

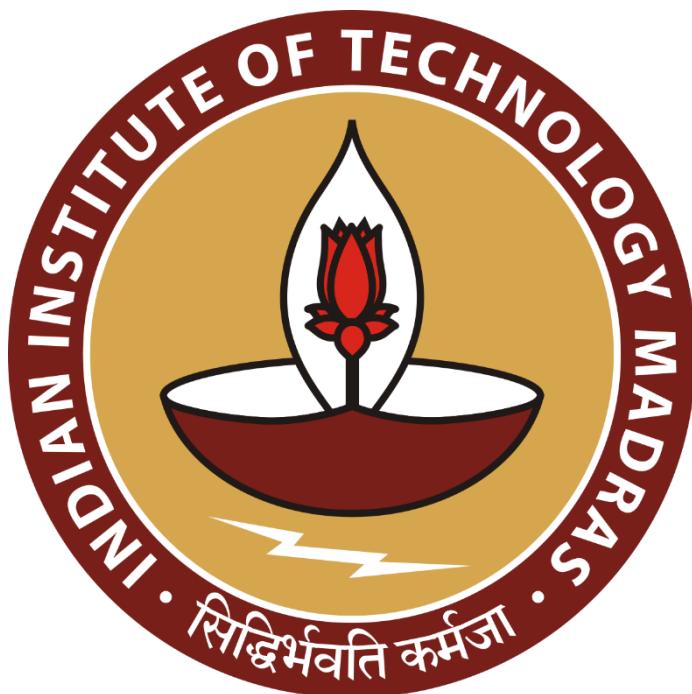
**Revitalizing Resilience:
A Strategic Analysis for a Customer-Centric Sales and Marketing
Enhancement Plan at PJ Computer**

A Final Report for the BDM capstone Project

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1 Executive Summary and Title :-

This report examines the contemporary challenges and operational realities confronted through a small cyber cafe shop , "PJ Computer," placed inside the rural place of Ramnagar I, Purba Medinipur, West Bengal. Through unique analysis, it provides insights into the cyber café shop's troubles and indicates practical, strategic solutions geared toward revitalizing its reputation and establishing a profitable route forward. The goal is to perceive effective measures which could assist restore the shop's picture and foster sustainable growth.

The shop changed into launched in 2020 by Pranabendu Jana after getting BCA degree from a well-regarded college within their district who invested a modest amount of capital. Eager to draw clients, he first of all presented multiple number of affordable services, which efficiently drew in a diffusion of customers.

PJ computer's undertaking is deeply rooted in information the complicated challenges confronted through students and people, consisting of career uncertainty, a loss of direction, and societal pressures which can once in a while steer them far from their genuine aspirations. In lots of rural regions, college students omit out on valuable authorities scholarships in reality because they lack access to important information. With a dedication to ultimate these gaps, PJ Computer is dedicated to supporting as many human beings as feasible discover and benefit from its offerings. over the years, PJ computer Cyber Cafe has installed itself as a treasured network aid, supplying crucial help to students, individuals, and residents. With a complete range of offerings, PJ Computer Cyber Cafe is a one-forestall destination committed to empowering and helping the local community.

Around two years after launching, he made the choice to increase the prices in their services. First of all, that he had built a small, devoted team to deliver the excellent viable carrier. however, after a few months, the owner started out experiencing financial losses and encountered various challenges. currently, the shop focuses exclusively on providing services, with scholarship and college programs being specially popular among clients. regrettably, a widespread and demanding decline in sales happened recently.

Also the cyber cafe enterprise has grown more and more competitive, with many establishments offering similar offerings. Except this competition, PJ Computer Cyber cafe faces additional demanding situations from individuals spreading negative perceptions about the business. These damaging influences have impacted the cafe's reputation, and, compounded by a restrained personnel, service first-class has once in a while fallen short of expectations.

And new clients frequently come looking for answers however have a tendency to depart without becoming ordinary buyers. As a result, the cafe's consumer base largely consists of returning, long-time clients. The cafe faces actual real world challenges along with restrained consumer attraction, competition from different groups, and folks who aim to influence evaluations approximately the cafe negatively. consequently, keeping a robust popularity as a trusted cyber cafe has ended up hard.

Despite those setbacks, the agency remains operational with limited assets, demonstrating resilience and resolution to keep serving its network.

When the sales data was first analyzed, it found out the pinnacle-promoting services, enabling the shop to awareness on and enhance those famous offerings. To boost income, targeted promotions and marketing efforts can attract new customers and inspire repeat visits. In conjunction with other particular techniques, ought to help set the shop aside from competition.

By adopting those revolutionary strategies, the cyber cafe can conquer current challenges and gain sustainable increase. This task proposal gives a comprehensive roadmap for achievement, emphasizing the importance of records-pushed selections and a client-centered technique within the PJ Computer .

