9.75	29	17.55	FALSE
10	TRUE	ELCHIM DIFFUSE	Elchim diffuser			RETAIL	40	2	0	0	20	40	40	FALSE
11	TRUE	ELCHIM DRYER	elchim dryer				249	3	0	0	139	417	1270	FALSE
12	TRUE	KM AGL 150ML	KM Anti gravity lotion	TBBS	KM	RETAIL	32	4	1	1	16	64	44.8	FALSE
13	TRUE	KM BB 350M	KM Body builder 350m	TBBS	KM	RETAIL	34.5	0	0	0	17.3	0	110.4	FALSE
14	TRUE	KM DO 250ML	KM Doo over 250ml	TBBS	KM	RETAIL	34.5	1	2	2	17.3	17	100.1	FALSE
15	TRUE	KM ER 100G	KM Easy rider 100g	TBBS	KM	RETAIL	32	1	1	1	16	16	60.8	FALSE
16	TRUE	KM KC 200ML	KM Killer curls 200ml	TBBS	KM	RETAIL	40	2	1	1	20	40	72	FALSE
17	TRUE	KM ML 150ML	KM Motion lotion 150	TBBS	KM	RETAIL	32	0	2	2	16	0	201.6	FALSE

The dataset showcases the product sales with their price and quantity. This is necessary to gauge the revenue and profit of the company as well as to find the most popular products.
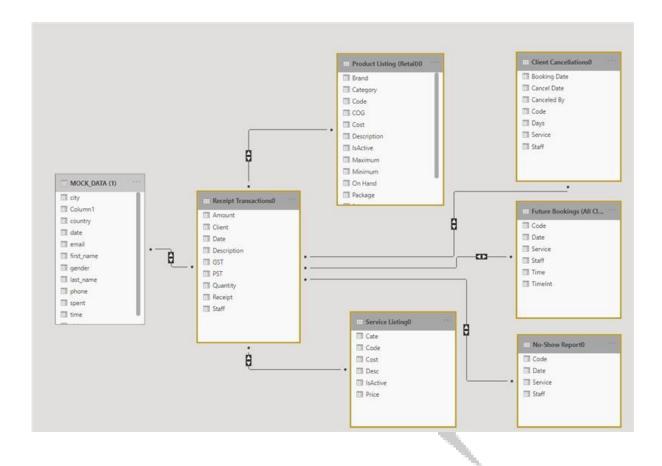
Service Listings

This dataset contains information the services provided by our salon. The price cost is used for gauging the popularity for the service.

	A	B	C	D	E	F
1	IsActive	Code	Desc	Cate	Price	Cost
2	TRUE	CAL	accent lights	COLOR	0	10
3	TRUE	CALC	Accent lights and color	COLOR	0	10
4	TRUE	CAS	Color additional service	COLOR	0	10
5	TRUE	CBAL	Balayage	COLOR	0	10
6	TRUE	CCAMO	Men's camo color	COLOR	45	5
7	TRUE	CCO	Color correction	COLOR	0	10
8	TRUE	CDPB	double process blonde	COLOR	0	10
9	TRUE	CFC	Color full color	COLOR	0	10
10	TRUE	CHLFH	Highlights full	COLOR	0	10
11	TRUE	CHLFHC	Full Highlights and color	COLOR	0	0
12	TRUE	CHLHH	Highlights half head	COLOR	0	10
13	TRUE	CHLHHC	Highlights half head and color	COLOR	0	10
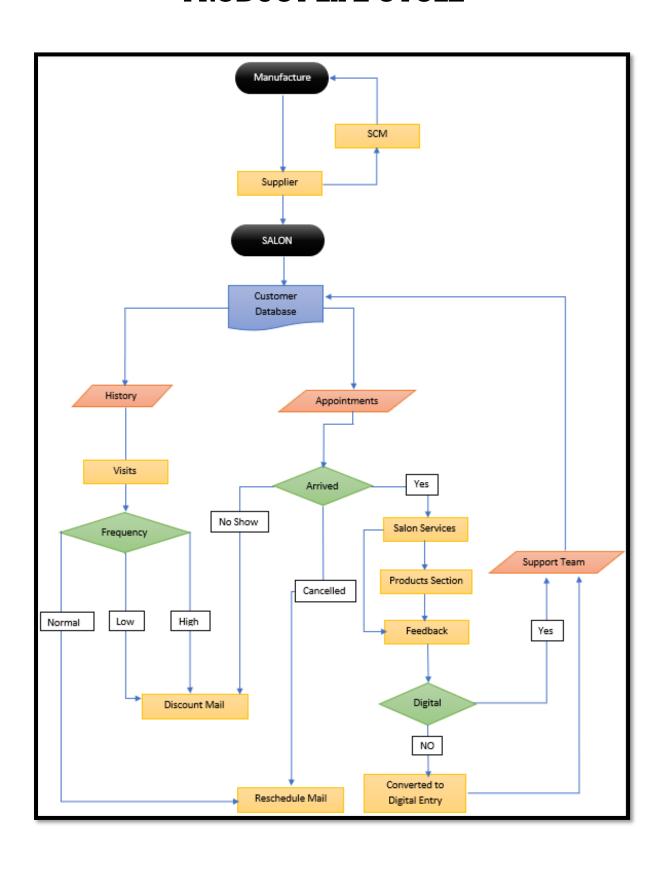
DATABASE DESIGN

