

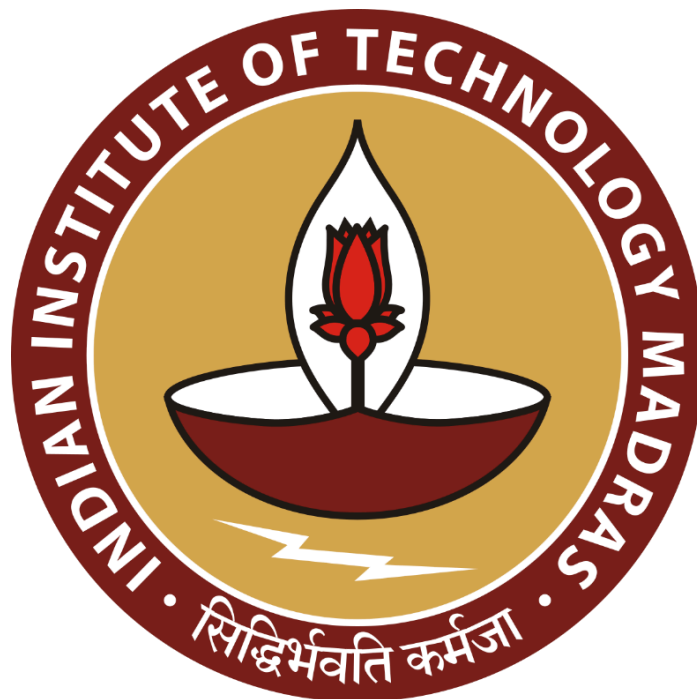
# **Business Optimization Strategy for a Tattoo Studio: Enhancing Revenue, Reach, and Operations**

*A Proposal report for the BDM capstone Project*

Submitted by

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## **Declaration Statement**

I am working on a Project Title “**Business Optimization Strategy for a Tattoo Studio: Enhancing Revenue, Reach, and Operations**”. I extend my appreciation to **Ink Over Matter**, 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.

Signature of Candidate: 

Name: Sujal Raj Pradhan

Date: June 1, 2025

## **1. Executive Summary and Title**

Ink Over Matter, a small tattoo parlor in Kodahalli, Bangalore, India, is the subject of this project. Since opening in 2012, the studio has operated in the business-to-consumer sector, offering custom tattoo services and progressively winning over clients' trust and allegiance.

While the shop has been growing steadily over the years, it is now experiencing some fundamental issues. The revenue spikes during the month of March and a reason for this is because March is the month in which the financial year ends, due to this people may treat tattoos as a personal reward or might be an attempt to categorize them under “entertainment expenses” while filing taxes. Its revenues are based exclusively on tattoo appointments, with no add-ons such as aftercare items or logo merchandise. Moreover, the lack of an Internet presence or advertising also limits its potential to get new clients. Anurag's focus and steady hand are certainly strengths, but doing everything by himself may be limiting the business from expanding or responding to emerging market conditions.

In order to meet these needs, I intend to thoroughly analyze the studio's sales statistics in order to find trends and actionable recommendations. The goal is to utilize data-driven approaches in order to provide real-world solutions that enhance sales results and marketing visibility, assisting the studio in establishing a stronger presence in the local market

## **2. Organization Background**

I am working with the business, Ink Over Matter, a small, privately owned tattoo studio based in Kodahalli, Bangalore, India. It was established in 2012 by my uncle, Mr. Anurag Pradhan, who has been operating the business single handedly for all these years. The studio deals in custom tattoos and has developed a loyal customer base over the years through satisfactory work and word of mouth. Functioning on a business-to-consumer basis, Ink Over Matter aims at delivering engaging, personalized tattoo experiences for every client. In spite of consistent growth in revenues, the studio has no other revenue streams like merchandise or aftercare products. There is very limited online presence, which constrains its reach and growth possibilities. Since I have a personal relationship with the owner, I saw a chance to help by reviewing its transaction history and offering information that might help propel growth and make the overall business better.

### 3. Problem Statement

#### 3.1 Digital Absence and lack of Marketing

Ink Over Matter does not have an active social media presence or a marketing strategy, which restricts its exposure to potential new customers. This lack of outreach affects customer acquisition as well as overall brand awareness.

#### 3.2 Operational Scalability Limitations

The studio is run solely by one person, Mr. Anurag Pradhan, without any other employees. This restricts the ability of the studio to take on more customers or pursue expansion, impacting long-term viability.

#### 3.3 Single Source of Revenue

The studio has only a single source of revenue through tattoo sessions, without any other sources of revenue such as aftercare products or customized merchandise.

### 4. Background of the Problem

Ink Over Matter has been in existence for more than a decade now — a small tattoo studio, owned and operated solely by my uncle, Mr. Anurag Pradhan, in Kodahalli, Bangalore, India. It's established a loyal client base over the years through word of mouth and the excellence of his work. But recently it was made apparent that the business is not expanding as it could be.