2 Explanation of Analysis:-

The analysis process and methods that have been applied to the PJ Computer cyber cafe are outlined below

Data Collection:

The initial step was gathering all necessary data. The cyber cafe had maintained records in Excel file gathered in daily basis.

Data cleaning:

Once collected, the data required cleaning and preprocessing. In Excel, we identified and addressed any missing values, duplicates, and inconsistencies to ensure the dataset was accurate and reliable for analysis.

Descriptive Statistics:

Descriptive statistics play a crucial role in visualizing and understanding the characteristics of the data. These statistics provide key metrics such as mean, median, mode, and standard deviation, offering insights into the data's central tendencies and variability. Additionally, they help identify trends such as the best-selling services, overall sales performance, and patterns in customer behavior, which are essential for making informed business decisions.

Data Visualization:

To gain a comprehensive understanding of the data, it's essential to visualize it using various methods. This includes generating summary statistics, as well as creating bar charts, pie charts, and other visual representations to identify key trends and patterns over time. These visualizations help in recognizing important insights and facilitating better decision-making.

Sales Analysis:

This process involves analysing the sales performance of each service over a specified time period. It includes identifying the best-selling and least-selling items, as well as exploring any correlations or dependencies between different items. The insights gained from this analysis are then interpreted to form meaningful conclusions and actionable recommendations.

Customer Preferences:

Customer preferences and demands are analyzed through the sales data. This includes identifying popular services .

3 Results and Findings :-

After collecting data from December 1st, 2023, to March 26th, 2024, I conducted a thorough analysis focusing on total sales, sales volume, individual items, and their trends throughout this period. All analyses were supported by graphical methods, and the key findings are presented below:

▶ Analysis of Sales Quantity and Income:

To begin with, I created a bar chart illustrating the whole income of individual services and visualized it the usage of Excel. This chart depicts the overall income and selling quantity of services by PJ Computer cyber cafe throughout the months.

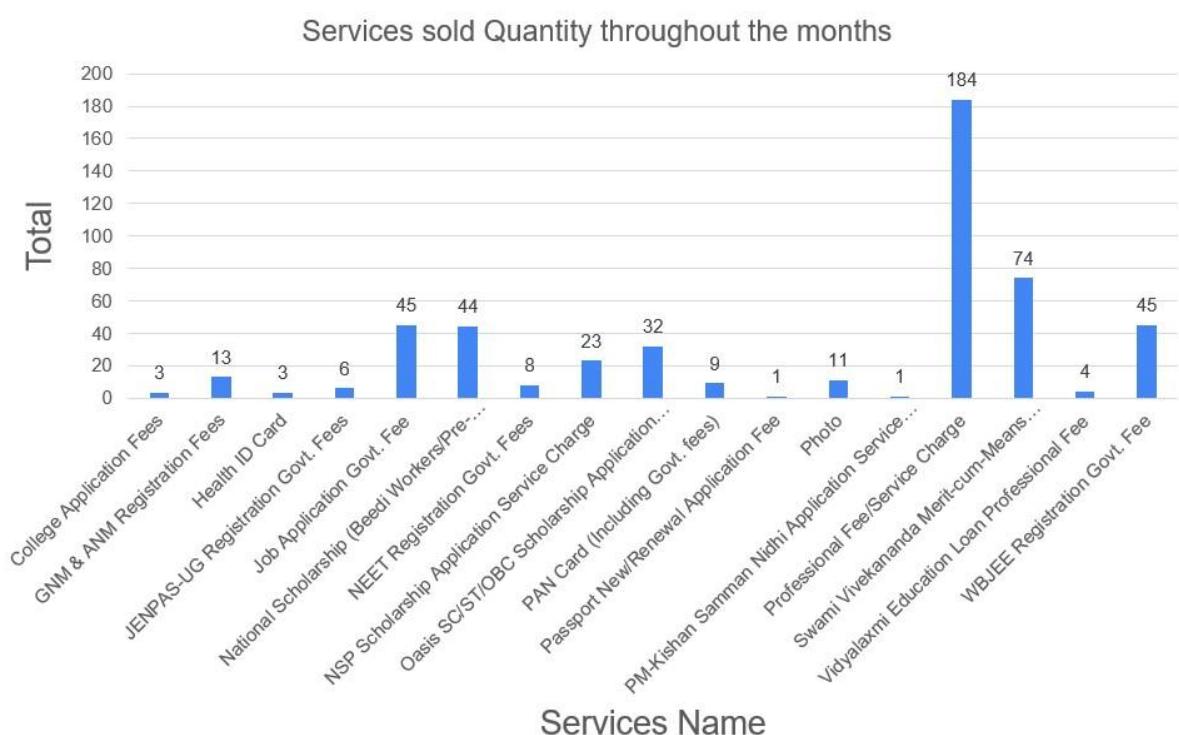


Fig 1: Services sold Quantity from collected sales data.

