

The Digital Blueprint: Strategies for Success

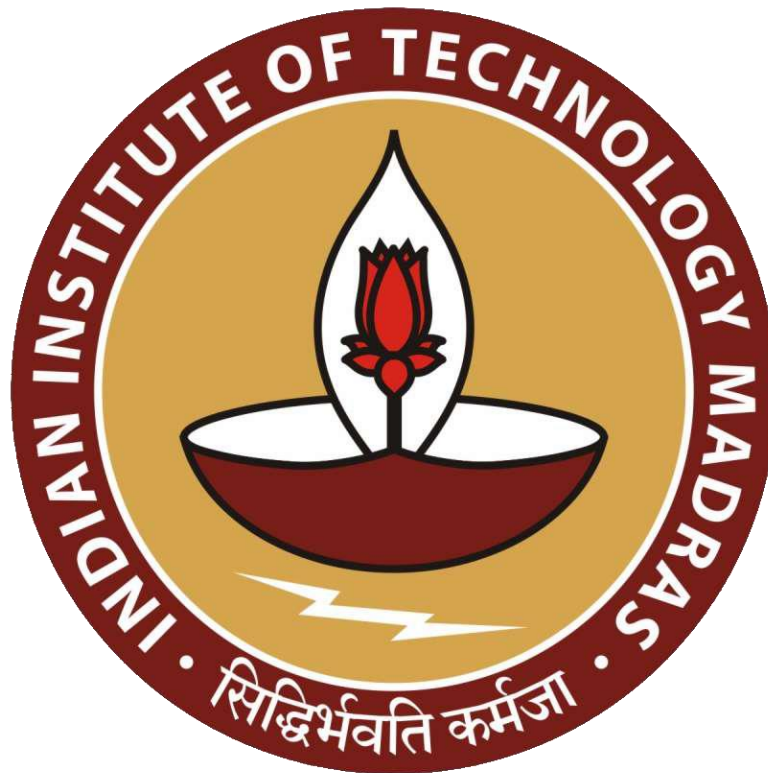
(A study of Hastago Digital Marketing and website company, Durgapur, W.B)

A Proposal report for the BDM Capstone Project

Submitted by

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IIT MADRAS BS Degree Program

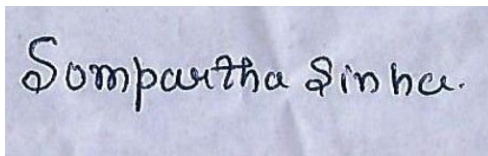
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Declaration Statement

I am working on a Project Title “The Digital Blueprint: Strategies for Success”. I extend my appreciation to Hastago Digital marketing and website Company, Durgapur, W.B 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 through 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 information 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 agree that all the recommendations are business-specific and limited to this project exclusively, and cannot be utilized for any other purpose with an IIT Madras tag. I understand that IIT Madras does not endorse this.

A photograph of a handwritten signature in black ink on a light blue background. The signature reads "Sompartha Sinha" in a cursive script.

Signature of Candidate

Name: SOMPARTHA SINHA

Date: 31.10.2024

1. Executive Summary: The Digital Blueprint: Strategies for Success

Hashtago Digital marketing and Website Company is a digital marketing firm specializing in comprehensive online marketing solution.

Their team of specialist creates customized online marketing strategies, including social media management, website design, and software development to boosts brand visibility and growth for business. Their main clients are B2B Companies like Real state companies, jewellery companies, hotel industries etc.

The major business issues that the company is facing recently are related to payment i.e. timely not fulfilment of payment. There is another issue that they are facing is the communication gap between them and their clients due to a smaller number of employees they can't able to reach each of their client's timely which results in further issues and also, they have no sub branch in metropolitan cities.

The issues will be addressed by analysing the different client's data provided by the company from which late payment are accepted, listed, list of client's data who are not satisfied due to employee's issue and subbranches issues. This analytical approach to obtain a fruitful outcome.

The expected outcome helps the company reduce the money blockage in terms of inventory which helps increase the profitability of the company.

2. Organization Background

This Company is established in 2020. Hashtago digital marketing and website company is based in Durgapur, West Bengal. Established with the vision of empowering business to thrive in the digital landscape. Hashtago offers a comprehensive suite of service designed to enhance the online presence.

The founders of the company Mr Abhishek Bouri and Mr Monoranjan Das along with a team of experienced professional in digital marketing field aims to provide innovative solutions for the clients which help them to reach their target audience. The company's vision is to transform business through innovative strategies, cutting edge technology and exceptional client service facility, empower brands to thrive in a digital first world.

