

Name- Aviral Pandey  
Roll number:- 21f10003423



SOLUTIONS TO THE PROBLEMS FACED BY SHIVAM  
DIGITAL STUDIO THROUGH ANALYSIS OF DATA

BDM CAPSTONE PROJECT



# Details of the organization

- ❖ Name of the shop:- Shivam Digital Studio
- ❖ Type of Business:- Business to Customers (B2C)
- ❖ Shop is 20 years old
- ❖ Work is to make photographs of various sizes (4\*6, 6\*8, 8\*10, 10\*12, 12\*15, 12\*18 and passport size, etc) as well as videography work
- ❖ Time Period of Data:- 9 months (November 2021 to July 2022)
- ❖ Number of workers in the shop:- 1 (Mr. Shivam himself)
- ❖ Number of meetings with the owner = 3 meetings with gap of 1 week

## SHIVAM DIGITAL STUDIO

Date: 15/09/2022

### To whom it may concern

This is to certify that Mr./Ms./Mrs. Aviral Pandey has taken data from our organization

This letter confirms that we have complete No Objection upon him/her for using our data for his BDM capstone project

This NOC has been issued as per the request of Aviral Pandey and can be used by him/her for the specific purpose mentioned above. During his/her time with us, he/she has been a sincere and diligent individual. We wish him/her good luck.

Sincerely,

Mr. Shivam

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No objection

Aviral



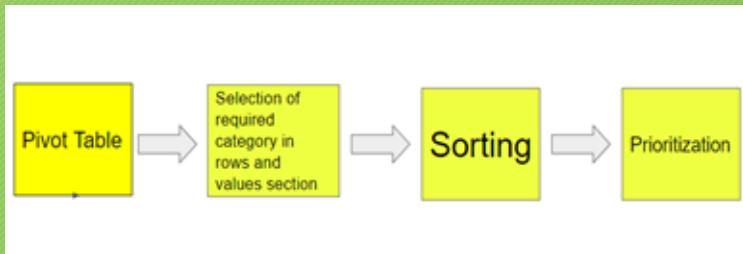
# Problem Statement

- ❖ How to get rid of below average revenue generation when compared to other digital studios in the market?
- ❖ Why the shop is unable to take advantage of its geographical location to expand its business?
- ❖ How to increase consumers of videography of various events?
- ❖ Despite of huge demand of passport size photographs in market, why consumers of passport size photographs are less?

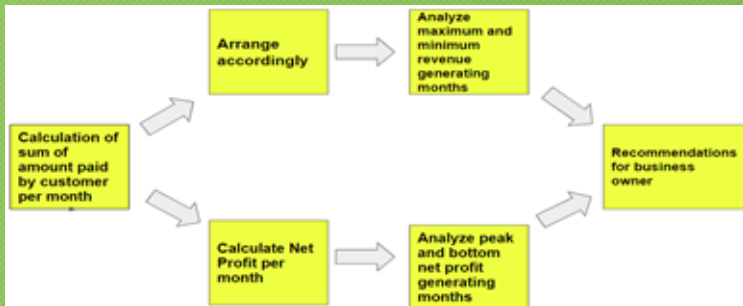


# Procedure/Methodology

- ❖ Finding and prioritizing maximum revenue generating category:-



- ❖ Identification of peak and bottom months for business:-

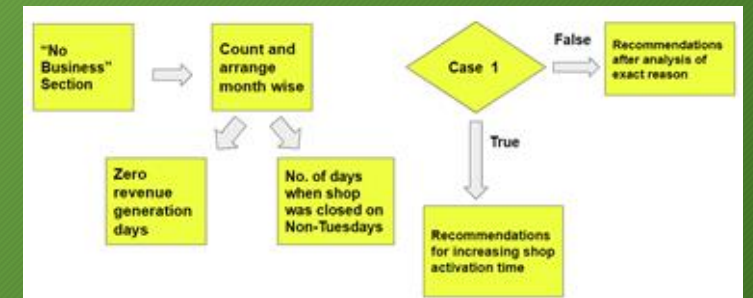


- ❖ Sales analysis of a product monthly and availing discount for that product with respect to month