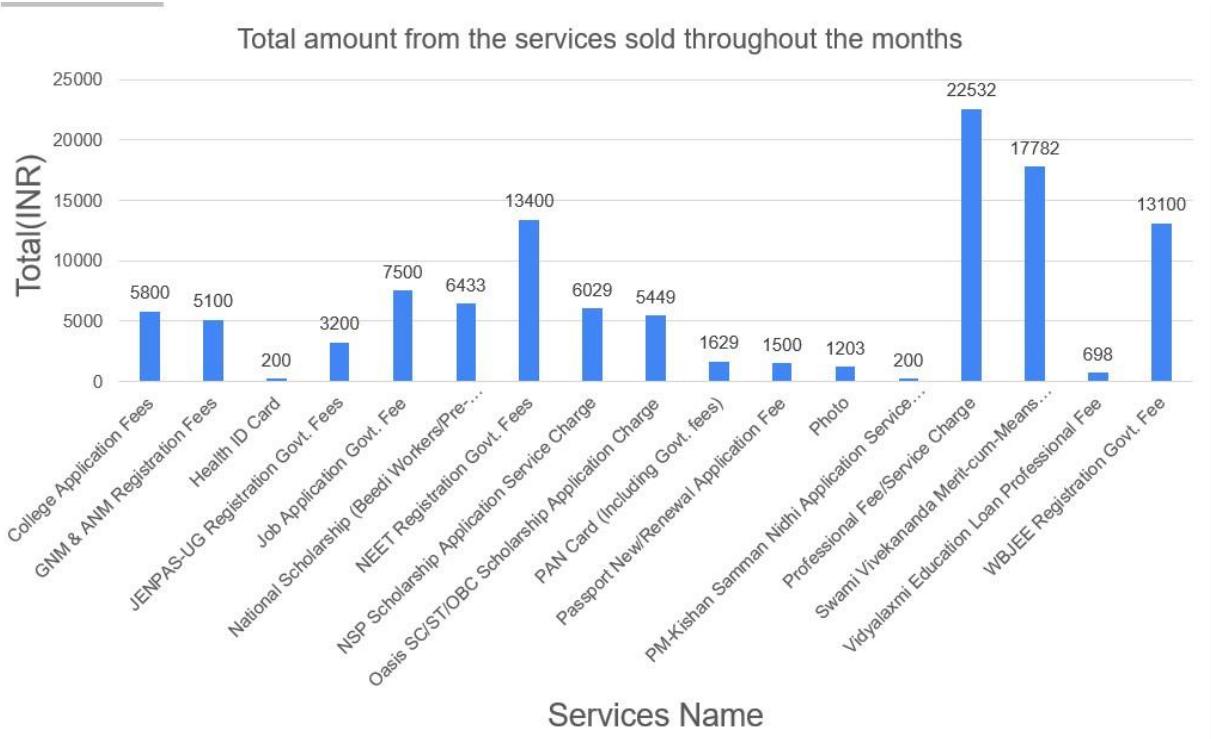


Fig 2: Total amount of selling services throughout the Months.

I have plotted (Fig 1 and Fig 2) the sale quantity for the services offered and the income from them by the sales data of four months by the PJ Computer cyber cafe.

I also counted in the sales data there are **85 days** shop was open. Here are some key findings from the plots.

- The most sold service was **Professional fee / service charge**. This is service comes with a group of services such as poster design, calendar design, in one word it is a designing service. It was sold **184 times** with daily **average 2**, which make income of 22532 rupees on average 265 rupees income daily.
- Services like Govt job application ,National scholarship application, Swami Vivekananda scholarship application, WBJEE application shows pretty good sales of total average 52 times in last 85 days with average income of 527 rupees daily.

- GNM & ANM, NSP scholarship, OASIS scholarship and photo have moderate sale of total average of 19 times in last 85 days with income of 209 rupees daily income.
- College application, Helth id card, JENPAS UG registration, NEET registration, PAN Crad, PMKISAN, Passport, Vidyalaxmi loan have very low sale wit all total 35 times in last 85 days but total income from it 26627 rupees .

Trends on Sales :

I have examined the trend of selling quantity of the services for last three months. The following figure (Fig 3) depicts the trends for different type of services.

