BUSINESS INTELLIGENCE AND BUSINESS ANALYSIS

PROJECT SPECIFICATION REPORT

X18203621 – ABDUL AZADH ABDUL SALEEM

Contents

Background of Organization

Cult.Fit was founded by Rishabh Telang in 2015, a professional basketball player and a fitness believer. Within a year, the company was acquired by a health care start-up Curefit founded by Mukesh Bansal and Ankit Nagori . Taking the inspiration from the strategies adopted by Starbucks in US, the company established its centres very close to each other in a specific region of Bengaluru. Slowly it started opening its branches across the city. Within few months, the company acquired other fitness firms like 'Tribe fitness club' and 'a 1000yoga' [1] and rebranding under Cult.fit.

Across all the centres, various slots have been provided. The slots scheduled post the office closing hours are the busiest for the obvious reasons. Sessions are conducted by handpicked trainers or ex-athletes with keep a ratio of maximum 15:1.
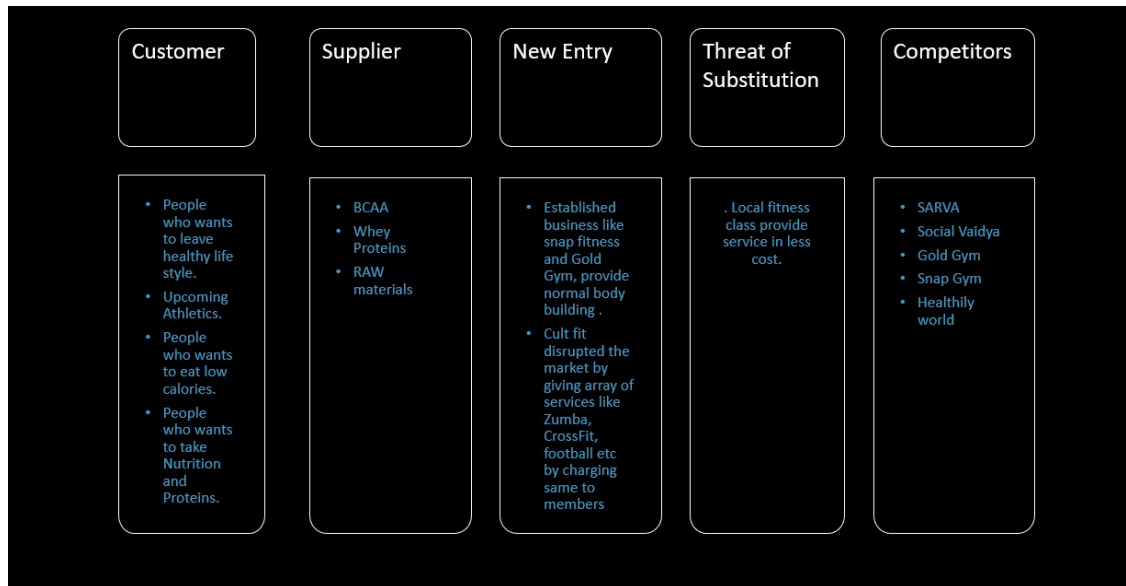
Cult.Fit brought a revolution in the Health and fitness Industry by making the sessions interesting and offers nutrition, consultancy as complete package. It offers digital experience of providing all its features through a mobile app. Since it is spread on multiple locations, it provides a flexibility to the customer to join any centre by registering on app, which creates a profile of the user and present them with different offerings of the company. One can see different time slot and different classes available and then one can book their preferable class on their own convenience. Unlike any other gyms, this institution has got no treadmills and no boring machineries.

For better understanding of the business Below is the business model canvas [2] for the cult.fit under which it operates.

Key Partners	Key Activities	Value Proposition	Customer Relationship	Customer Segmentation
Suppliers - Fitness Accessories, Supplements, Nutritious Food Products, Shakes, Toiletries Celebrity Campaigners (HRX and Prowl) Capital Investors Cleaning Company	App Management Fund Transfer Fitness Instructions and solutions Supplements **Key Resource** Trainers App Development and Maintenance Team Cloud Service	Innovative Fitness Product Variety of exercise routine like Zumba, Yoga, MMA, Boxing, Prowl, High intensity Training, Football Healthy Food Product like customized smoothies, pastries, juices	Get-Free Trials, Advertisement Campaign Keep- Variations in regime, Customer experience Grow- Referrals **Channels** Mobile Application Centers Website Social Media	Working Professionals, Athletes. Customer seeking nutritious and healthy Food Trainers who want to cater their client's quality training. Customer looking for supplements and fitness accessories.