**Internal Factors:** Anurag does everything on his own, from communicating with clients to actually performing the tattoos. There is no support staff and no proper utilization of data intelligence to know customer preferences and busy hours. To add to that, the studio only makes money from tattoo sessions, there are no other services like tattoo aftercare or branded merchandise, which can generate additional revenue.

**External Factors:** Visibility is the largest challenge. There are other studios in Bangalore that are making use of social media platforms to display their work and attract new clients. Ink Over Matter has no online presence whatsoever, so it is very easy to get lost in the mix.

These internal and external factors together are holding the business back and that's what I'm hoping to help fix through this project.

## **5. Problem Solving Approach**

To tackle Ink Over Matter's problems, a combination of quantitative analyses and qualitative understanding will be used on the data at hand and in the business environment. Below is the approach being proposed:

### **i. Methods to be used with Justification**

#### **1. Time Series Analysis**

- Ink Over Matter's revenue information ranges from 2018 to early 2025, and identifying seasonality (e.g., wedding or festival seasons) or long-term trends in growth can inform staffing, promotion timing, and pricing strategy. A break-out of month-over-month and year-over-year will reveal lean times when special offers or promotions could be implemented.

#### **2. Customer Segmentation & Lifetime Value (CLV) Analysis**

- By segmenting customers according to visit frequency, average session spend, or elapsed time since the most recent appointment, we can distinguish "high-value" from "occasional" customers. Knowing these segments will guide focused retention strategies (e.g., loyalty discounts or referral incentives) and enable enhanced prioritization of marketing outreach to the most valuable segments.

#### **3. Service-Type / Tattoo-Style Performance Evaluation**

- Transaction information contains metadata (size, style, or complexity) per session of tattoos, breaking down which types bring in more revenue or have faster turnaround times which can be used to guide Anurag's decision to promote some types more heavily (e.g., simple designs versus large custom work). This also feeds into merchandising choices, like aftercare kits for certain types of tattoos.

#### **4. Qualitative Interview & Workflow Observation**

- Operations limits cannot be entirely captured by data alone—such as how much time Anurag spends per appointment or what non-tattoo activities take up the majority of his time. Interviewing Anurag with a semi-structured interview and shadowing on a normal working day will reveal limits and confirm data-based suggestions.
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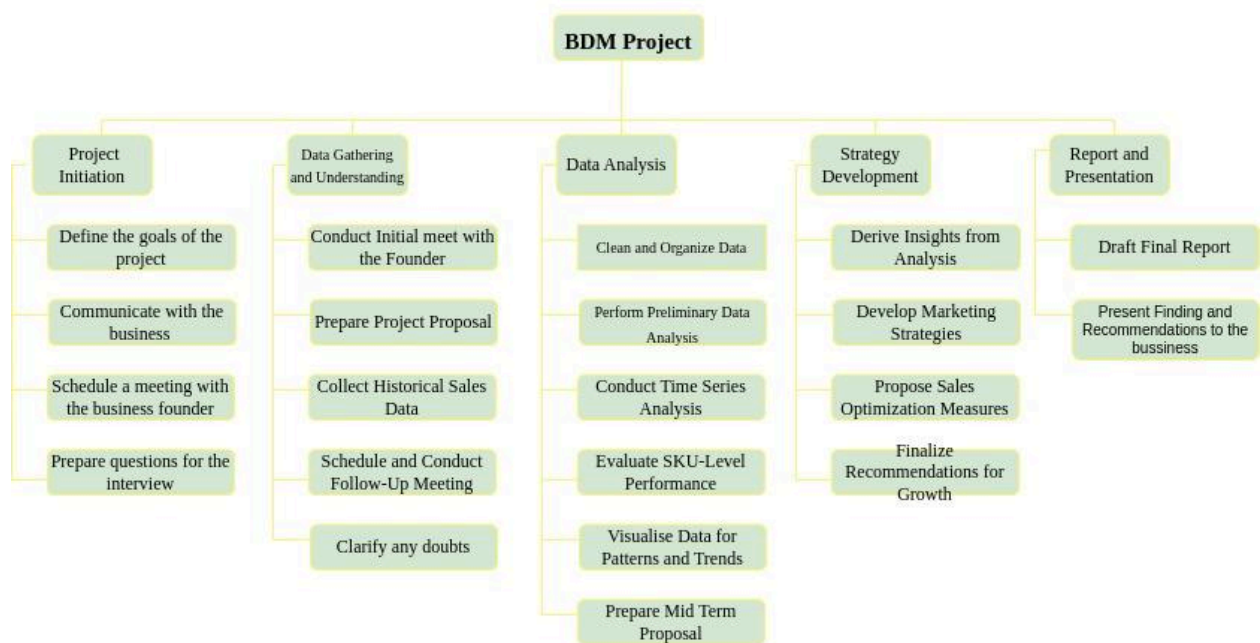
### **ii. Intended Data Collection with Justification**

Even though Ink Over Matter has existed since 2012, accurate record-keeping only commenced in 2018, when the owner began recording transactions more methodically. The resulting dataset, which contains appointment dates and income information, is the foundation of this analysis. Because there isn't a formal system of keeping customer profiles or tattoo categories, pattern-finding in sales over time will be the central focus.