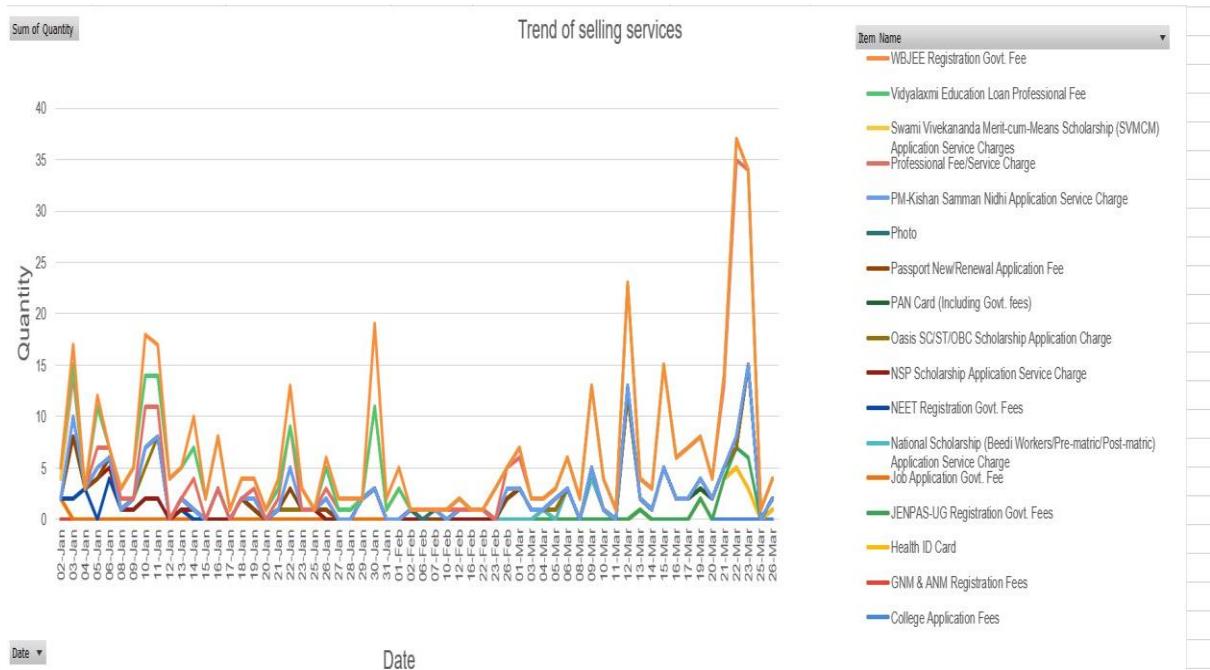


Fig 3: Trend of selling services for last three months.

- The trend of WBJEE Registration quite positive, although it was low in February . But it was increasing in March all tributed to last date for registering for WBJEE. It showing an increasing trend in last month.
- Swami Vivekananda scholarship services shows a decrease of sell in the January to February now showing an increasing trend.

- Professional service always showing a positive trend in January and March also showing an increasing trend.
- Photo , Oasis and National scholarship also showing good trend in sell in last few months also showing an increasing trend.
- JENPAS and GNM ANM services showing a significantly low trend than other services but it was increasing in end of March.
- College application service shows the lowest trend of selling. Also it was not increasing .
- PAN, NEET ,NSP scholarship services were decreasing from January .

Overall we can notice in the end of March services like WBJEE, Professional service ,Swami Vivekananda scholarship , Photo, National scholarship , Oasis, JENPAS , GNM & ANM , College application have a trend to increase.

► Last Month Trend :