- ❖ Multiple meetings with shop owner:-



- ❖ Count of “No Business” Days:-

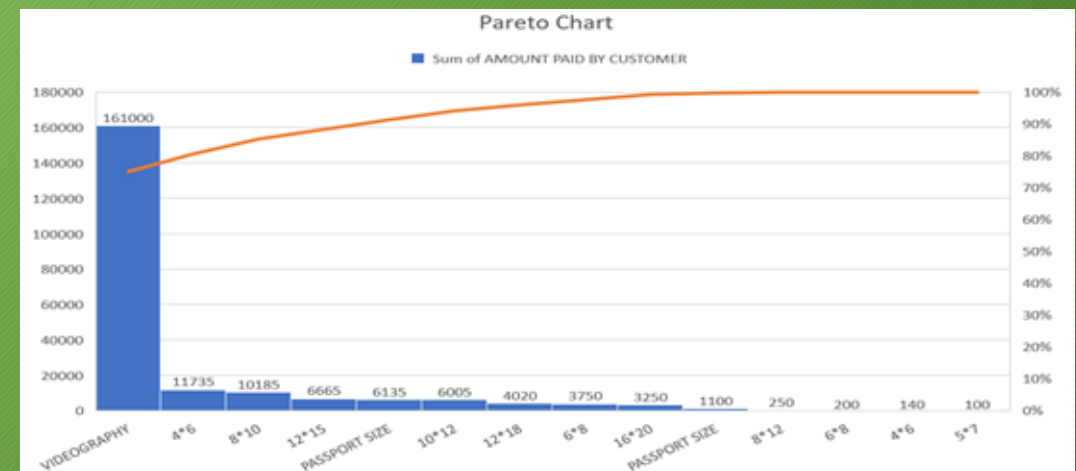
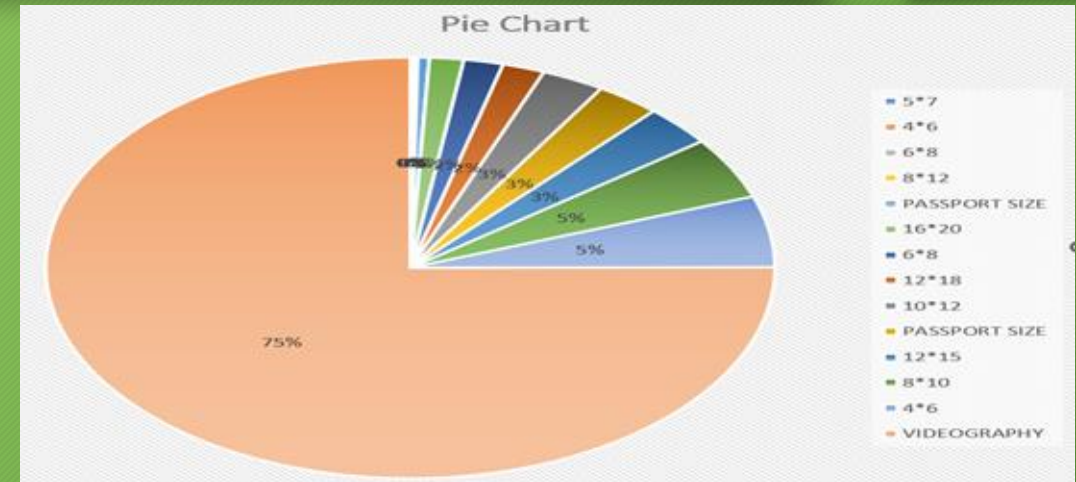




# Key findings/results

## 1. Maximum revenue generating category is videography:-

- ❖ Pie chart clearly shows that 75% share for generation of revenue is through videography category
- ❖ 80-20 rule of pareto principle is clear from above pareto chart, 20% category of items, shop is generating 80% revenue as per pareto principle
- ❖ Videography category should be given more attention to maximize revenue.