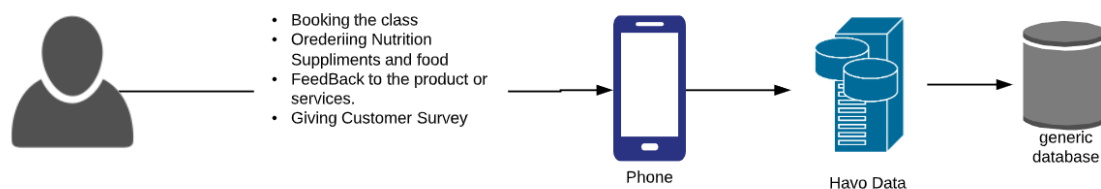| Cost Structure	Revenue Streams
Server Handling Cost Software Development and maintenance Facility Infrastructure	Member Subscription Merchandise Food

Marketplace in which company participate

'Sitting is the new smoking'. Most of the working population in India are having a desk job which involves either Zero or very minimal physical activity thus doing any physical activity is must for healthy lifestyle. The fitness market is overall saturated with various giants such as gold gym and snap fitness but the data which is used for analytics is only limited to the members data. Being an app driven business model, cult.fit approaches the marketplace which is explained in brief by the below porter's five forces [3]analysis.

Customer	Supplier	New Entry	Threat of Substitution	Competitors
• People who wants to leave healthy life style. • Upcoming Athletics. • People who wants to eat low calories. • People who wants to take Nutrition and Proteins.	• BCAA • Whey Proteins • RAW materials	• Established business like snap fitness and Gold Gym, provide normal body building . • Cult fit disrupted the market by giving array of services like Zumba, CrossFit, football etc by charging same to members	. Local fitness class provide service in less cost.	• SARVA • Social Vaidya • Gold Gym • Snap Gym • Healthily world

Scope of the Project

For this project we have considered four key aspects of our company i.e. Sales, Marketing, Customer Service, Inventory management. Other aspects like Human resource, Strategy, Accounting, Location, Start-up Capital has been kept out of scope of this project.

System Design

- Booking the class
- Oderering Nutrition Suppliments and food
- FeedBack to the product or services.
- Giving Customer Survey

Phone   Havo Data   generic database

As shown in the above figure, the current system design captures all the data point provided by the mobile app which is used by the customer to interact with the interface.

Data Capture points

Details of Various aspects of business are being captured through the app, such as: -

- Customer Details: - Details like customer Gender, Age, attendance details, customer needs are being captured to understand the segmentation of the customer base and use the same to frame future marketing and business strategies.
- Class Details: - Details about the type of the workout scheduled is shared over the app with an option to register for the same. It also shows the maximum capacity of the class along with the number of seats already filled.
- Employee Details: - Employee information such as attendance, Login Time is being captured through the web-based time tracking software. This ensures the prevention of Payroll error, improve employee satisfaction and increase productivity.
- Customer Feedback: - Information about surveys, likes and dislikes about the trainer, equipment's, services are captured to find out the problems related to gym and give personalized experience.
- Offered Product Details: - Details of the products that are being offered to the customers, are captured under this section. Details like Type of the products , their status , duration of the product, price per single unit is being captured .Once a customer picks a product, required details are pushed into the sales table to capture the transaction related data along with purchase date , and membership expiry date .
- Timeframe chosen: - Since the sales data is transactional in nature and can be used for future campaigns, we have tracked the data over a specific period. This Period ranges from last quarter of 2017(October-December) to 1st quarter of 2019(January to March).
- For inventory management, data has been captured for the last week i.e. 23Nov – 29 Nov 2019.
- For Customer service and Marketing, time frame of last one quarter has been chosen for our study.
- Data collection Method: - All the data are pushed via mobile app or web app into the primary database. Manual entry has been restricted to protect the integrity of the data.

Perquisite of Analytics

Data Modelling: Below are the details of the data modelling which was done to create dashboards for visualization.

Srl No	Columns	Raw data that was being captured	Converted to structured data for Power BI
1	Age	Age was being captured as a continuous number.	The same was divided into bins, so that every age category can be focused individually
2	Centre	Centre Address was being captured as locations	The same was divided into country, county and zip codes
3	Product type	transactional detail of all types of products were captured at once	Transactional details were divided into various tables as per the type of the product
4	Time slots	Class time was being referred earlier	The same was into slots for better analysis
5	Feedback	Feedback text were being captured	Feedback was divided into 'Positive' and 'Negative' to derive inferences.
6	Name	Customer's complete name was being captured	The same was divided into First and Last name, so that every column will have atomic values

Platform Requirements for Visualization

We have used Power BI for visualization which is compatible with existing

- Windows operating
- Database Engine
- Processor Type

Integration with Customers

Being a service-based industry, complete business must be customer centric the above figure shows all the aspects of Customer-Responsive Management which are being used by the company.

