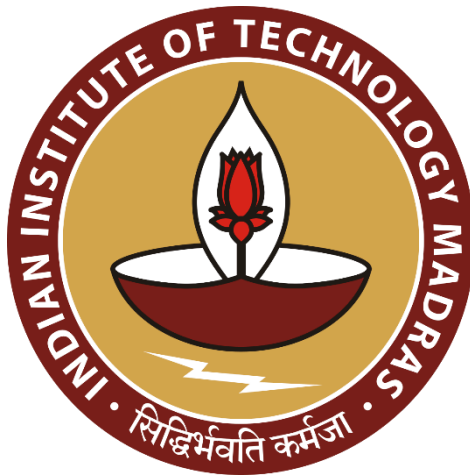# Optimizing Instagram Marketing & Website Traffic Analysis for Hastvikas

A Proposal Report for the BDM Capstone Project

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IITM Online BS Degree Program

Indian Institute of Technology, Madras

Contents

Executive Summary

Hastvikas is a curation-based e-commerce platform that connects Indian artisans with international consumers in the UK and US. The company does not manufacture products but instead selects a state in India, curates its traditional crafts, and promotes them globally. While Hastvikas has gained traction through Instagram marketing and website sales, it faces challenges in:

1. Understanding Instagram engagement metrics and their impact on conversions.
2. Optimizing website traffic by analyzing visitor behavior and improving conversion rates.
3. Measuring marketing ROI to allocate budgets effectively between paid and organic strategies.

This project aims to provide data-driven insights by analyzing:
1. Instagram Analytics – Evaluating content performance (reels, posts, stories) and audience engagement trends.
2. Website Traffic Data – Assessing user behavior, bounce rates, and conversion pathways.
3. Marketing Performance Metrics – Measuring the impact of paid promotions vs. organic reach on overall sales.

By applying statistical analysis, time-series trends, and benchmarking, this study will help Hastvikas refine its marketing strategies, enhance digital engagement, and improve ROI. The recommendations will allow the company to increase artisan visibility, enhance customer retention, and drive sustainable growth in global markets.

Background of the Company

Company Overview

Hastvikas is a middleman e-commerce platform operating under Aaroh, founded by Arundhati Mukherjee, Balaji Singh, and Asha Nirmal. The company specializes in curating and promoting traditional Indian crafts to global consumers in the UK and US. Rather than manufacturing, Hastvikas selects a state in India, partners with local artisans, and showcases their handmade products through digital platforms.

Organizational Structure

With a team of 10 employees, Hastvikas functions as a curation-driven marketplace with key operations in:
1. Curation & Sourcing – Selecting and promoting crafts from different Indian states.

2. Marketing & social media – Engaging audiences through Instagram storytelling.
3. E-commerce & Logistics – Managing global shipping and order fulfillment.

Products & Services

Hastvikas focuses on promoting the traditional crafts of one Indian state at a time, allowing deeper cultural engagement and product authenticity. Their product offerings include:
1. Handwoven Textiles & Clothing – Sarees, dupattas, and stoles from traditional weaving hubs.
2. Artisanal Jewelry & Accessories – Handcrafted metal, beadwork, and tribal jewelry.
3. Home Decor & Collectibles – Hand-carved wooden artifacts, pottery, and wall art from local artisans.

Market Presence & Reach

Hastvikas employs a Direct-to-consumer (D2C) model, leveraging multiple digital channels:

1. Instagram & Social Media – Showcasing artisan stories, behind-the-scenes craftsmanship, and cultural narratives.
2. Official Website (www.hastvikas.com) – Serving as the primary sales platform for global customers.
3. International Shipping & Fair Trade Model – Ensuring artisans receive direct benefits while providing global access to authentic crafts.

Mission & Vision

1. Mission: To promote India's diverse handicrafts by connecting artisans with global consumers through fair trade and digital storytelling.
2. Vision: To become the leading platform for authentic, handcrafted Indian goods while preserving artisanal traditions and ensuring sustainable livelihoods for craftsmen.

Problem Statement

Hastvikas' digital marketing relies heavily on Instagram and website traffic, but there is limited structured analysis on their effectiveness. The primary challenges include:

1. Instagram Engagement & Conversions
  (a) Difficulty in identifying which content types (reels, stories, posts) generate maximum engagement and sales.
  (b) Need for optimal posting schedules and audience behavior insights.

2. Website Traffic & User Behavior

(a) Fluctuating visitor numbers with unclear reasons for bounce rates and drop-offs.
 (b) Need for a structured approach to analyze visitor pathways and improve conversion rates.

3. Marketing ROI & Budget Allocation
 (a) No clear insights into how paid ads vs. organic reach contribute to overall sales.
 (b) Need for a data-backed marketing strategy to optimize budget allocation.

Problem-Solving Approach

Data Collection Strategy & Justification
The study will collect and analyze primary data, sourced directly from:
1. Instagram Insights: Engagement rates, impressions, follower growth, and post performance data.
2. Google Analytics: Website traffic sources, session durations, and conversion metrics.
3. Marketing Performance Data: Click-through rates (CTR), paid ad ROI, and organic traffic trends.