Database Design is one of the most important features of any project. Key entity points should be clearly mentioned with highly efficiency. The below diagram shows the database design of the database design.

As seen in the figure above, the flow is efficient with minimum connection as possible. The whole design will help in the implementation of all the systems and process that are to be implemented in the project.

PRODUCT LIFE CYCLE
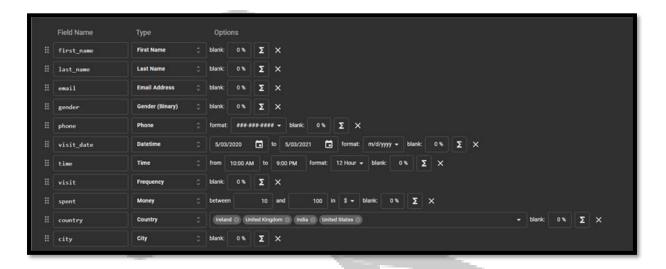
1. The process starts with the manufacturing of the products that are sold at saloon.
2. Manufacturer follows the supply chain management and transports the goods via supplier.
3. The goods reach the saloon where they are sent to the products section.
4. The saloon management keeps the record of products of goods and customers.
5. A database is constructed which contains the details of all the customers who visited or will visit the salon.
6. The database is reached for 2 operations: Live Appointments and Customer History. This is done to filter recipients for Discount mails and Reschedule Mail.
7. The successful appointments result in sales of services and products and increased revenue. The customers may or may not be interested in products and may just opt for beauty services only.
8. The customers are introduced with an optional physical feedback form.
9. They may or may not fill it. A second online form will be sent via email. The physical forms are filled as digital entry by an employee. Which are then stored with online feedback produced from emails.
10. The feedback is sent to customer database which is then accessed by the concerned person.
11. Failed appointments are dealt differently. Cancelled appointments are followed by a reschedule mail. No show clients are sent 50% discount on next appointment they book.
12. Another notification system deals with promotion offers and reminders to salon visitors. The database is excessed to differentiate customers based on their frequency of their visits.
13. Customers who have normal frequency rates are sent reschedule appointment mail. These customers tend to decide only when they fell the need to visit the salon.
14. Customers who have high frequency are sent discount benefits mail. Clients with low frequency are also sent the mail to encourage them to book and appointment.

CREATION OF DATA

For this project, we used to mockaroo website to create mock data. The datasets are then used in Dynamics and Power BI to help in our project.

Customer Frequency and Spending Data:

The table was to be used for differentiating the customers based on the visiting frequency. The main columns were had to be visit frequency. Fortunately, "mockaroo" had the option for the same. The other columns that were found to important were emails, visit date and phone number.