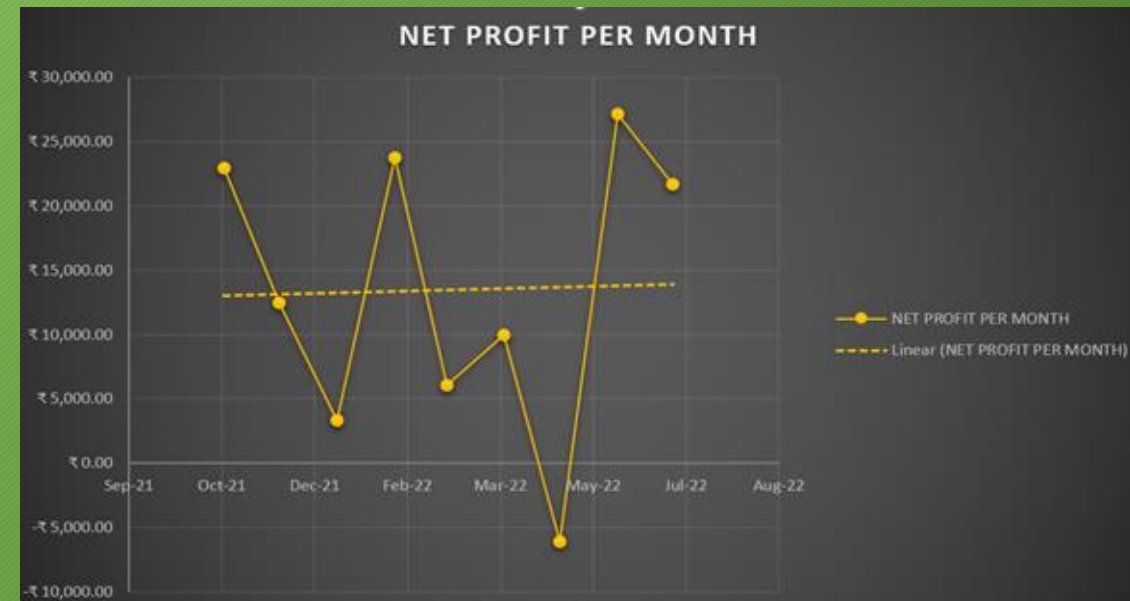
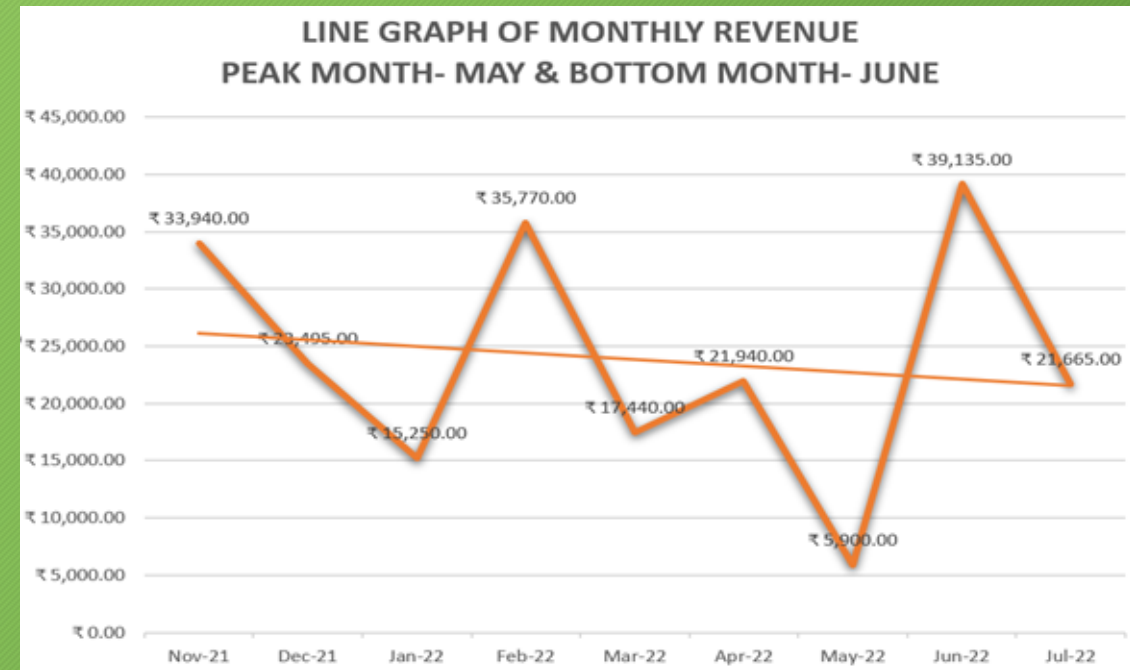
## 2. PEAK AND BOTTOM MONTHS ARE MAY AND JUNE:-