The objective of the company is their commitment to innovation and client satisfaction i.e. to deliver tailored marketing solution. Hashtago is dedicated in staying ahead of industries and continuously improving its service

Hashtago provides a wide range of services aimed at improving online visibility and driving business growth. These services include:

- Search Engine Optimization (SEO)
- Social Media Marketing (SMM)
- Branding and digital strategy and advertising
- Website Design and Development
- Content Marketing

The company operates from Monday to Saturday with working hours from 10:00 am to 7:00 pm

With its strong foundation in Durgapur and commitment to innovation and excellence Hashtago is well positioned to achieve lasting success in the field of Digital marketing.

3. Problem Statements.

3.1 Problem Statement 1: Payment Fulfilment Delays.

The Data provided by Hashtago indicates the gap in fulfilment of payments in the pivot table. The organization is dealing with well-timed payments for services. This results in cash flow challenges and ability service disruption. This trouble needs to be resolved to make sure financial stability inside the organization. To counter this problem: - Invoice Processing Data, Client Payment History, Payment Method and Transaction Data has been collected from the company.

3.2 Problem Statement 2: Communication gap and low customer retention rate.

The founder Mr. Monoronjan Das informed that there is a creation of communication gap between the company and its clients and client retention rate is also low. There becomes a giant verbal exchange gap between Hashtago and the patron, resulting in misunderstandings approximately project expectancies and deliverables. Improving communicate channels is essential to growing purchaser delight and trust. To counter this problem: - Existing Client Feedback and Surveys, Project Management Data has been collected from the company.

4. Background of the Problem

Hashtago is presently dealing with good sized challenges related to fee fulfilment and communication with clients, which are adversely impacting its operations. The delays in well-timed bills get up from an aggregate of inner inefficiencies and external factors. Internally, there may be issues related to the invoicing procedure, loss of standardized charge phrases, or inadequate monitoring of payment statuses. These inefficiencies can result in coins drift disruptions, making it tough for the organization to manipulate its sources successfully.

Externally, customers can also enjoy confusion concerning payment schedules or phrases, main to behind schedule payments. Furthermore, the communication gap between Hashtago and its clients exacerbates the difficulty, as customers won't sense properly informed approximately their project reputé or fee expectancies. This loss of readability can result in misunderstandings and strained relationships, ultimately affecting customer retention.

Key factors contributing to those troubles include insufficient conversation channels, insufficient training for staff on fee approaches, and a loss of proactive observe-up on terrific payments. Addressing those issues is essential for Hashtago to decorate its operational efficiency, improve consumer relationships, and ensure a stable financial footing in an aggressive digital advertising and marketing landscape.

5. Problem solving Approach

Hashtago has taken several measures to address the payment and communication gap. This approach focuses on immediate solutions and long-term strategies. This is to ensure that the company can improve its operational efficiency and customer satisfaction.

To address **Payment Fulfilment Delays** at Hashtago using a data-driven approach, the company can leverage various quantitative methods and tools. By analysing **Invoice Processing Data** and **Client Payment History**, Hashtago can identify payment patterns, such as common delays, and determine optimal payment terms. **Payment Method and Transaction Data** can be assessed to find any correlation between payment methods and delays, enabling more targeted improvements. Conducting **Regular Payment Audits** with tools like Google Collab for data processing and visualization platforms like Tableau, Excel, or Power BI for trend analysis will allow Hashtago to proactively address overdue accounts by visualizing cash flow gaps.

Analytical Approach:

Data collection and trend analysis: we can use Google Collab to collect and visualize payment data (e.g. late payments, on time vs. late payments by customer segment). By identifying trends, Hashtago can adjust payment terms accordingly. Suitable for each customer group.

Predictive modelling: we can use historical payment data (such as logistic regression) to build predictive models that identify customers who are more likely to make late payments. This allows for proactive management and communication with high-risk customers.

Transaction analysis: we can perform statistical tests (such as ANOVA) on transaction data to determine whether certain payment methods are contributing to delays. This is so that the company can recommend a preferred method for timely payments.

For **Communication gap and low customer retention rate**, Existing **Client Feedback and Surveys** and **Project Management Data** provides insights into response times, project completion rates, and customer satisfaction scores. Implementing **Customer Feedback Mechanisms** and **Scheduled Check-ins** allows Hashtago to monitor communication effectiveness, with real-time tracking through tools like Slack, Trello, or Asana, helping the team identify and quantify the frequency and quality of interactions. Visualizing these findings in dashboards will highlight areas needing improvement, such as client satisfaction scores and response times, ultimately enabling data-driven decisions to enhance both payment processing and communication efficiency.

Analytical Approach:

Sentiment analysis: We can use survey data in Google Collab to perform sentiment analysis by rating responses to quantify communication effectiveness. This will help identify areas where there is a lack of communication.