	A	B	C	D	E	F	G	H	I
1	first_name	last_name	email	gender	phone	date	time	visit	spent
2	Cullin	de Werk	cdewerk0@s	Male	881-912-0049	7/24/2020	3:29 PM	Never	$62.86
3	Sutherlan	Plaice	splaice1@ibr	Female	312-667-5316	12/13/2020	4:06 PM	Weekly	$39.43
4	Osgood	Matoshin	omatoshin2(	Female	757-297-6471	08-06-2020	6:22 PM	Never	$96.28
5	Berti	Dunham	bdunham3@	Male	231-413-4917	1/31/2021	8:22 PM	Monthly	$93.69
6	Linnie	Kersley	lkersley4@ut	Male	604-100-1687	01-12-2021	8:05 PM	Yearly	$73.72
7	Tomaso	Edsall	tedsall5@tm	Male	848-724-9516	03-04-2021	12:50 PM	Often	$55.47
8	Claude	Bidnall	cbidnall6@m	Female	242-568-5337	7/18/2020	6:28 PM	Once	$96.58
9	Riley	Gynn	rgynn7@taol	Female	900-888-0402	10/21/2020	4:07 PM	Monthly	$13.52
10	Shaun	Farlowe	sfarlowe8@r	Female	278-151-0682	10-03-2020	2:48 PM	Often	$35.29
11	Benedicta	Beevors	bbeevors9@	Male	977-483-2959	3/22/2021	2:52 PM	Often	$43.10
12	Jada	Ciementini	jciementinia(	Male	363-926-3814	10/31/2020	5:06 PM	Often	$91.30
13	Claybourne	McCallister	cmccallisterk	Male	801-744-1046	12-12-2020	8:45 PM	Monthly	$64.26
14	Genevra	Duxbury	gduxburyc@	Male	108-601-0074	08-11-2020	2:15 PM	Seldom	$14.01

The above dataset is the result of the specification that were specified. We were able to get the desired result. The focus was the frequency of the customers.

CONTENT

INTRODUCTION

Javed Habib Hair & Beauty is the leading hair stylist brand in the world. We discuss the various methods that have been implemented to maintain the lead. Several software's and methodologies have been employed to support current stature.

Even a forefront company needs to maintain its lead and for this it is important to try innovation and intelligence to increase the distance between competitors and us.

PORTER'S FIVE FORCES IMPLEMENTATION

Created by Harvard Business School professor, Michael Porter to perform analysis on an industry's potential and likely profit, the porter's five forces has become the standard for measuring companies' strength and weaknesses in the market. For our company we go through the 5 forces and discuss how they are implemented in our case.

Threat of new Entrants: It is the ease with which a new competitor can threaten the position of current market share of an organization.

In case of Javed Habib Hair & Beauty, a new entrant must have the capital and reach at a very large scale. Since this is highly unlikely in the health, wellness, and beauty sector, it is safe to say that Javed Habib Hair & Beauty is in comfortable position.

Competitors Rivalry: The current competitors that serve in the same market are Strands Salons, Naturals, Looks Unisex Salon, Lakme, Toni & Guy, Enrich Salon, Affinity Salon and Green Trends. None of these can challenge Javed Habib Hair & Beauty at any level.

Threat of Substitution: A substitution threat means that an alternate process that can replace the current need and eventually move the present market from the root. This eventually leads into the death of the organisation if they are not able to cope with technology or not able to evolve accordingly.

Hair cutting and personal grooming will always be an essential need. The only real competition reels from the advanced personal grooming kits that are available. Still there will always a large percentage of people that do not posses the time for doing these necessities. We can say that Javed Habib Hair & Beauty faces the slightest threat this substitution.

Supplier's Bargaining Power: This is the hold and control a certain supplier has over the recipient. The control is maximum when a single supplier oversees all the delivery. The control is minimum when multiple suppliers fulfil the needs. For an organisation, higher the number of suppliers, better position, and power it holds over the supplier.

