

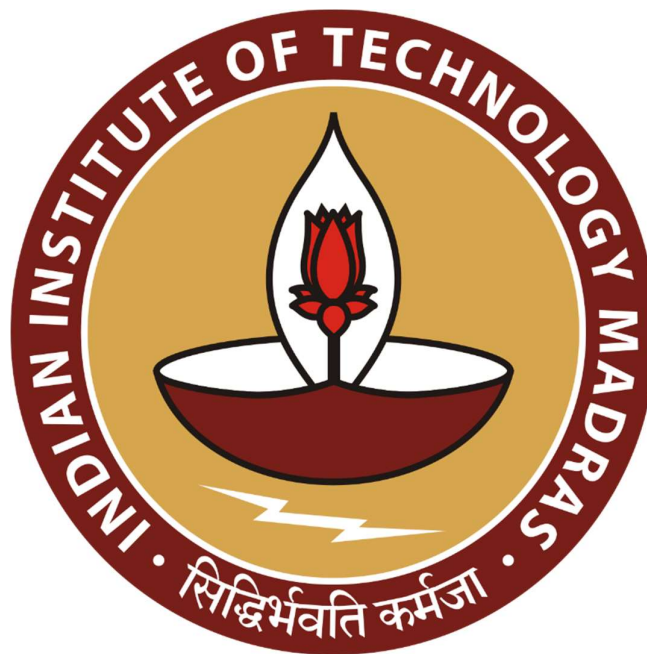
# Improving Customer Acquisition at Gypsy Soul Holidays

A Proposal report for the BDM capstone Project

Submitted by

Name: Aarav Aashish Mody

Roll number: 22F3002269



IITM Online BS Degree Program,  
Indian Institute of Technology, Madras, Chennai  
Tamil Nadu, India, 600036

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## **Declaration Statement**

I am working on a Project titled “Improving Customer Acquisition at Gypsy Soul Holidays”. I extend my appreciation to **Gypsy Soul Holidays**, 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 analysed 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 fulfilment in the BS Degree Program offered by IIT Madras. The institution does not endorse any of the claims or comments.

Signature of Candidate:



Name: Aarav Mody

Date: 22/06/2024

## 1 Executive Summary and Title

The project focuses on a company called “Gypsy Soul Holidays” located at Kemps Corner, Mumbai. The business is B2C that deals directly with customers in the segment of travel. The images of the office is shown in Appendix A.

The major business issues that the organization is convincing potential clients of the company’s capabilities as it is a startup. This is also compounded by the difficulty in finding trained and experienced staff at a reasonable salary.

The issues will be addressed by analysing the data via to find strategic solutions. By using tools such as excel, Python and machine learning, they can identify potential customers and moreover improve our marketing strategies to showcase our strength as a startup. The company can then optimize their recruitment process by analysing the workforce data.

The expected outcome helps the organization improve customer acquisition to build a strong client base, streamline the hiring process and ultimately enhance efficiency.

## 2 Organization Background

The company that I am working with is Gypsy Soul Holidays; which is a travel organization focusing on premium, customised and tailormade holidays to destinations in India and around the world. The company was started in the month of July in 2018 by Ms. Ashmi Dharia.

They provide end to end travel solutions from visas, air tickets, hotels, Tours and transfers

The travel company manages its online presence through its website and its Instagram handle where interested customers can explore their services and have a direct communication with them.

Website: <https://gypsysoulholidays.com/>

Instagram handle: [https://www.instagram.com/gypsy\\_soul\\_holidays/](https://www.instagram.com/gypsy_soul_holidays/)

## 3 Problem Statement

The business owner faced major problems to persuade clients because of its newness in the market and difficulty in finding well trained staff for reasonable salaries.

- 3.1 **Difficulty in persuading clients:** As Gypsy Soul Holidays is a startup and fairly new in the market, it is difficult for the company to convince potential clients about its services.
- 3.2 **Challenges in hiring workforce:** The startup faces many challenges to hire experienced workforce at a competitive pricing resulting in higher workload on the owner.

## 4 Background of the Problem

### **Difficulty in persuading clients:**

Gypsy soul holidays being a startup faces a lot of difficulty in convincing its potential clients. This is majorly because of lack of brand reputation which makes it difficult for someone looking for a travel agent trust them. There is also a lot of competition in the market and competing with online travel platforms that dominate the market is not an easy task. These competitors often have extensive marketing budgets and a loyal customer base, making it difficult for Gypsy Soul Holidays to attract attention. Moreover, there are a lot of investment restrictions for ads as the travel company is a startup.

### **Challenges in hiring workforce:**

Gypsy Soul Holidays also faces substantial difficulties in hiring and retaining an experienced workforce at competitive salaries. There are various options in the market where skilled workers would want to work and hence working in a startup might be less appealing for them who may be looking for stable, high-paying jobs. The owner also finds it challenging to delegate work to its staff and this leads to an increase workload on her. Additionally, there is a constant pressure to maintain competitive pricing as there is a massive competition with online travel platforms and market giants.

## 5 Problem Solving Approach

To address the challenges faced by Gypsy Soul Holidays, a data-driven approach will be used for analysis. This approach includes:

### **Data Collection:**

- 1. Sales Data
- 2. Customer feedback data
- 3. Accounts Data

Information such as sales data, customer feedback and workforce data, etc are collected. This information is important since it helps us to understand the current market trends, customer preferences and operational limitations.

