

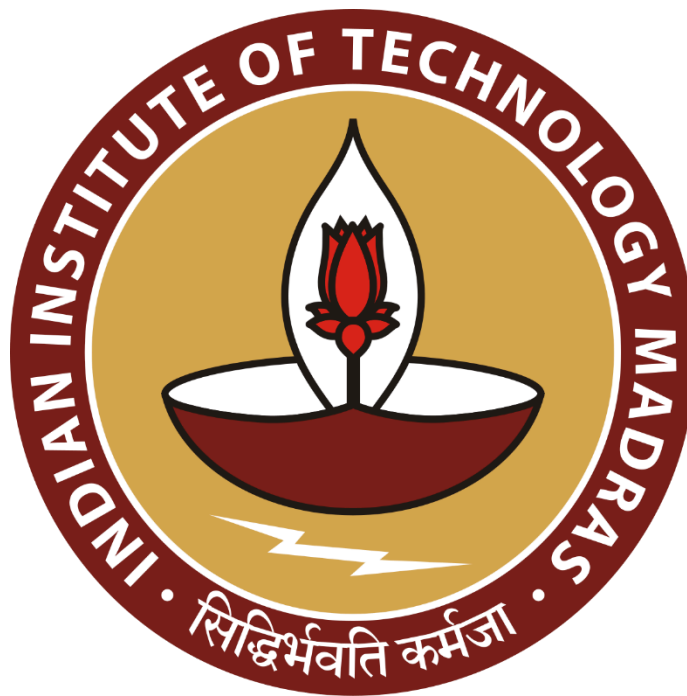
Case Study of Just Polaroids

A Final report for the BDM Capstone Project

Submitted by

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1. Executive Summary

Just Polaroids, a small-scale instant photography business founded by Aswanth, an entrepreneurial engineering student, captures the essence of today's Polaroid trend. Established in 2023, the business operates from Aswanth's home, offering personalized Polaroid prints that prioritize customer satisfaction. Despite its promising start, Just Polaroids faces challenges concerning inventory control and profit margins, limiting its growth potential. These challenges underscore the need for a comprehensive problem-solving approach to optimize business operations and enhance profitability.

The primary business problem revolves around constraints in inventory management and profit margins, restricting Just Polaroids' scalability. Despite its popularity, the business struggles with maintaining adequate inventory levels and optimizing cost-effectiveness, impacting its overall financial performance. The limitations in product range and online marketing tactics also limit the business's potential for expansion. Addressing these challenges is critical to unlocking Just Polaroids' full potential and sustaining its competitive edge in the Polaroid photography market.

We will use a data-driven approach that includes thorough analysis and strategic planning to address these issues. By examining historical sales data, identifying market trends, and implementing targeted marketing strategies, Just Polaroids aims to optimize inventory management, improve profit margins, and expand its product range. The expected outcome is to achieve greater operational efficiency, enhanced profitability, and sustained growth, positioning Just Polaroids as a leading player in the instant photography industry.

2. Detailed Explanation of Analysis Process/Method

Google Sheets is the primary tool used in the analysis process. Initially, raw data, encompassing customer order details including prices and dates, is gathered from the owner over a span of 10 months. This unstructured data is then imported into Sheets for further analysis (refer to Sheet 1 of the Google Sheets link provided).

Within Sheets, essential data pre-processing tasks are performed. This includes handling missing values, fixing typos, and creating unique IDs for each customer and order. Once these tasks are accomplished, the cleaned and processed data is systematically organized. This refined dataset is accessible on Sheet 2 of the document which includes 14 columns and each row containing comprehensive information about both order and customer details.

Overall, this process results in a year's worth of customer data for the company, which serves as the foundation for subsequent analysis and insights generation.

Here is a glimpse of the cleaned data.