In case of Javed Habib Hair & Beauty, the whole control over the selling and inventory is maintained by the company. In fact, supplier companies often must provide benefits so to secure a deal. This puts greater power in Javed Habib Hair & Beauty hands. Also, important to note that there are multiple suppliers.

Buyer's Bargaining Power: When buyers are large in number, they can influence the market price as well as demand and supply. The wellness sector is very largescale and even small changes effect highly. Javed Habib must maintain their service prices to not let customers seek alternate options.

BALANCED SCORE CARD

A balanced scorecard is a necessary implementation for every organisation. In Javed Habib Hair & Beauty, the vision is set at a higher bar as to reach goals. Important focus is placed on all the areas in balanced scorecard.

The company BSC consists of the following main goals:

Finance:

The goal is to achieve increased sales by inviting new clients.

Worldwide growth is also an aim to achieve the above point. Many new tiers are to be opened in second tier cities by giving away franchise.

Improving net profit by increasing the efficiency of the supplies and stopping leakages.

Business:

Reducing the waiting time of the clients in salon by hiring more staff at target locations.

Giving away home services during pandemic and maintaining hygiene to attract new clients.

By implementing a new notification system to turn lost appointments in successful opportunities.

Learning and Growth:

By training our staff to maintain behaviour standards and increase customer satisfaction.

By notifying the clients about discounts during low business months and introducing timely offers to attract customers.

Choosing the best products to be made available for sale in our salon to maintain quality standards and high customer satisfaction.

Customer:
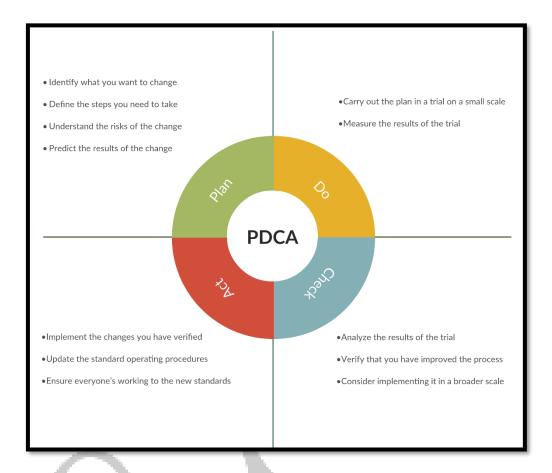
Focusing on customer satisfaction and treating unsatisfied customers a learning experience for future interactions.

Implementing a robust feedback system to find the problem and attract new clients.

Giving gratitude discounts to loyal customers who achieve frequent visits.

PDCA CYCLE

PDCA stands for **PLAN – DO – ACT – CHECK.** It is 4 step model for carrying out change. It is called a cycle since it is an ever-evolving process that needs continuous guidance. From the below figure we can understand each step clearly.

PDCA

- Identify what you want to change
- Define the steps you need to take
- Understand the risks of the change
- Predict the results of the change

Plan

- Carry out the plan in a trial on a small scale
- Measure the results of the trial

Do

- Implement the changes you have verified
- Update the standard operating procedures
- Ensure everyone's working to the new standards

Act

- Analyze the results of the trial
- Verify that you have improved the process
- Consider implementing it in a broader scale

Check

In our company, we have implemented this step through appointment cancellation process. Below we will discuss how we managed oversee PDCA in our company.

PLAN:

Identifying what we wanted to change.