Methodology & Justification
1. Time-Series Analysis: To track Instagram engagement and website traffic over time.
2. Statistical Correlation Models: Identifying the relationship between social media engagement and website conversions.
3. Customer Behavior Flow Mapping: Visualizing how visitors navigate the website and where they drop off.
4. Benchmarking Against Competitors: Comparing Hastvikas' engagement rates with similar niche brands.

Tools for Data Analysis
1. Google Analytics & Instagram Insights – For extracting marketing data.
2. Excel & Python (Pandas, Matplotlib, Seaborn) – For advanced statistical analysis and visualization.
3. A/B Testing Tools – To test different marketing approaches and optimize ad spend.

Expected Timeline

| Level 1	Level 2	Level 3
BDM Capstone Project		
	1. Proposal Phase	
		1.1 Discussion with Firm Owner (Jan 5 - Jan 10)
		1.2 Project Proposal Drafting (Jan 10 - Jan 30)
	2. Data Collection	
		2.1 Gather Website & Instagram Data (Jan 15 - Feb 20)
		2.2 Marketing Performance Analysis (Jan 15 - Feb 20)
	3. Data Processing & Analysis	
		3.1 Data Cleaning (Feb 21 - Mar 5)
		3.2 Data Analyzing (Mar 6 - Mar 25)
		3.3 Business Analysis (Feb 25 - Mar 20)
	4. Final Submission	
		4.1 Mid-Term Report (Mar 10 - Mar 25)
		4.2 Final Analysis & Submission (Apr 1 - Apr 10)

Fig: Work Breakdown Structure for Capstone Project
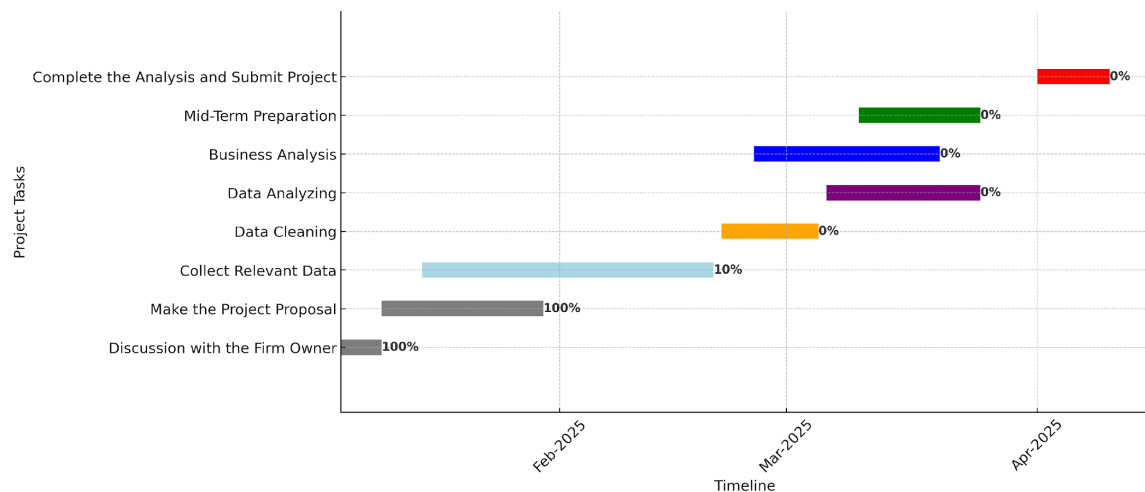
Fig: Gantt Chart for Capstone Project with Progress

Expected Outcomes

1. Optimized Instagram Strategy
  (a) Identifying high-performing content types and engagement trends.
  (b) Providing posting schedules and audience segmentation strategies.

2. Enhanced Website Performance
  (a) Clear insights into traffic sources and visitor behavior.
  (b) Strategies to reduce bounce rate and improve conversion rates.

3. Marketing Budget Optimization
  (a) Identifying the most cost-effective paid ad strategies.
  (b) Recommendations for organic marketing improvements.

Declaration Statement

I Aanuja Singh Chowhan, am working on a project titled "Optimizing Instagram Marketing & Website Traffic Analysis for Hastvikas" as part of my BDM Capstone Project at IIT Madras. I extend my appreciation to Hastvikas and Aaroh for providing the necessary resources that enabled me to conduct this research.

I hereby assert that the data presented and analyzed in this project report is genuine and accurate to the best of my knowledge and abilities. The data has been gathered from primary sources, including Instagram analytics, website traffic reports, and marketing performance data, and has been carefully processed to ensure its reliability.

Additionally, I affirm that all procedures employed for data collection and analysis have been clearly explained in this report. The findings and insights presented are an accurate representation of the patterns identified through structured analytical methods.

I am committed to adhering to the principles of academic integrity and ethical research. I affirm that this project is an independent work conducted solely by me and does not involve any unauthorized collaboration. In the event of plagiarism or any academic misconduct being detected at any stage, I accept full responsibility and acknowledge that disciplinary action may be taken as per institutional guidelines.

Furthermore, I understand that the recommendations made in this report are based on data-driven insights and marketing analysis, within the scope of this academic research project. This study is not an official representation of Hastvikas' business decisions or strategies but rather an academic submission towards course completion in the BS Degree Program offered by IIT Madras. The institution does not endorse any of the claims or recommendations made in this report.

Aanuja Singh Chowhan

Date: 03.02.2025