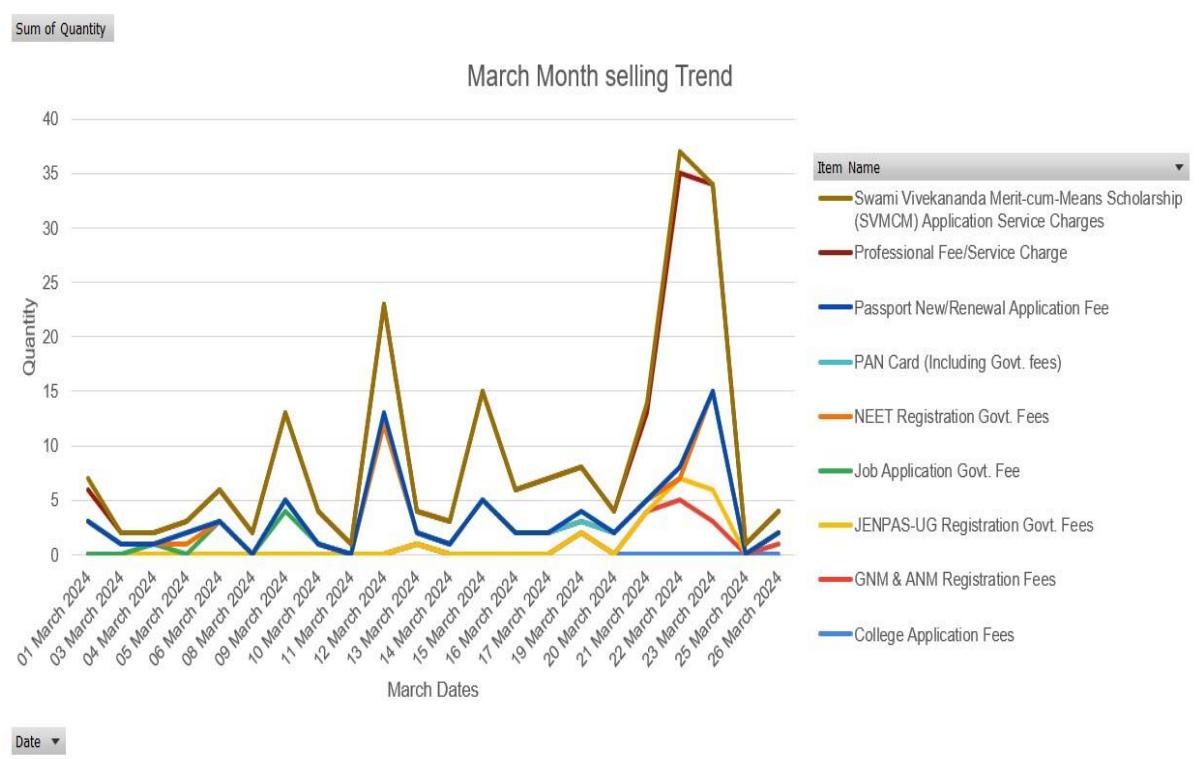


Fig 4: March selling trend of the services.

From the overall trend curve of selling services we can't clearly notice the everyday trend so I analyzing the last month data. The Fig 4 showing the trends of the services in the month of March.

- In march Swami Vivekananda scholarship shows multiple spike in sell which had a tend of increase in future.
- For Professional service the statement is same , it also shows some spike of increase in sell also tend to increase in future.
- Passport service shows a good tend of sell in all over the month with an increasing tend at last.
- NEET Registration service and PAN showing a moderate trend of sell with a trend of increased spike in last few days in march.
- JENPAS , GNM ANM show a low but increasing trend in march .
- Job application service shows an increasing trend at beginning of March but very low and decreased trend at the end of March.
- College application service does not showing any trend.

► Popular Services :

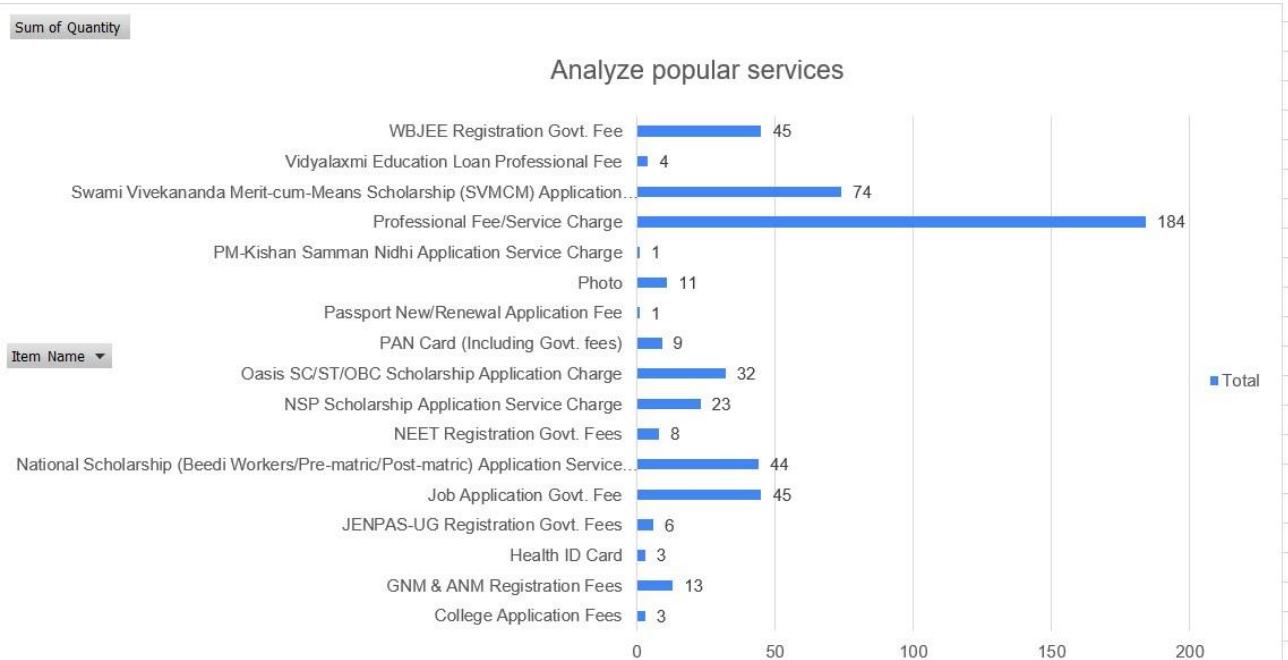


Fig 5 : Bar Chart of Selling all services.

Now I am analyzing for the popular services offered by the PJ Computer. The Fig 5 (Bar Chart of over all selling services) will help to find it.