It was found that many clients who did not show or either cancelled their appointments did not turned into business opportunities. This meant potential business being was harmed due to lack of seeing through with the missed appointments.
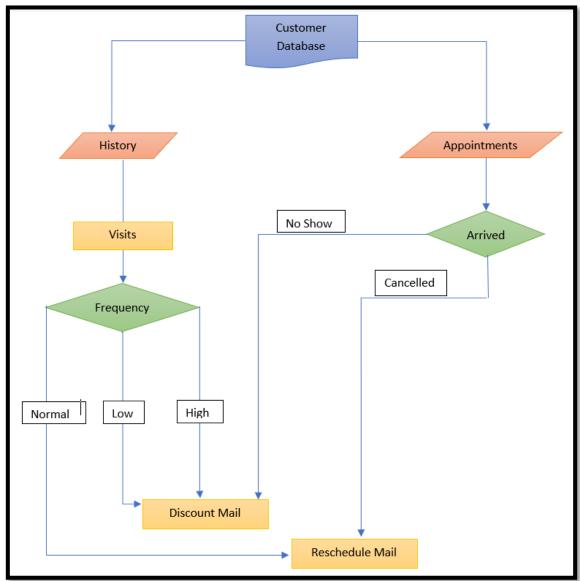
Steps needed to be taken.

A system to deal with clients who do not show on salon and reaching out to them by sending them mails.

No show clients given discount offers to encourage them to book another appointment immediately.

Clients that cancel appointments are highly likely to book again. A reminder email is sent to them.

A workflow has been constructed on the plan to see the necessary steps below.

DO:

A plan needs a plot run before it is implemented on larger scale. We need to see its advantages as well as any issues that prop up. It also necessary to not invest large capital into an unproven system.

A single location is chosen to implement this. Customer are accessed from a database from a single location. Those that do not arrive are sent an email for an email appointment with a discount. Those who cancelled are given reminder email with an reschedule appointment mail.

CHECK:

After seeing through the system, we can distinguish the benefits. Customers who are unable to keep up the prior appointment readily agree to reschedule. No show clients also agree to book again to avail benefits.
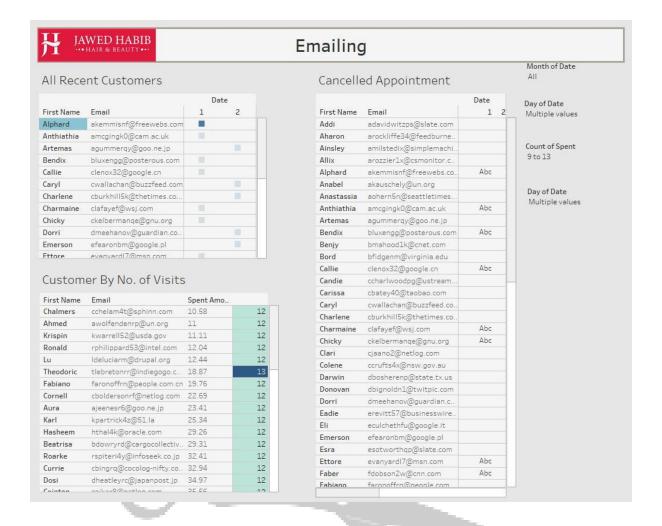
ACT:

The system is ready to be applied on a larger scale. Salon at all the locations is accessed to implement the system.
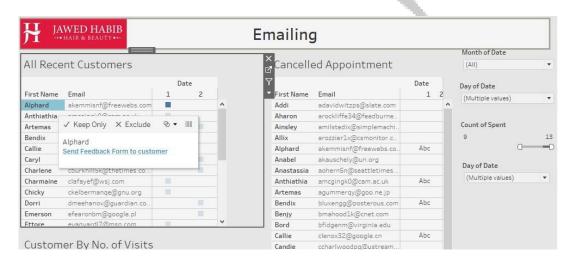
NO SHOWS AND CANCELLED APPOINTMENT HANDLING
&
FREQUENCY DISCOUNT NOTIFICATION SYSTEM