**Analysis tools:**

1. Microsoft Excel: It will be used majorly to analyse data. It helps to manage the data effectively as we can input, store and manipulate data easily. It also helps us to visualize the data by generating pivot tables, graphs and other charts which are useful for data analysis and summarization.
2. Python and Machine Learning: Python will be used and majorly libraries like Numpy, pandas, and matplotlib will be used which help in managing data and manipulating large datasets quite easily. Python can handle complex calculations and it will be useful to extract valuable data from the dataset.

**Customer Acquisition Strategies:**

1. Market Analysis: Use software like Python and Excel to carry out a comprehensive market analysis that will help in identifying potential segments of customers as well as their preferences.
2. Targeted Marketing: Design campaigns on the basis of machine learning algorithms using customer data which highlight unique selling points of Gypsy Soul Holidays.
3. Social Media Optimization: Such an optimization includes strategies meant for enhancing its online presence while focusing on building brand awareness and attracting possible customers through innovative and engaging contents like Instagram reels, posts and stories. The travel company can also collaborate with influencers on social media who may promote them for a minimal fee. This strategy can be very useful to gain followers and hence more clients.

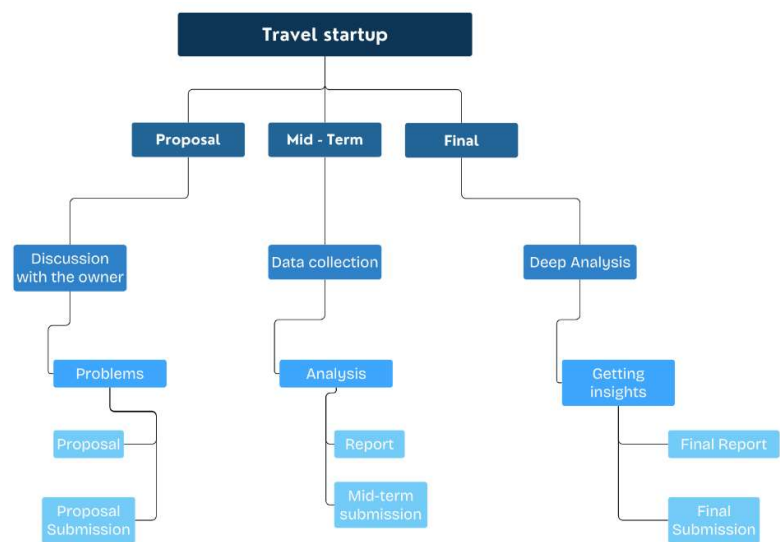
**Workforce Optimization:**

Recruitment Analysis: The most effective recruitment methods can be identified by examining workforce data. These might include determining how different platforms like LinkedIn and other hiring market places work well for the recruiters, and which methods are cost-effective.

Employee Retention Programs: Develop programs that enhance employee satisfaction and retention.

# 6 Expected Timeline

## 6.1 Work Breakdown Structure:



## 6.2 Gantt chart

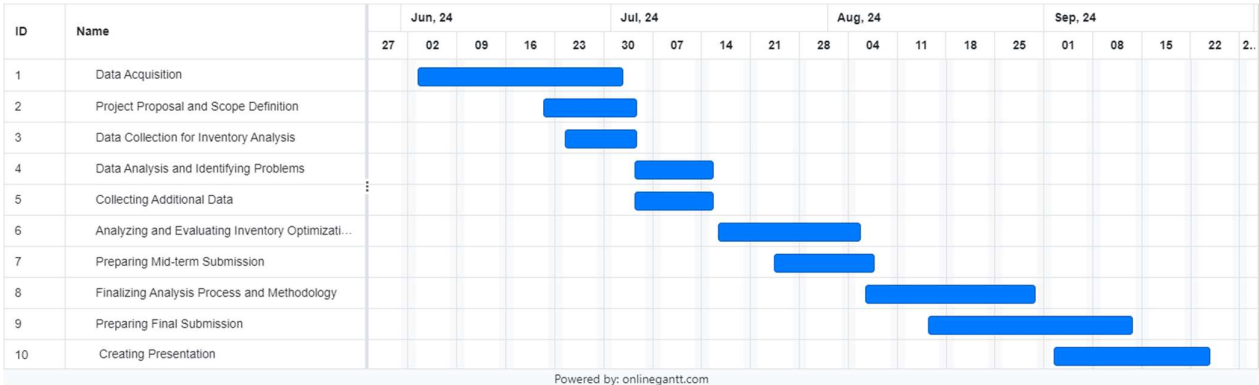


Figure 1 Expected timeline for completion of project.

# 7 Expected Outcome

Expected outcome for this project is to improve customer acquisition at Gypsy Soul Holidays and therefore build a strong client base. This will help increase the revenue of the travel company and hence improve profits. Using effective social media strategies will lead to large number of followers which will then enhance the company’s online presence. Moreover, optimizing the recruitment process will result in attracting skilled talent at an affordable salary.

Ultimately these strategies will provide a competitive edge to Gypsy Soul Holidays in the travel market and hence financial performance is expected to improve. This means there will be higher profits and significant cost saving. Finally, by addressing all the challenges, the travel company will be well-positioned to have success in the industry.

## APPENDIX A