Order_id	Cust_id	Name	Phone No	Order Channel	Quantity	Paid	Cost Incurred	Profit/Loss	Order placed	Order delivered	Order description	Ratings	Work efficiency
JP20FB10208	CUSJR76C	Jawahar	7904196076	Classmate	1	0	30	-30	20-Feb-2023	21-Feb-2023	Polaroid	5	1
JP21FB10300	CUSRN91C	Razeen	9486007201	Classmate	1	0	30	-30	21-Feb-2023	22-Feb-2023	Polaroid	5	1
JP22FB13006	CUSRH84C	Rahul Sabarish	8870247434	Classmate	1	40	30	10	22-Feb-2023	24-Feb-2023	Polaroid	4	2
JP25FB17050	CUSDU97C	Deenu	9443131367	Classmate	1	0	20	-20	25-Feb-2023	27-Feb-2023	Polaroid	5	2
JP09MR11430	CUSRH87W	Ravesh	8438847417	WhatsApp	1	40	10	30	9-Mar-2023	11-Mar-2023	Polaroid	4	2
JP15MR12006	CUSRH87W	Ravesh	8438847417	WhatsApp	1	240	185	55	15-Mar-2023	20-Mar-2023	Polaroid + Frame	4	5
JP20MR19589	CUSPN94W	Pravin	9677250524	WhatsApp	2	80	40	40	20-Mar-2023	20-Mar-2023	Polaroid	4	0
JP29MR14049	CUSNN73F	Naveen	7448328253	Friend	3	0	30	-30	29-Mar-2023	30-Mar-2023	Polaroid	5	1
JP01AR18307	CUSPN94I	Pravin	9677250524	Instagram	3	100	60	40	1-Apr-2023	4-Apr-2023	Polaroid	4	3
JP09AR22292	CUSLI83F	Logi	8056259253	Friend	1	0	10	-10	9-Apr-2023	12-Apr-2023	Polaroid	5	3
JP10AR20490	CUSPI90C	Pavi	9952273570	Classmate	1	40	10	30	10-Apr-2023	12-Apr-2023	Polaroid	4	2
JP02MY19398	CUSTM96W	Tom	9994992156	WhatsApp	2	80	30	50	2-May-2023	5-May-2023	Polaroid	5	3
JP07MY11319	CUSNH70C	Nitheesh	7358659020	Classmate	3	100	50	50	7-May-2023	10-May-2023	Polaroid	5	3
JP07MY15415	CUSSM96C	Sriram	9361097616	Classmate	1	39	15	24	7-May-2023	8-May-2023	Polaroid	5	1
JP26MY18224	CUSSN90W	Salman	9952234570	WhatsApp	1	39	15	24	26-May-2023	26-May-2023	Polaroid	4	0
JP18JN14000	CUSKA88I	Kaviya	8825943878	Instagram	2	80	20	60	18-Jun-2023	21-Jun-2023	Polaroid	4	3
JP24JN15302	CUSSA94I	Sushma	9866141434	Instagram	2	80	20	60	24-Jun-2023	25-Jun-2023	Polaroid	5	1
JP24JN19390	CUSDU97C	Deenu	9443131367	Classmate	1	39	15	24	24-Jun-2023	27-Jun-2023	Polaroid	5	3
JP24JN21291	CUSAI92W	Ali	9150339022	WhatsApp	1	39	15	24	24-Jun-2023	27-Jun-2023	Polaroid	4	3
JP30JN08024	CUSGM73W	Gowtham	770899823	WhatsApp	1	39	15	24	30-Jun-2023	30-Jun-2023	Polaroid	4	0

Additionally, the Google Sheets link containing the organized dataset is provided for reference.
<https://docs.google.com/spreadsheets/d/1pVGcYdCT8fNvWn4IkYZsmZK-p0ZMmquO/edit#gid=1954337736>

Various analysis techniques were adopted for this project, including:

- *Descriptive Analysis:* Focuses on summarizing key aspects of the business's performance, such as orders, sales, and revenue growth, and identifies patterns using visual aids like Pareto charts.
- *Time Series Analysis:* Examines revenue trends over time, using line charts to highlight periods of growth and decline, providing insights into the business's financial trajectory.
- *Work Efficiency Analysis:* Evaluates the efficiency of order processing and delivery systems, identifying opportunities to streamline operations and improve customer service.
- *Order Channel Analysis:* Analyzes the various channels through which customers place orders, identifies top-performing channels, and recommends strategies to enhance promotion and sales through these channels.
- *Customer Satisfaction Analysis:* Determines the level of satisfaction among customers, allowing the business to improve its offerings, services, and overall customer experience, thereby fostering loyalty and retention.