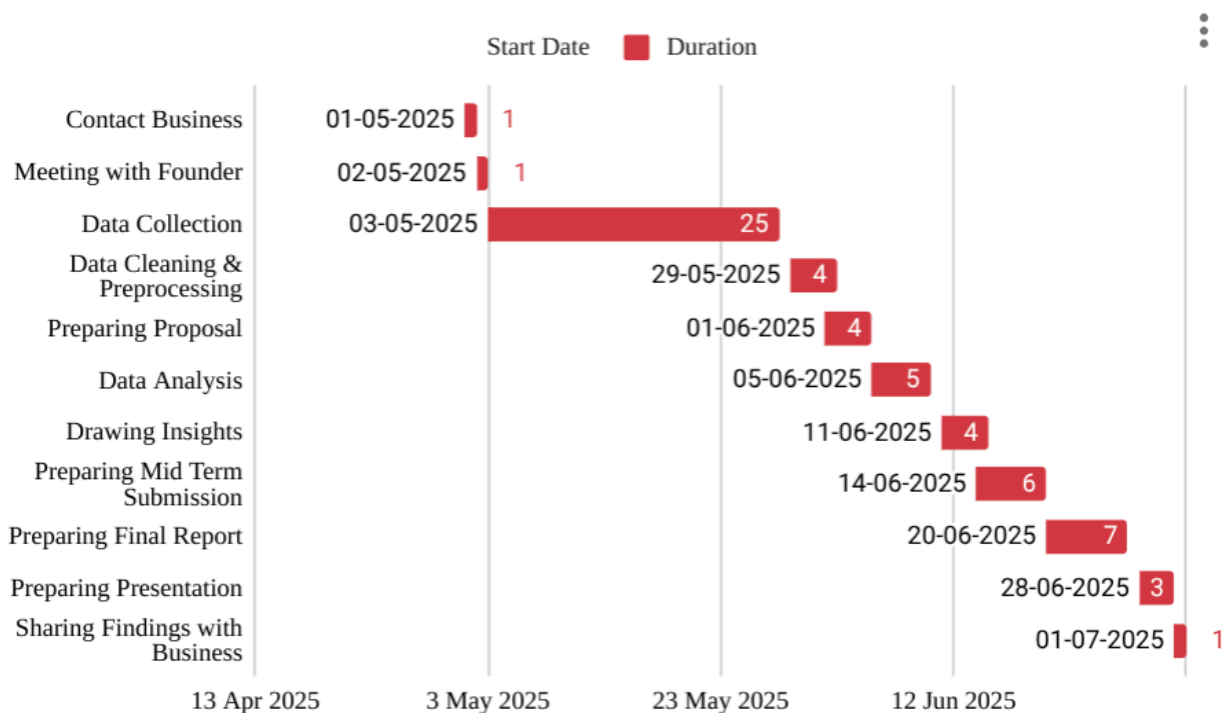
### iii. Analysis Tools with Justification

- **MS Excel:** MS Excel will be used for initial data cleaning, exploration, and preparing basic summaries and charts. It will also be helpful for spotting missing data and checking trends.
- **Python:** Python, employing Pandas and Matplotlib, will facilitate in-depth analysis by revealing trends, patterns, and customer behavior within the data.
- **Tableau:** Tableau can be employed to design interactive dashboards that showcase important findings in an appealing visual format.

## 6. Expected Timeline



*Work Breakdown Structure*



*Gantt Chart*

## 7. Expected Outcome

### i. Enhanced Business Visibility

The analysis should promote the significance of online outreach and assist Ink Over Matter with establishing a core online presence. Through insights on core client segments and seasons with best booking periods, the business can customize social media campaigns and content to draw new consumers and generate brand awareness.

### ii. Revenue Diversification Opportunities

Specifics regarding tattoo art and session types will determine what is most profitable, so guidance for the roll-out of add-on offerings like aftercare packages or merchandise can be created. These ancillary income streams may help lower reliance on tattoo sessions and smooth out cash flows between busy and slow seasons.

### iii. Operational Efficiency and Scalability

By observing trends in time series and workflow behavior, the project will provide actionable suggestions to optimize operations. This could be in the form of ideas for delegation or improving time management, allowing Anurag to serve more customers or grow the business in a sustainable manner.

### iv. Improved Customer Retention

Customer segmentation will assist in determining high-value customers and designing engagement initiatives for developing healthier relationships and enhancing client retention.