Business Data Management (BDM) Capstone Project
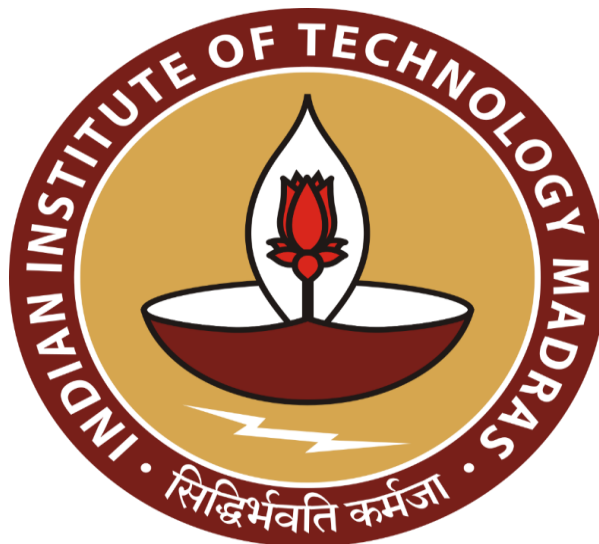
Case Study of Studify Consultants

Project Proposal

Submitted by

Name: Shahbaaz Singh

Roll number: 23f3001356

IITM Online BS Degree Program,

Indian Institute of Technology, Madras, Chennai

Tamil Nadu, India, 600036

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<u>Declaration Statement</u>

I am working on a Project titled "**Case Study of Studify Consultants**". I extend my appreciation to **Studify Consultants**, for providing the necessary resources that enabled me to conduct my project.

I hereby assert that the data presented and assessed in this project report is genuine and precise to the utmost extent of my knowledge and capabilities. The data has been gathered from primary sources and carefully analyzed to assure its reliability.

Additionally, I affirm that all procedures employed for the purpose of data collection and analysis have been duly explained in this report. The outcomes and inferences derived from the data are an accurate depiction of the findings acquired through thorough analytical procedures.

I am dedicated to adhering to the principles of academic honesty and integrity, and I am receptive to any additional examination or validation of the data contained in this project report.

I understand that the execution of this project is intended for individual completion and is not to be undertaken collectively. I thus affirm that I am not engaged in any form of collaboration with other individuals, and that all the work undertaken has been solely conducted by me. In the event that plagiarism is detected in the report at any stage of the project's completion, I am fully aware and prepared to accept disciplinary measures imposed by the relevant authority.

I understand that all recommendations made in this project report are within the context of the academic project taken up towards course fulfillment in the BS Degree Program offered by IIT Madras. The institution does not endorse any of the claims or comments.

Signature of Candidate: (**Digital Signature**)

Name: Shahbaaz Singh

Date: 24th July, 2024

1 Executive Summary:

The project focuses on a medium-sized Private Education company 'Studify Consultants' located at SCO – 64, 2nd Floor, Sector 47 C, Chandigarh. The business is B2C and deals in the segment of Overseas Education and Travel.

The major business issues that the organization is facing are related to lesser leads because of Big Fishes of the same Industry. Another issue is resource credibility as in this industry employees sometimes leak the client data outside the company to get extra benefit. Also, whenever they have to find any data about a particular person they have to go through physical forms, various excel files in various folders which is very time consuming.

The issues will be addressed by analyzing the data via different analytical approaches to obtain a fruitful outcome. Various graphs can be plotted from the data acquired to find various results like which age group can be the target of the company, which countries are preferred by consumers which can be used in the advertisements, less time-consuming methods can be developed so that some workload of employees can be decrease hence increases the morale.

The expected outcome helps the organization increase the number leads which helps increase the profitability of the organization. It also helps increasing the resource credibility and productivity of the employees of the company.

2 Organization Background:

Name – Studify Consultants
Founders/Owners – Mr. Gurmukh Singh and Mr. Mandeep Hooda
Directors - Mr. Gurmukh Singh and Mr. Mandeep Hooda
Address – SCO – 64, 2nd Floor, Sector 47 C, Chandigarh

The company that I am working with is Studify Consultants; which is a for-profit private corporation and overseas education, residency and travel based in Chandigarh, Punjab. It was founded by two partners Mr. Gurmukh Singh who have a lot of experience in the same industry for about twenty years and Mr. Mandeep Hooda who have Masters in Information Technology which brings technical knowledge to the company. The company was founded in 2005. Mr. Gurmukh Singh has a lot of respect in this industry and he was offered many positions in other Big Companies in the same business but he wanted to start his own business so that he can work flexibly according to his own terms. In starting they got very less consumers because not many people were interested in Overseas Education or Residency but in 2010 there was a sudden increase in the number of young people from Punjab going abroad for work and it became a trend in Punjab. Because of this other companies in this industry increased. In present Mr. Gurmukh Singh and Mr. Mandeep Hooda are acting as the Director of the Company. The company helps students getting Student Visa for education in abroad and also helps in providing tourist visa and Permanent Residency of other countries.