- Professional service remain the most popular service with 184 times of sell in the past few months. It showing that it have a very good demand among the customers.
- Swami Vivekananda scholarship is the secound most popular service offered by the shop with 74 times of total sell.
- Services like WBJEE, Job application, National scholarship ,Oasis and NSP have pretty good number of sell.
- GNM & ANM , PAN , Photo have quite low number of sel.
- Vidyalaxmi education loan, college application ,NEET, Helth id card, JENPAS and other services show small impact on sell.

► Revenue Analysis:

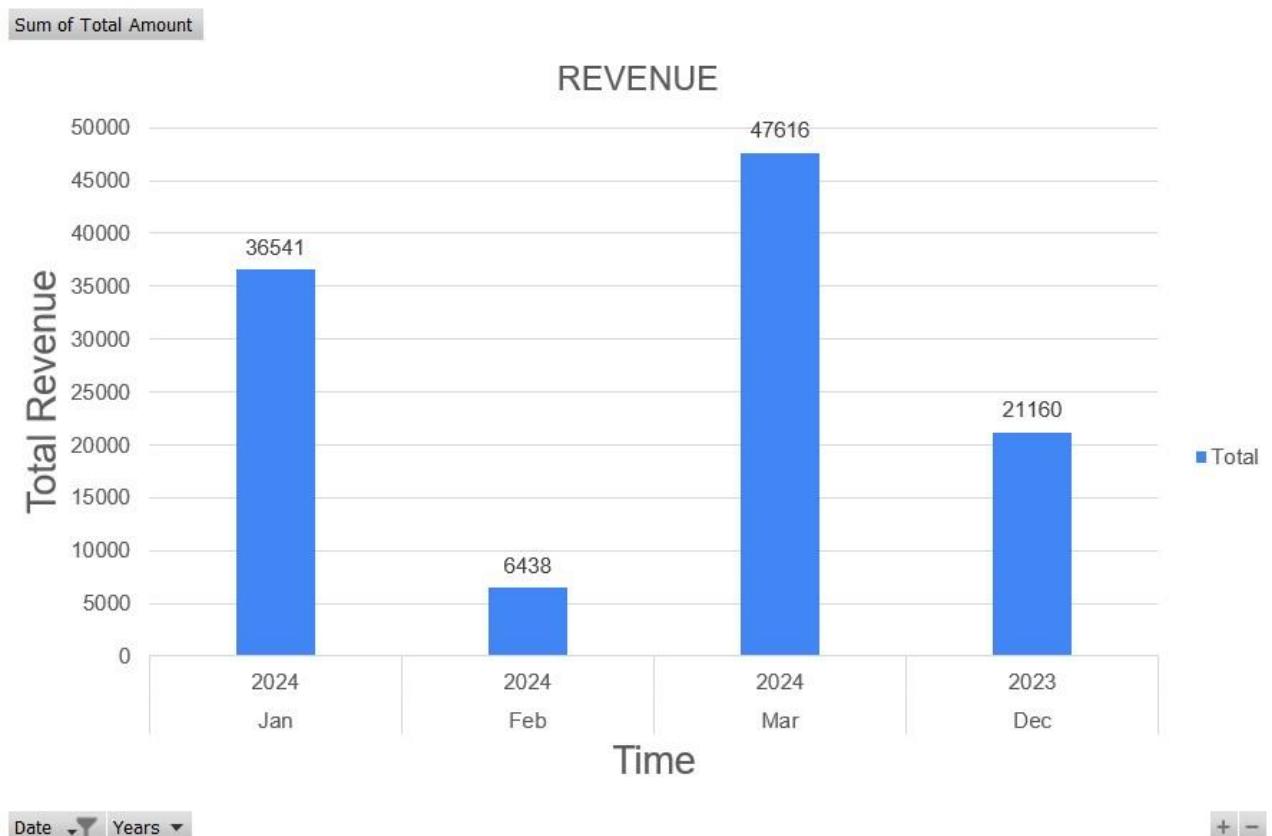


Fig 6: Revenue over all the three months.