When Revenue is taken into account:-

- Revenue generated in month of May = Rs.5900
- Revenue generated in month of June = Rs.39,135
- Bottom month = May 2022
- Peak month = June 2022

When Net Profit is taken into account:-

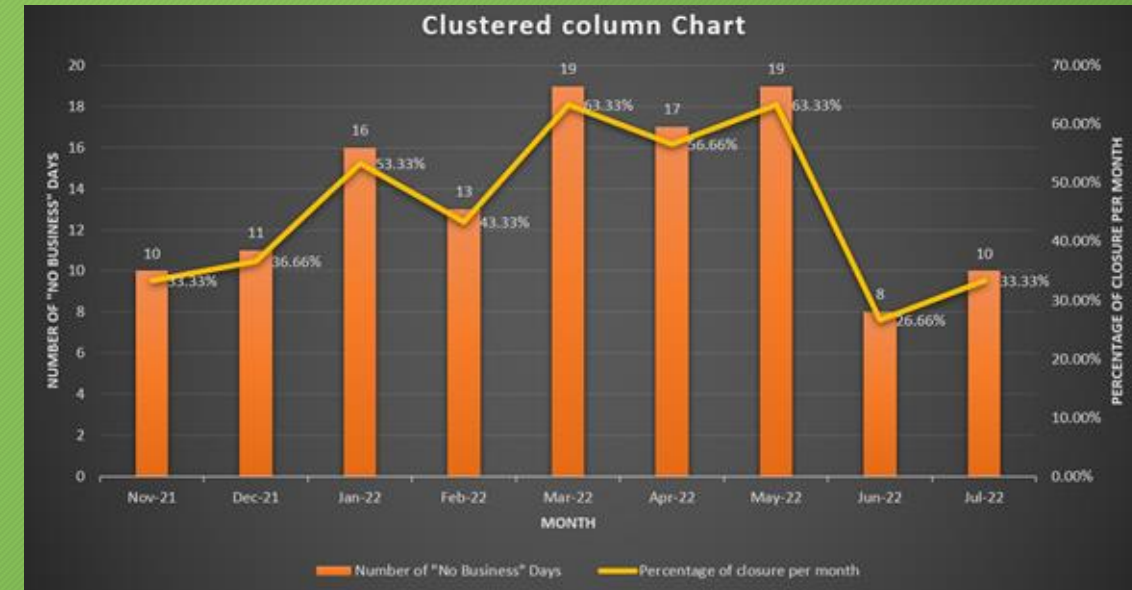
- Net Profit in month of May = Rs.5900
- Net Profit in month of June = Rs.39,135
- Bottom month = May 2022
- Peak month = June 2022
- ❖ Scatter plot clearly shows loss in the month of May as net profit was -6100 Rs
- ❖ Scatter plot graph helps in analyzing peak and bottom months when we take net profit into account.