- *SWOT Analysis:* Conducted a comprehensive SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis to assess the business's internal strengths and weaknesses, as well as external opportunities and threats.
 - *Strengths:* Just Polaroids has a strong customer base, exhibits steady growth, and excels in both operational efficiency and customer satisfaction.
 - *Weaknesses:* The company faces challenges with its limited product range, inventory management, and potentially inadequate marketing strategies.
 - *Opportunities:* Just Polaroids can explore opportunities for market expansion, product diversification, and strategic engagement with new customer segments.
 - *Threats:* Potential threats include intense market competition, economic instability, supply chain disruptions, and shifting consumer preferences, requiring proactive risk management measures.

3. Results and Findings

3.1 Descriptive Analysis

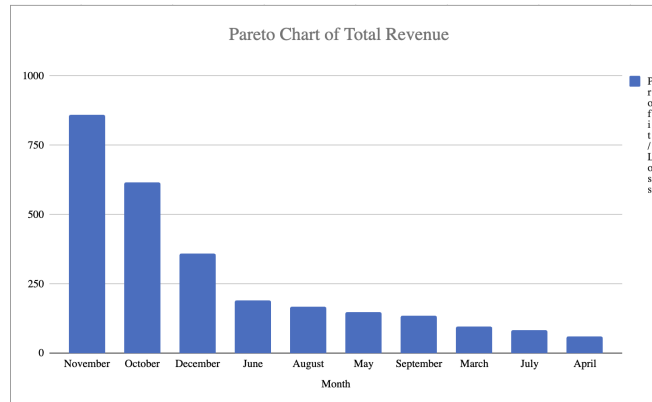
A basic descriptive analysis was conducted on the provided data in Google Sheets, revealing a total of 82 orders placed in the year 2023. Initially, the business faced some hurdles, but as it gained popularity, particularly through social media promotions and word-of-mouth referrals, there was a notable uptick in sales. This upward trajectory in sales underscores the effectiveness of these promotional efforts in expanding the business's reach and attracting customers.

A notable aspect of the business model is its reliance on customer-provided photos for printing Polaroids. As the owner doesn't possess a personal printer, extensive research was conducted to identify suitable print shops. The choice of print shop influences both the quality and cost of the prints, directly impacting profitability. Consequently, there is price variation across orders, reflecting the varying costs incurred based on the selected print shop.

This aspect of the business, operating under sole proprietorship, provides the owner with flexibility in adjusting prices. It also presents opportunities for the owner to explore different print shops, gaining valuable insights into print quality and cost dynamics.

This hands-on approach not only ensures operational efficiency but also contributes to the owner's expertise and knowledge in the field of instant photography. By actively engaging with different print shops and assessing their performance, the owner acquires invaluable insights that can inform future business decisions and strategies. Ultimately, this approach enhances the overall resilience and competitiveness of "Just Polaroids", positioning it for sustained growth and success in the dynamic market landscape.

Month	Profit/Loss	Cumulative %
November	860	31.7
October	616	54.4
December	360	67.6
June	192	74.7
August	168	80.9
May	148	86.3
September	134	91.2
March	95	94.7
July	84	97.8
April	60	100



The Pareto chart complements these analyses by providing a visual representation of the ordered frequency of profit/loss for different months, serving as a key factor in identifying significant contributors to overall performance. This graphical tool is instrumental in directing focused attention toward areas with the most substantial impact on business outcomes. By leveraging Pareto analysis to prioritize efforts, businesses can optimize resource allocation and decision-making, leading to enhanced performance and improved outcomes.