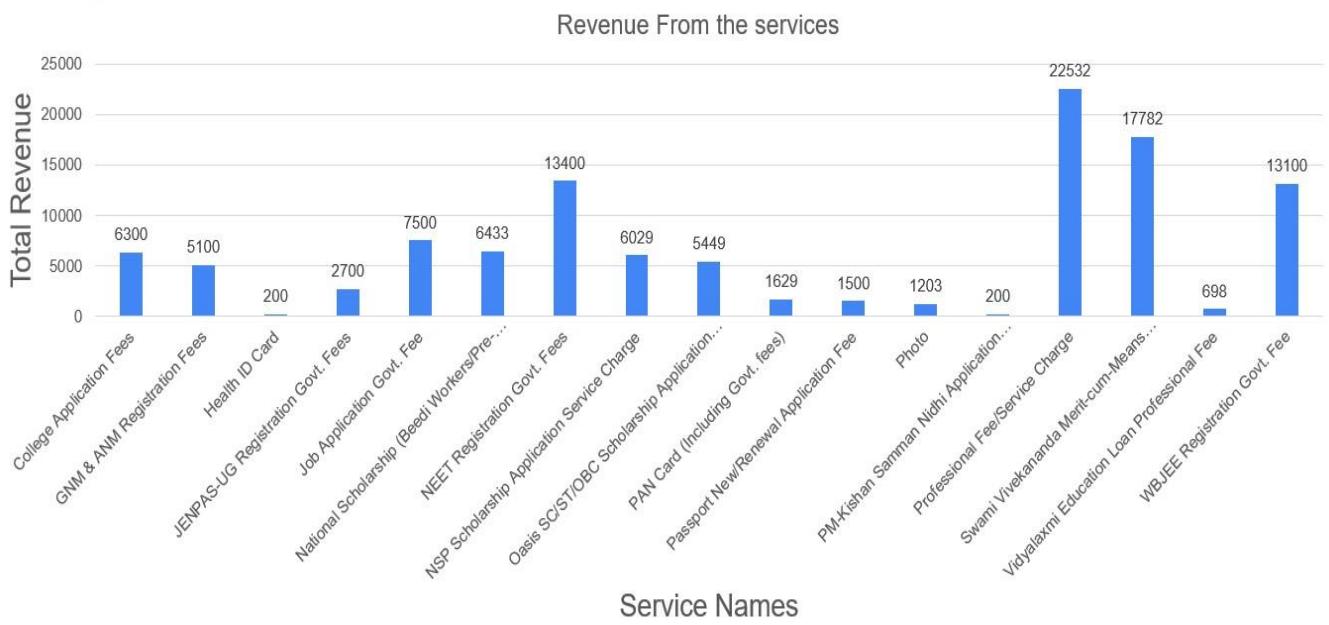


Fig 7: Revenue from different services throughout the months.

From the above figures (Fig 6 a& Fig 7) we have a clear idea about the revenue earned by the PJ Computer shop.

- The average revenue earned in a month is 27938 rupees.
- Daily average of 1314 rupees.
- In the month of march the owner earned 47616 rupees of revenue.
- From Fig 7 we can clearly say maximum revenue of total 22532 rupees, generated from Professional service .
- Swami Vivekananda scholarship, WBJEE and NEET services generated large amount of revenue of average 14760 rupees.
- Services like College application, GNM & ANM , Job application, National Scholarship, NSP scholarship ,Oasis have generated a good amount of revenue with average 6135 rupees.
- Other services like JENPAS , PAN , passport ,Photo generated quite small amount of revenue with average 3516 rupees.
- Helth id card, PMKISAN, Vidyalaxmi loan generated verry small amount of revenue of average 366 rupees.

4. Interpretation of Results:

Based on the analysis of collected sales data, collected from 1st December 2023 to 26th March 2024 the following results can be concluded.

The analysis of the acquired data provides valuable insights into service wise sales patterns and performance variations, highlighting essential aspects of the company's operations.

Among the services **Professional services** stands out as the top-selling service , depicting its position as the most popular choice for customers.

The trend for **Professional service** sales reveals a steady upward trajectory, with increasing popularity day by day, except for **WBJEE** which appear to have a stable sales trend but it can't be sold throughout whole year.

Sales for **Swami Vivekananda scholarship** , **WBJEE** also show strong performance, making them close contenders. Collectively, these services account for a significant percentage of total sales and contribute substantially to overall profitability.

Services like **Job application**, **National scholarship**, **Oasis** , **NSP scholarship** make up around 28% of their respective total sales. However, a trend analysis of these items shows fluctuations, with sales experiencing notable highs and lows at different times, suggesting variable demand patterns.

The revenue analysis uncovers that services like **College application** and **GNM ANM** play a crucial role in driving revenue. These services perform exceptionally well on specific times.

Additionally **JENPAS** and **PAN** service shows a positive trend in March which can make a good amount of revenue in future.

Photo service shows a moderate revenue in overall can be a good growing service in future .

In summary, these insights provide a clear view of customer preferences, sales trends, and revenue drivers, offering guidance on planning, promotional focus areas, and service enhancements to further align with customer expectations and maximize profitability.

5. Recommendation for owner :

A thorough analysis of the shop's performance and financial data has led to several essential recommendations for the business owner. These suggestions focus on optimizing operations, boosting profitability, and reducing risks.

Additionally, some recommendations were developed intuitively, primarily through discussions with the owner.

► Enhance provided Services :

- Since Professional service and Swami Vivekananda scholarship are the company's most popular services also generate highest revenue, promoting them as signature services and ensuring they are always accessible could enhance their appeal.
- Currently, the Professional Service category only offers design-related work , it is a good revenue generating and a very popular services offered . Being familiar with the local market, I observed that other shops in the area provide services such as video editing, photography, and videography for events like weddings. Additionally, the business owner mentioned that some customers have inquired about these services but were unable to fulfill their requests due to a lack of staff. Therefore, I recommend expanding the Professional Service category to include video editing, photography, and videography services to better meet customer demands and enhance the business's offerings.
- It is evident that services like scholarships, college applications, NEET applications, and WBJEE registrations are primarily utilized

by students. Recognizing this, it is clear that students often require additional services such as photocopying, document printing, and book printing to meet their academic needs. The business owner has also observed this demand.