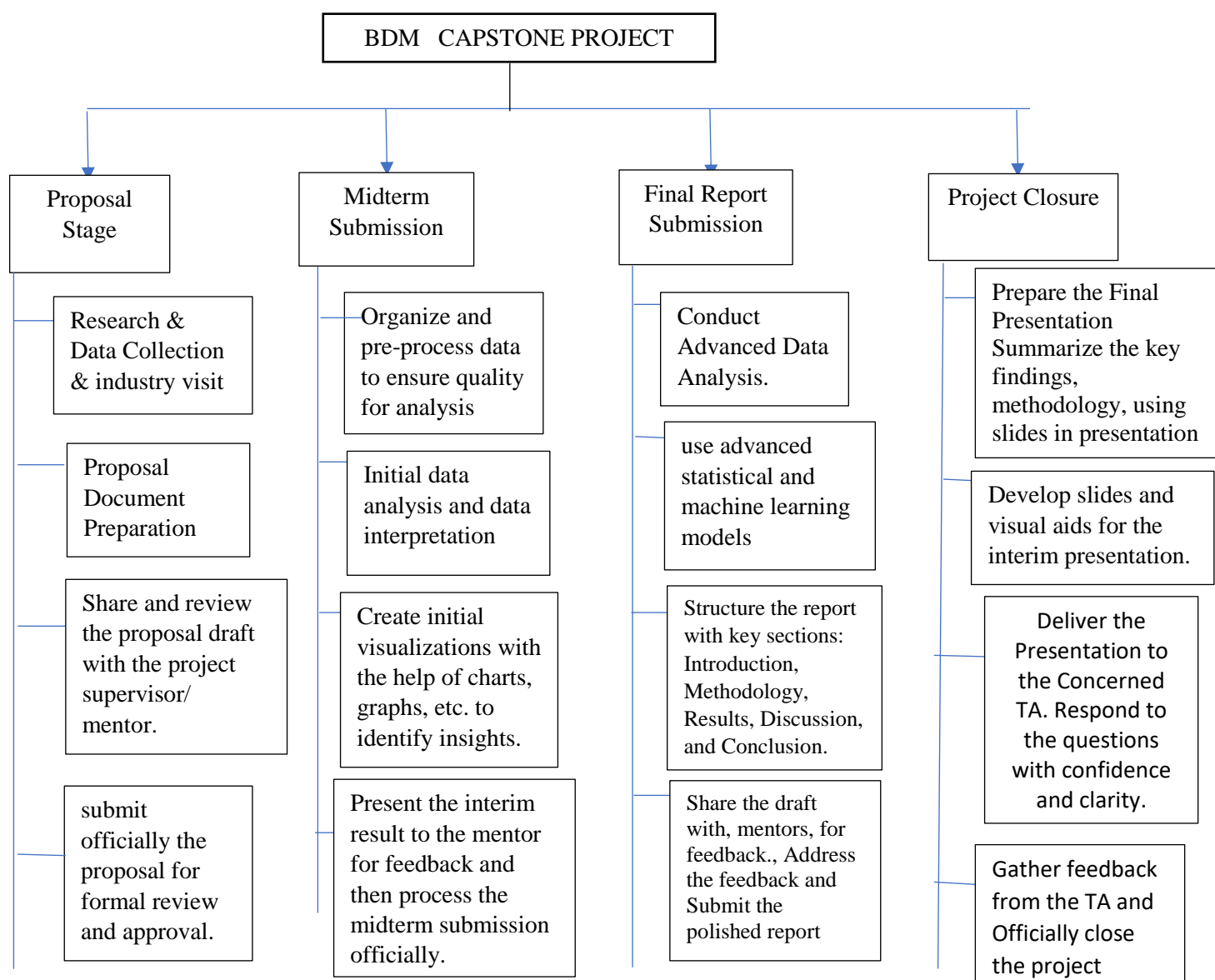
Frequency Analysis: We can Analyse the frequency of customer check-ins and communication response times to optimize scheduling for proactive communications.