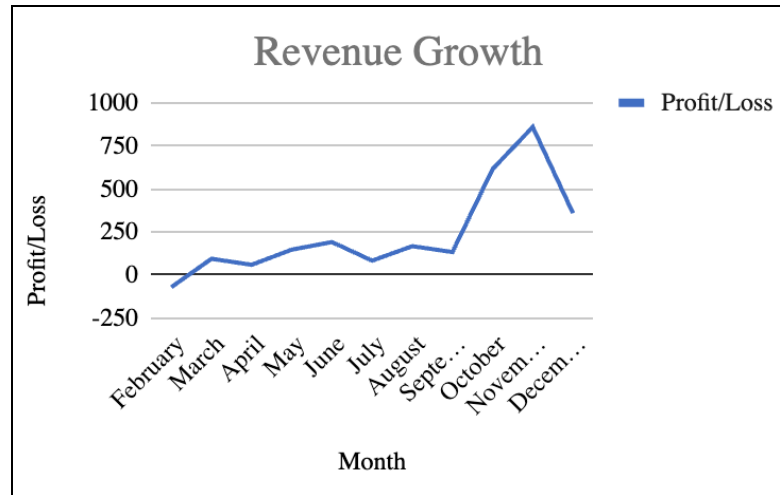
Descriptive analysis offers preliminary insights into the data, highlighting some discernible patterns. However, time series analysis serves to elucidate these patterns more explicitly by examining trends and fluctuations over time. Through various analyses, such as time series analysis, order channel analysis and work efficiency analysis, we can gain a deeper understanding of the underlying dynamics driving the business's performance.

3.2 Time series Analysis

Time series analysis delves into the revenue trends over the months, focusing on month-wise revenues as a key factor. The company faced difficulties at first, but as it gained popularity, there was a noticeable surge in sales.

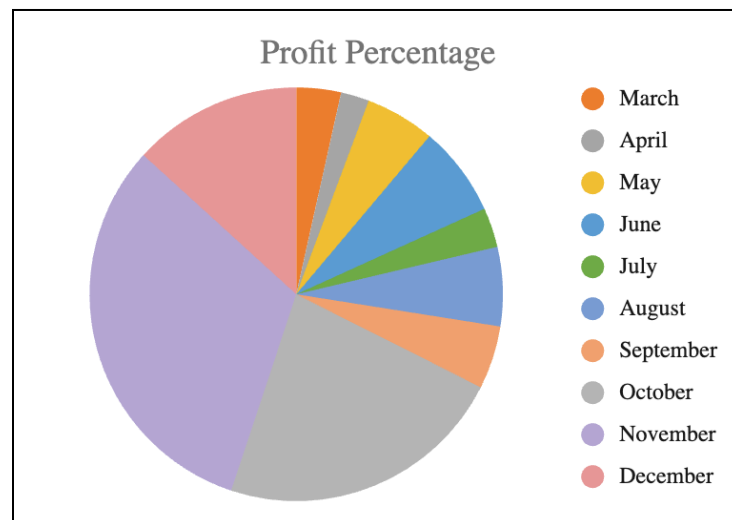
This trend was particularly pronounced in the later months of the year. Notably, there was a substantial spike in revenue growth during November, indicating a period of significant success for the business. This insight was further corroborated by examining the month-wise profit/loss data, which highlighted the substantial profitability achieved during this period.

Month	Profit/Loss
February	-70
March	95
April	60
May	148
June	192
July	84
August	168
September	134
October	616
November	860
December	360



Indeed, the revenue growth chart and profit percentage chart calculated over the months serve as tangible evidence of the insights gained from the time series analysis. These charts visually depict the trajectory of the business's performance over time, offering valuable insights into its growth patterns and financial health.

The revenue growth chart showcases the fluctuations in revenue over the months, highlighting periods of both growth and decline. By observing trends in revenue growth, decision-makers can gain a deeper understanding of the factors driving the business's financial performance and make informed strategic decisions accordingly.

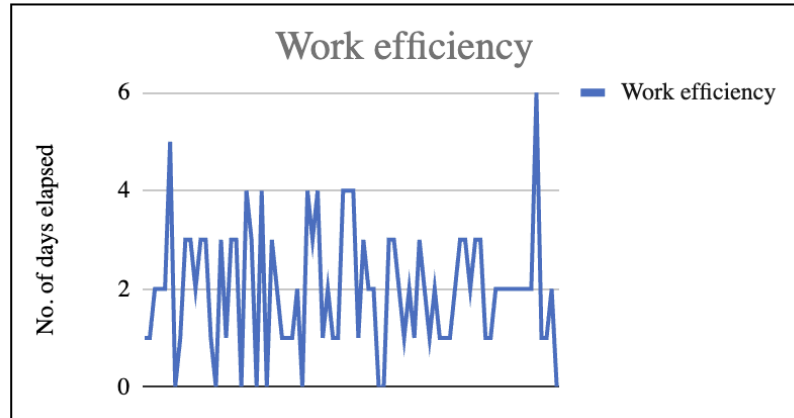


Similarly, the profit percentage chart provides insights into the profitability of the business over time. By analyzing changes in profit margins month by month, the effectiveness of their business strategies and operational efficiencies is analyzed. This information is essential for identifying areas of improvement and optimizing profitability in the long run.