A comprehensive system to distribute targeted mails is created to increase business opportunities from failed appointments as well as to reward frequent visitors.
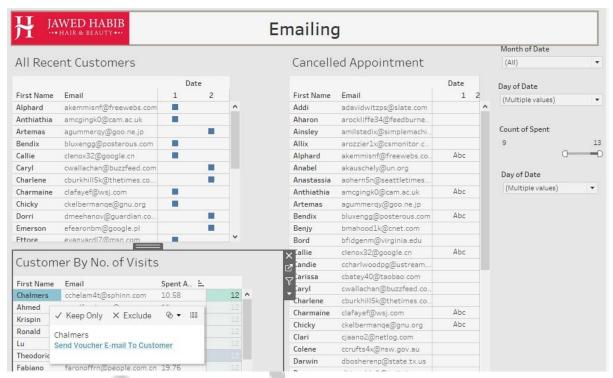
To implement this, a **real time** database from google of clienteles is generated based on the frequency of visit and the expenditure.
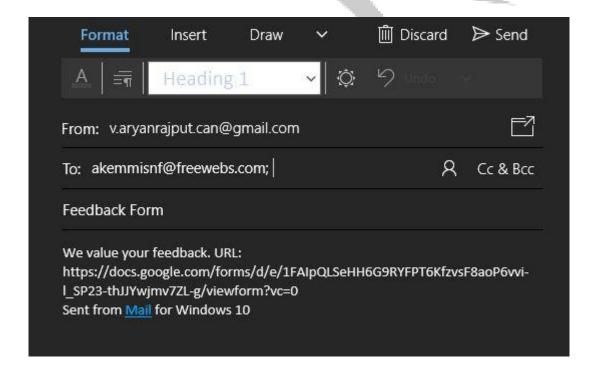
Clients who are frequent visitors are selected to be sent discount mails. The
above figure is the implementation of this system.

The figure below showcases the database consisting of cancelled appointments which are sent new mails to reschedule.

The snippet below is a sample mail that is received by the customer after successful appointment. The client is prompted to give feedback. There is a link available to a google form in the mail.

SUPPLY CHAIN MANAGEMENT

Javed Habib Hair & Beauty revives supplies from various manufacturers. This means there is high potential for leakages from various sources.
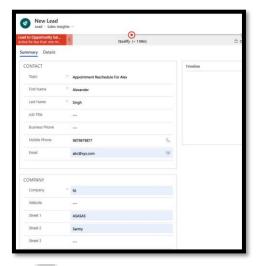
From the procurement to the arrival of goods in the warehouse and to products of salons, there is always a place form efficiency. Javed Habib Hair & Beauty is always on top of their game especially realizing that there are multiple suppliers.
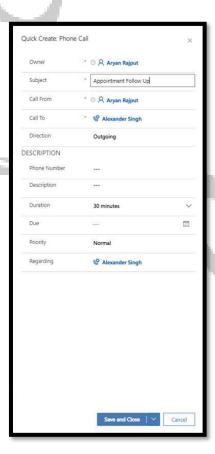
IMPLEMENTION OF DYNAMICS CRM

Dynamics CRM is used to connect various system entities easily.
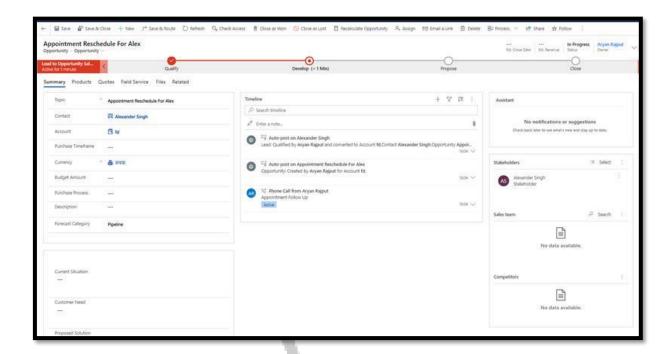
For the ease for visualization, we study a case of appointment reschedule in dynamics. Here a lead is generated after an appointment reschedule call.
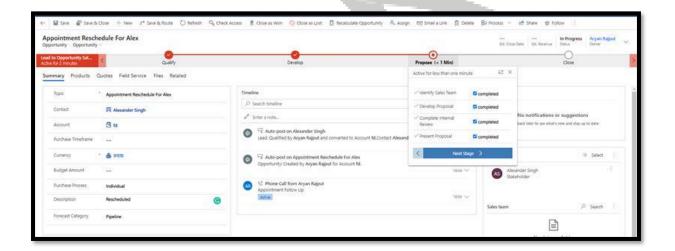
Here we generate a call from our side to visualize further process and understand the whole system.