Database Design

Data being captured from various data points were in irregular form thus the below database design was implemented for the smooth data flow and creation of the dashboard.
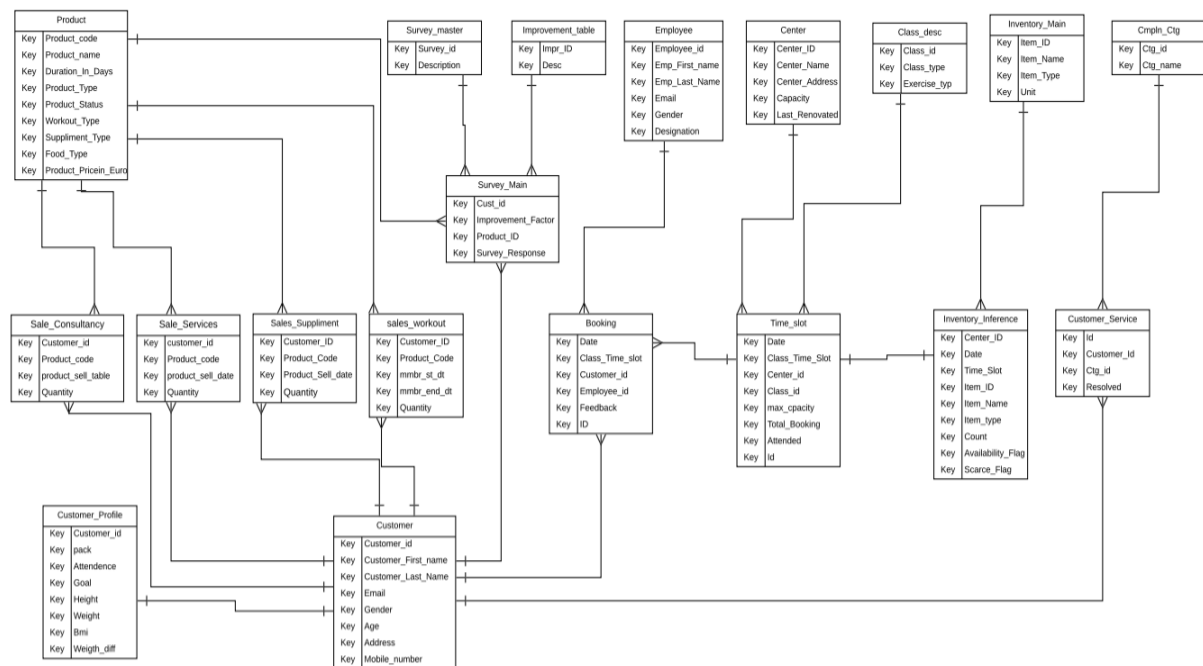
Data Dictionary

Above database design is explained by the below database dictionary where all the table columns and their type with the description is given.

dataDictionary.xlsx

Business Rule: -

Business rules helps in making the process flow smoother and helps in decision making in accordance with the decision making . This brings agility , efficiency and automation to the process .Based on project scope there are few business rules to be considered for the proposed solution

- Every timeslot has predefined class and each class have predefined maximum capacity.
- Soon to be expire membership will be highlighted in the system well before.
- If any trainer is continuously receiving low ratings, then it will be highlighted in the system and RCA (Root Cause Analysis) would be initiated for the same.
- Inventory items will be analysed weekly and desired action will be suggested.
- Defaulter for two consecutive month subscription will be cancelled and will be charged for renewing the membership .
- Subscription charge for workout products will vary for a new user and renewing an existing user . It also depends on the duration of the subscription taken .
- With the help of Visualization, the process flow can be created for smooth flow of Inventory item in different centre. User can see scarce and availability flags to plan weekly inventory.

Bibliography

[1] M. Thomas, "The Cult of India's Silicon Valley is unchaining techies from their desks," quartz, [Online]. Available: https://qz.com/india/1043219/cult-fit-inside-the-bengaluru-fitness-startup-that-just-signed-on-bollywoods-hrithik-roshan/.

[2] M. Marbaise, "The Business Model Canvas : Let Your Business Thrive with This Simple Model," eBook Business Collection (EBSCOhost), [Online]. Available: http://web.a.ebscohost.com/ehost/detail/detail?vid=3&sid=09e0de69-4164-41b8-8cf5-fd09458c8579%40sdc-v-sessmgr02&bdata=JnNpdGU9ZWhvc3QtbGl2ZQ%3d%3d#AN=1491733&db=e020mww.

[3] M. E. Dobbs, "Guidelines for applying Porter's five forces framework: a set of industry analysis templates," 2014. [Online]. Available: https://www.emerald.com/insight/content/doi/10.1108/CR-06-2013-0059/full/html.