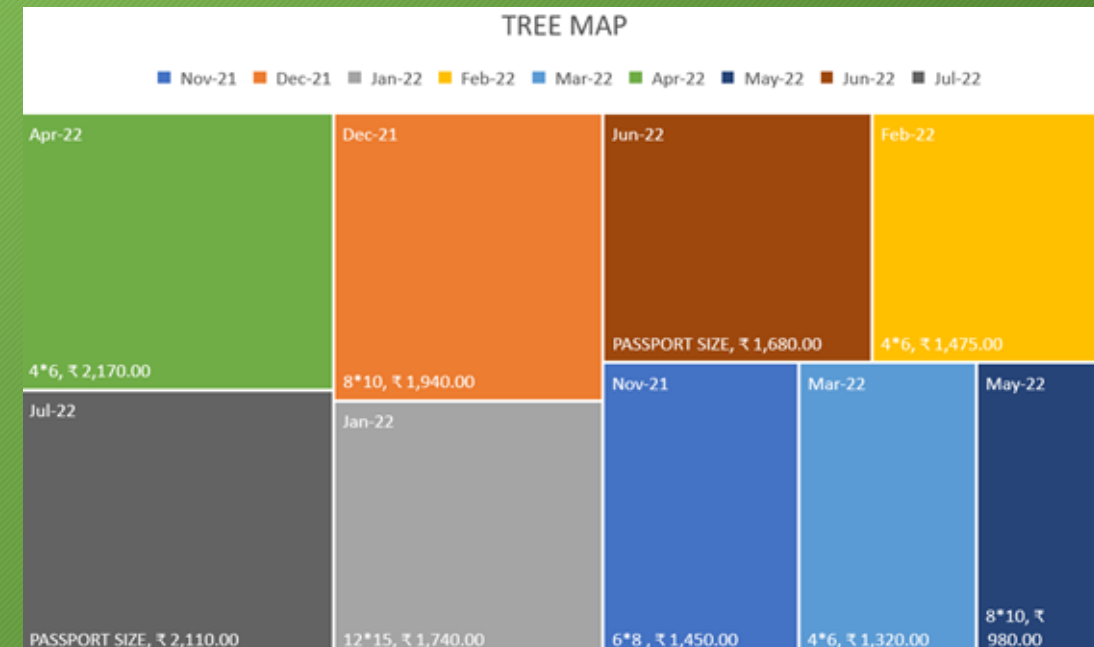
### 3. Shivam Digital Studio core problem is higher number of “No Business” Days

- Higher numeric value of “No business” days even after separating out holidays on Tuesdays
- March and May are the month with the highest number of zero revenue generation days.
- Percentage of closure of shop in March and May are 63.33% and in April, January and February 2022 are 56.66%, 53.33%, 43.33%
- 5 out of 9 months with above par value of “No Business” days is not a good sign when we take a business into account



### 4. CATEGORIES PROPOSED FOR DISCOUNT TECHNIQUE ARE 4\*6(MARCH & APRIL 2022), 6\*8(NOVEMBER 2021), 8\*10(DECEMBER 2021 & MAY 2022, 12\*15(JANUARY 2022) AND PASSPORT SIZE (JUNE & JULY 2022):-

- ❖ Treemap is created after deducing second highest revenue generator categories of each month
- ❖ Pivot table is used for drawing out data
- ❖ From Tree map one can easily point out categories such as 4\*6, 6\*8, 8\*10, 12\*15 and passport size as highest revenue generators and policy of discount can be implemented on these categories





# Recommendations

- ❖ Never reject any order of videography even if the profit margin is reduced from 30% to 10% or 15%
- ❖ Focus on grabbing night shoot (wedding, parties, etc) orders of videography so that Mr. Shivam can work in day on his shop as he handles his shop single handedly
- ❖ Offer more discount in Passport Size category as peak month is indicating a huge demand for it. Hence launching offer beforehand for this category will surely be a boon
- ❖ Reduce number of days of closure by actively opening the shop as closure of shop for a longer period of time has a negative impact on the business as proved in analysis
- ❖ Decrease profit margin of each category from 35% to 20 to 25% in order to increase customer base for a shorter period of time



Thank You