Any call to the system must be first verified before any further procedures are to implement. For this there is a step before we can pint the call as a valid ticket that needs to act upon.
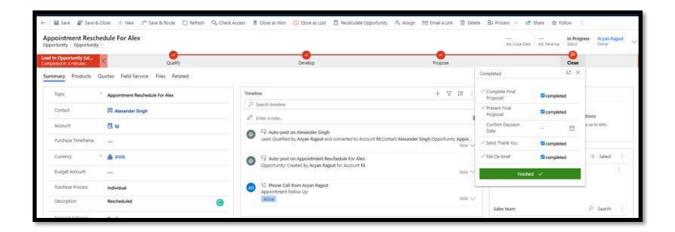
The ticket is passed down to the concerned team which checks the validity of the ticket. In our case the teams check for alternate timing availability.

After going through with the ticket, a token for case closed is generated.

In our case, after successful reschedule the caller is notified of the updated time.

IMPLEMENTATION OF TABLEAU FOR DASHBOARD

We used tableau for our dashboard creation. Special notice was given implement all types of dashboard types.

STRATEGIC: They are used to align company strategic goals and showcase them visualize.

TACTICAL: Important projects and their progression are often visualized to keep close check on the goals met.
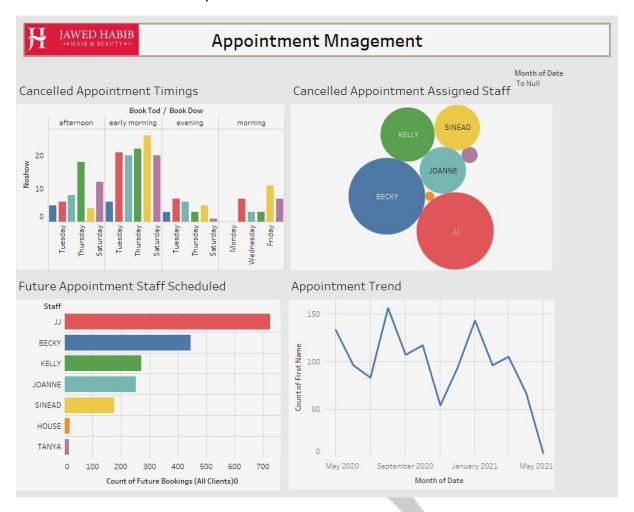
OPERATIONAL: Small scale activities and company process are visualized in these types of dashboard.

FIRST DASHBOARD

The first Dashboard visualizes the Appointment Management of our company. It shares important limelight on the appointments data that is useful for our insight as appointments are largest source of our revenue.

The first bae-plot showcases the cancelled appointment timings. It tells us the weekdays and time of day that have the most no shows. This usually indicates on the reason that makes this phenomenon possible.

The second plot is known as the bubble plot. This shows the division of cancelled appointments per staff. This is also important to analyse since this tells which staff face the problem.
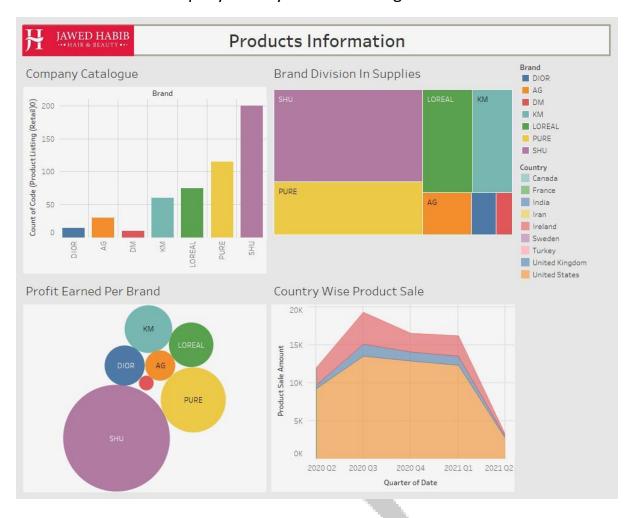

The third plot is horizontal bar plot, this one tells us the number future appointments per staff. We can see some staff members are more popular as compared to others.