Company Website Link - https://studifyconsultants.in/

Picture 1- Studify Consultants from Outside

Picture 2 - Studify Consultants front desk

3   Problem Statement (Listed as objectives):

From my interaction with the Director Mr. Mandeep Hooda, Filing Head Mr. Sandeep Devgan and Head Counselor Ms. Neerja I found that the company performed well before the Covid but after Covid the profits dropped because of which company which had more capitals grew exponentially as many other companies closed after Covid and these companies started monopolizing the market resulting many employees left the company for more salary, hence problem statement can be comprised of the following:

3.1   Problem statement 1: Generation of more leads to increase the number of consumers which will increase the profit and reach of the company.

3.2   Problem statement 2: Increasing the Resource Credibility, Retention and Productivity of the employees is necessary so that no further damage is caused to the company.

3.3   Problem statement 3: Developing a way to access person's data easily and in a time efficient way.

4   Background of the Problem:

- From my conversation with the Filing Head Mr. Sandeep Devgan I found that Big Fishes of this business have tie ups with State Boards and some even have tie ups with Central Boards. These boards provide the data of the students registered in their boards to these big companies because of which they just have to contact those students but Studify Consultants only do Social Media Advertisement which have only 1-3 lead percentage for the Studify Consultants' social media according to Mr. Sandeep Devgan, it means if 100 people saw the advertisement on social media only two to three people are potential Consumers.

- Head Counselor Miss Neerja told me when the lead percentage decreased it effected the profit negatively which effected the salary of the employees because of some of the left the company and some employees' credibility decreases means they started leaking information of the company clients to other companies to get extra benefit from that company.

- Mr. Mandeep Hooda also told me that some employees preferred those companies which are equipped with more technology because it decreases the workload on the employees.

5   Problem Solving Approach:

- <u>Details about the methods used with Justification</u>
  The primary type of data I collected is time-series data, which will help me in plotting various line graphs taking age as base and scatter plots. And by the help of pivot tables I can analyze the data by adding filters. I can also plot pie charts and histogram to compare volumes of various sub fields of the data.

- <u>Details about the intended data collection with Justification</u>
  The company is working since 2005 but the downfall of the company started after Covid so I only decided to take the data after Covid, luckily, I was provided 8 months of data for year 2023 which is quite latest in this type of industry as "Trends don't

change quite frequently in this business." said by Director Mr. Gurmukh Singh. I was given two sets of data one was Student Visa data of Canada because the VISA for other countries through the company was very less and Other was Tourist Visa data, first I will be analyzing both the sets separately then I will be analyzing the both the sets on common grounds. The various variables of Student Visa Set are *Student Name, Gender, College Name, Canadian Province, Course Taken, Intake, Date Lodgment, Date of Birth, Age at the Time of Application, File Status* and *Attempt for the VISA through the Company.*

The various variables of Tourist Visa Set are *Candidate Name, Gender, Purpose of Visit, Country, Date of Lodgment, Date of Birth, Age at the Time of Application, File Status* and *Attempt for the VISA through the Company.*

All these variables are important in this Business so I will analyze these variables with respect to others and will try compute key factors like which age group prefer student visa, which countries are preferred in for tourist and student visa, which student intake is common among students etc.

- Details about the analysis tools with Justification

  Excel will be used for processing and analyzing the data as the data is majorly time-series type. The tools that will be used:
  - Pivot tables which will help in putting filters as there are many variables.
  - Inbuilt functions of excel will be used for analysis like VLOOKUP, COUNTIFS, COUNTIF, AND, OR, other Boolean operators etc.
  - Various graphs and charts like line graphs, histograms, pie charts etc. will be used to find pattern and trends to achieve some valuable insights.

6 Expected Timeline:

I have collected about one and half (1.5) years of data of the company, it will be first cleaned by removing unnecessary fields and then it will be analyzed to get insights and solutions about the business problems stated. Detailed breakdown is provided in the form of flowchart and expected timeline is also provided in the form of Gantt Chart.
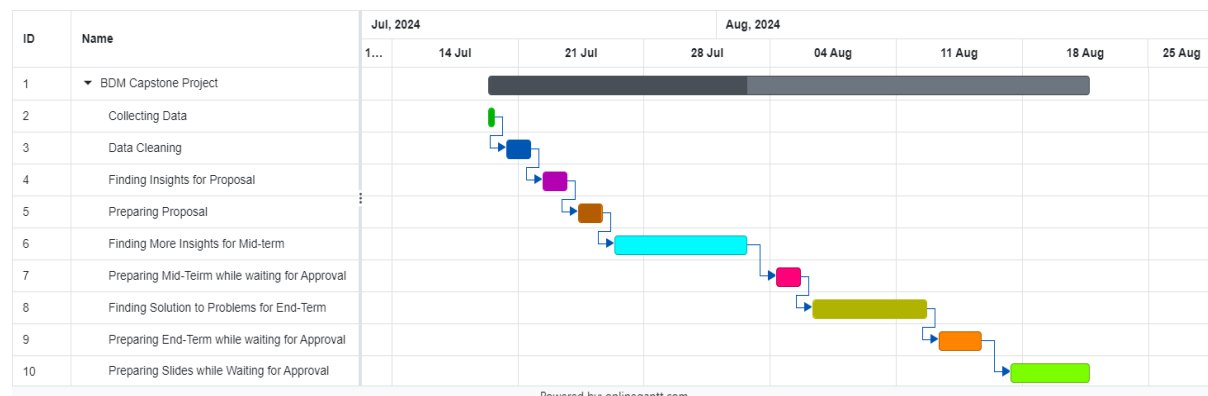
6.1 Gantt Chart:

Figure 1 – Expected timeline for completion of project
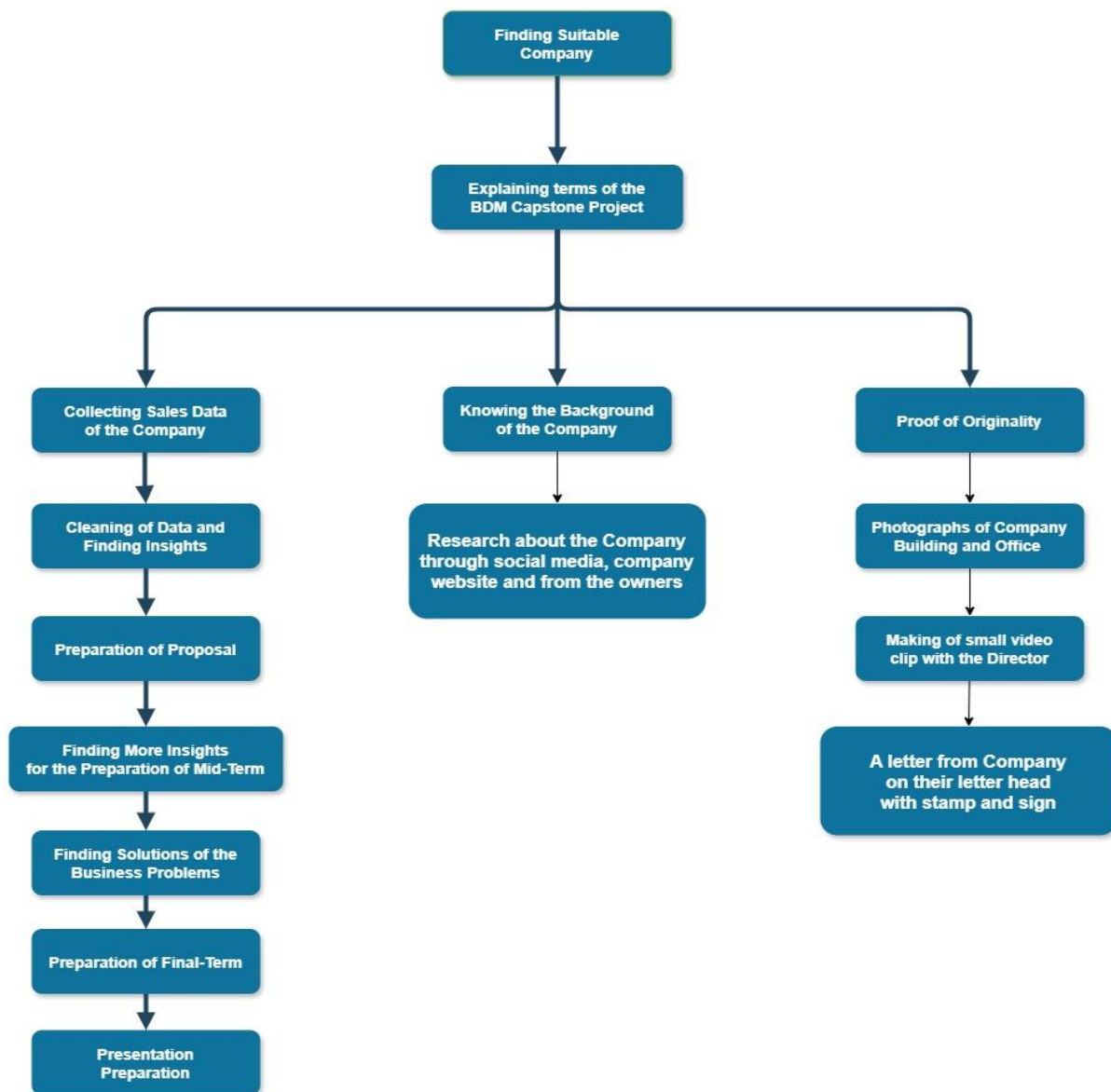
6.2   Work Breakdown Structure:

Figure 2- Work Breakdown Structure

7   Expected Outcome:
- Assist the company to create more leads which in turn will be helpful in increasing the profit of the company.
- Assist the company in achieving better resource credibility and better productivity and retention of the employees of the company.
- Assist the company in increasing the efficiency at the work place and decreasing some unnecessary workload on the employees of the company.
- Assist the company in better and optimized advertisement domain to great better leads and to reduce expenditure cost.
- Assist the company to identify better target consumer group for the profitability of the company and increasing efficiency of the work.