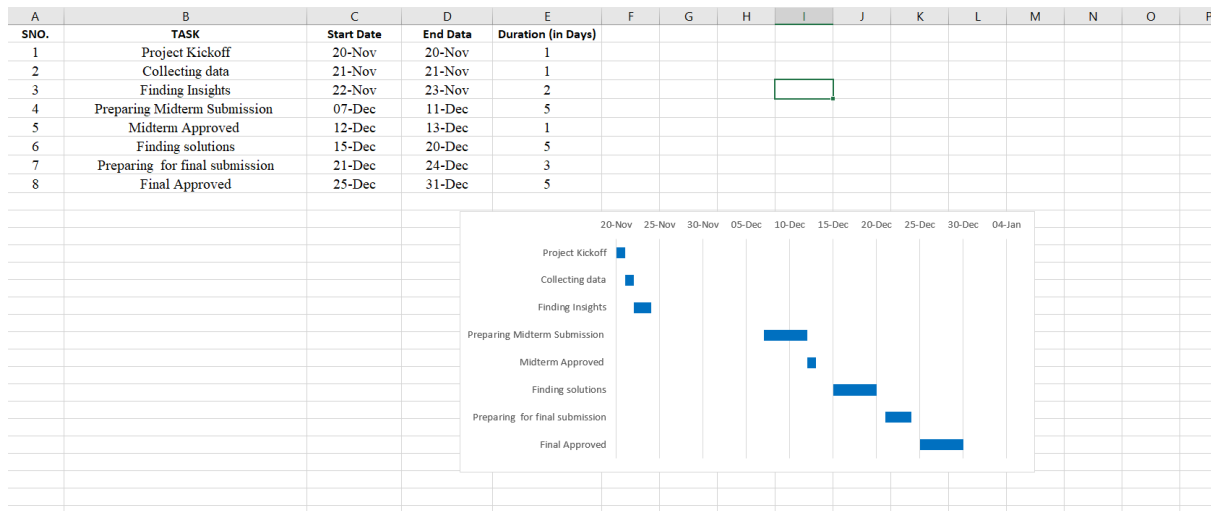
Statistical correlation: By using correlation analysis to see if the frequency of communication affects payment timelines. It states whether more regular updates will reduce delays.

Feedback Analysis: Use Google Forms or SurveyMonkey to collect feedback data, then analyse it with Excel or Tableau to spot trends and correlations between communication scores and project outcomes.

After Using these **quantitative methods** will allow Hashtago to identify specific problem areas, measure the effectiveness of implemented solutions, and adjust strategies based on real-time, data-driven insights.

6. Expected Timeline





7. Expected Outcome

After Following The problem-solving guideline, we can expect the following outcomes as follows-

1 Payment Processing Efficiency

1.1 Using Google Collab for data collection and visualization:

Trend Insights: By visualizing trends in delayed payments, Hashtago is able to identify customer segments responsible for the majority of delays. This may result in a 10-15% reduction in late payments as payment terms and communication strategies are adjusted to suit each segment.

Increase speed of payments: By focusing on the proportion of on-time payments by customer segment will help promote better targeted policies. This may improve on-time payments by 20-25%.

1.2 Performing statistical tests (ANOVA):

Custom Payment Methods: Statistical tests show that clients who use specific payment methods (such as credit cards or digital wallets) experience shorter payment delays. It is recommended to use these methods 2-3 days to the extent that they can be reduced. Average delay

Improved Payment Policy Decisions: Insights from anova will help Hashtago implement data-backed payment policies. This will increase payment processing efficiency by 15-20%.

1.3 Predictive modelling in Google Collab:

Risk Mitigation: Logistic regression models predict high-risk customers with 80-90% accuracy, allowing for proactive measures such as alerts or triggers. allure This results in a 25% reduction in late payments from these customers.

Cost Efficiency: Focusing resources on high-risk customers optimizes operating costs, and reduce unnecessary follow-up This may reduce administrative costs related to billing by 10%.

2. Communication Gap and Customer Retention Rate:

2.1 Sentiment Analysis using Google Collab and Excel:

Improve customer relationships: The Sentiment analysis of survey responses identifies key areas of dissatisfaction. This might improve customer satisfaction scores by 15-20% on average.

Respond to issues faster: it Analyses the keywords with negative sentiment allows for targeted intervention. This reduces the time to respond to complaints by 30-40%.

2.2 Frequency and correlation analysis in Excel or Tableau:

Custom interaction programs: Frequency analysis shows how many check-ins (e.g. weekly vs. bi-weekly) result in the highest satisfaction levels. This can increase customer retention by 10-15%.

Improving Communication Effectiveness: Relationship analysis measures the impact of regular communications on payment timelines. Regular updates can reduce payment delays by 20%.

2.3 Real-time monitoring using Slack, Trello, or Asana:

Improved team collaboration: Tracking project updates in real time will ensure that no deadlines or tasks are missed, thereby can improve project delivery times about 10 -15%

Increase communication efficiency: Response times can be reduced by improving delegation and status updates in tools like Slack, Trello leading to better customer satisfaction

2.4 Response analysis using SurveyMonkey and Tableau:

Data-driven customer insights: The Feedback analysis will reveal the trends in communication scores. This will helps identify areas that need improvement. This can lead to a 15% increase in repeat business.

Increased customer retention: The early identification and addressing the likelihood of negative feedback might reduce the rates nearly by 10-12%.

After using the strategies and tools offered, Hashtago can expect to see measurable improvements in payment processing. Communication effectiveness and customer retention These will results in increase overall operational efficiency and strengthen customer relationships.