The fourth plot is called lie chart. Here we can see the number of appointments per month. The current trends seem to be a decline.

SECOND DASHBOARD

The second dashboard shows the information about our suppliers. We can track the count of our supplier and the control that company has over the suppliers.

The first plot here is a bar plot of the suppliers by the amount they manufacture. The company SHU by far has the largest share here.
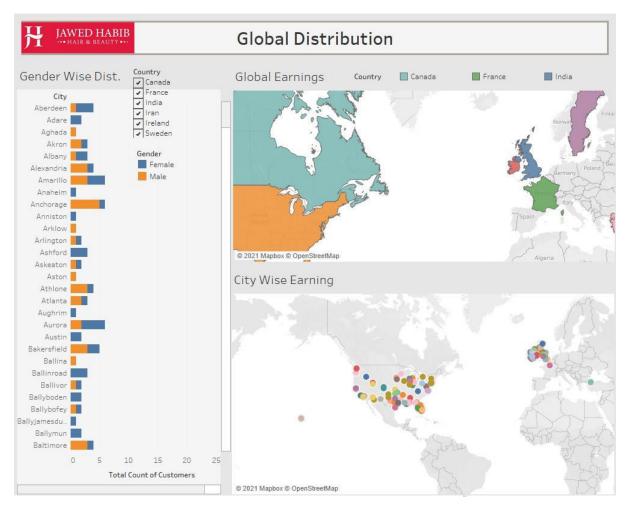

The second pot is known as a tree map. Here it signifies the supply share across the brands that are responsible for manufacturing company products.

The third plot is a bubble plot of share of suppliers in the profit which is earned by the company. There is no surprise that SHU is responsible for the highest profit.

The fourth plot is known as Area graph. It shows the country wise sales for 3 with respect to quarter years.

THIRD DASHBOARD

The third dashboard is responsible for showcasing our global scope. Signifies the reach of the country and customer demographics.
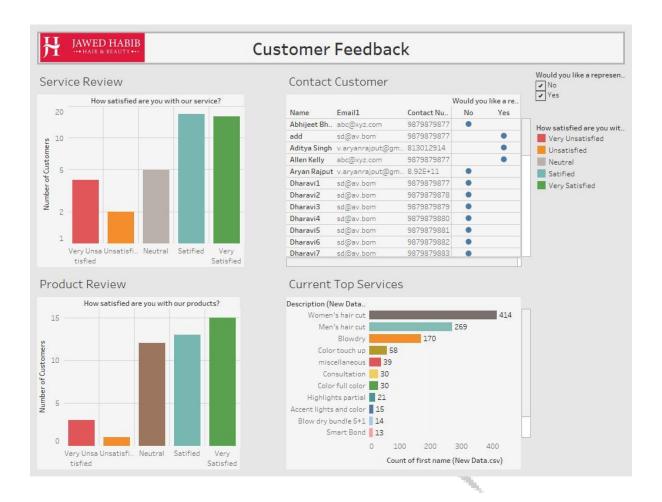

The first is gender distribution of the clientele that our company serves across various US cities. It can be seen both sexes use our products.

The second plot is an interactive world map which showcases the country wise earning when hovered upon a specific country.

The third graph shows our salons locations across the Europa and USA cities. To know the earning data, it is needed to hover of the specific datapoint.

HANDLING FEEDBACK DATA

The below dashboard is a visualized data of all data received from the online feedback after being sent to the support team.

The bar plots show the customer rating from a scale of very satisfied to very unsatisfied across for service and product.

The dashboard also contains the database of the customers which can be used as data capture point.

There is also opinion data on the popular service that the clients prefer the most. This is useful to find the services that need to be worked upon to increase their ratings as well.

THANK YOU