► Enhance Staff Consistency and Performance :

- The shop currently employs only one staff member, which is insufficient to manage its growing range of services.
- According to the owner, the shop previously had two staff members, but one left during the pandemic due to low income and a decline in reputation.
- Based on the financial data, the shop earns an average monthly revenue of ₹27,938, while the salary for a full-time staff member is ₹15,000 per month. This indicates that current revenue can only support one full-time employee comfortably, leaving little room for additional hiring.
- Analysis of staffing costs and revenue suggests that hiring a full-time staff member may not be financially feasible at this stage. Instead, hiring an intern or a beginner at a lower salary range (e.g., ₹5,000–₹8,000 per month) could fill the immediate staffing gap.

► Discount Offers In Services :

From overall sales analysis we can find some offers which will profitable and logical.

- WBJEE Registration (₹13,100, 45 transactions), NEET Registration (₹13,400, 8 transactions), JENPAS-UG Registration (₹3,200, 6 transactions). So if we offer "*Register for 2 or more exams (e.g., WBJEE, NEET, or JENPAS-UG) and get ₹200 off on each additional registration.*" Students applying for one exam are likely to apply for others. This promotes bundling, increasing the number of services per customer.

If 10 customers bundle two services, revenue increases by ₹6,500, with only ₹2,000 in discounts.

- Swami Vivekananda Scholarship (SVMCM) (₹17,782, 74 transactions), National Scholarship (₹6,433, 44 transactions), Oasis Scholarship (₹5,449, 32 transactions). So offer is "*Apply for 3 scholarships and get ₹50 off on each.*"

Students applying for one scholarship are likely to apply for others. This increases service uptake while keeping discounts manageable.

If 20 customers use this offer, it adds ~₹10,000 in revenue, with ₹3,000 in discounts.

Adding More Services:

The owner has introduced several new services to attract more customers and generate additional revenue, recognizing that these services are already being offered by other stores in the market.

- As per revenue analysis **Professional services** is a good revenue generating service so in addition to document printing, adding services like professional binding, custom printing, and document notarization could attract more customers for academic and business needs.
- As per revenue analysis **Swami Vivekananda scholarship** is a good revenue generating assert introducing non-governmental scholarship services could be a great addition to help students. The owner could partner with private organizations, foundations, or educational institutions to offer information and application assistance for various scholarships, both merit-based and need-based.
- Offering scholarship application services for students below class 8 would be a proactive step in supporting early education. By providing access to scholarships for academic excellence, extracurricular achievements, or financial need, the owner can help families secure funding from an early stage. This approach

- could also build a loyal customer base as students and parents return for future services.
- As other stores in market providing photo restoration and editing services. Adding these services could cater to customers who want to preserve old memories and improve photo quality.

The key is that the services currently offered by the owner may eventually be replicated by competitors of PJ Computer. However, by continuously introducing new services, PJ Computer can stay one step ahead, revitalizing its resilience and helping to remove any negative image in the market. This proactive approach ensures the business remains competitive and dynamic.

► Introducing Online Services:

Since other stores are offering online services, introducing online services would enable customers to access and receive services remotely, enhancing convenience and accessibility. This strategy can help attract a broader customer base by offering services such as online application submissions, consultations, and document processing. It would ensure the business remains competitive in the digital age.

► Digital Presence:

As I belong to the locality, I have noticed that other shops are advertising their services on Facebook. I recommend improving online visibility by developing a website and establishing a strong social media presence. The website could showcase services, customer testimonials, pricing, and include an option for online booking or inquiries for digital services. Active engagement on social media platforms would help promote new offerings and attract a larger customer base.

At one word my recommendations for PJ Computer owner provided aim to enhance the overall performance of the business by focusing on expanding services, improving customer engagement, and boosting revenue. By promoting signature services like Professional Service and Swami Vivekananda scholarship, introducing new offerings such as document printing and scholarship services, and implementing discount packages, the business can attract a wider customer base. Additionally, leveraging online services and

improving staff consistency will enhance customer convenience and operational efficiency. The proposed customer feedback survey and digital presence will help strengthen the business's connection with its customers and improve service offerings. Through continuous innovation and customer-focused strategies, the business can stay competitive, improve profitability, and ultimately build a loyal customer base.

Link to the dataset :

https://docs.google.com/spreadsheets/d/1_SOiKqDBYu6GxQ0PQIQpDHq-cBuTJR5n/edit?usp=sharing&ouid=103014232847875562289&rtpof=true&sd=true