3.3 Work Efficiency Analysis

Work efficiency analysis in this context involves evaluating the time taken to fulfill customer orders, measured by the difference between the order placement and delivery dates for each order. The provided data for the year 2023 offers valuable insights into the distribution of work efficiency across various orders.

Work efficiency	Count
0	9
1	22
2	24
3	18
4	7
5	1
6	1



- *Distribution Overview:* The analysis reveals that the majority of orders exhibit a work efficiency of 1 or 2 days, with 22 orders falling into the former category and 24 into the latter. This suggests that a significant portion of orders are processed and delivered to customers within a relatively short time frame.
- *Efficiency Disparities:* However, there is notable variability in work efficiency across orders, with some experiencing delays of up to 6 days between placement and delivery. This variance underscores potential inefficiencies or challenges within the order fulfillment process that may warrant further investigation and optimization.
- *Impact on Customer Experience:* Orders with higher work efficiency are likely to result in greater customer satisfaction, as prompt delivery enhances the overall purchasing experience. Conversely, delays in order fulfillment may lead to dissatisfaction and negatively impact customer retention and loyalty.
- *Operational Implications:* From an operational standpoint, analyzing work efficiency provides valuable insights into the effectiveness of order processing and delivery systems. Identifying trends and patterns in work efficiency can inform strategic decisions aimed at streamlining operations, reducing processing times, and improving overall efficiency.

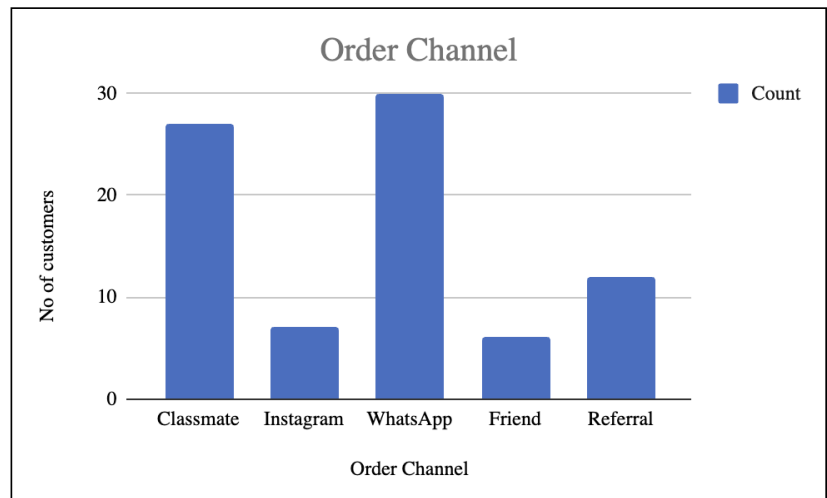
- *Continuous Improvement:* By regularly monitoring and analyzing work efficiency metrics, businesses can identify areas for improvement and implement targeted interventions to enhance operational performance. This iterative process of continuous improvement is essential for maintaining competitiveness and meeting evolving customer expectations.

Overall, the analysis of work efficiency offers valuable insights into the operational performance of the business, highlighting areas of strength and opportunities for optimization. By leveraging these insights, businesses can enhance efficiency, improve customer satisfaction, and drive sustainable growth in the long term.

3.4 Order Channel Analysis

Order channel analysis provides valuable insights into the various channels through which customers place orders for Just Polaroids. Here's an elaboration on this analysis:

Order Channel	Count
Classmate	27
Instagram	7
WhatsApp	30
Friend	6
Referral	12



- *Order Channel Overview:* The data reveals multiple channels through which orders are received, including Classmate, Instagram, WhatsApp, Friends, and Referrals. Each channel represents a distinct avenue through which customers engage with the business to place orders.
- *Channel Distribution:* The analysis shows that WhatsApp is the most popular order channel, with 30 orders recorded through this platform. This suggests that WhatsApp serves as a primary communication channel for customers to interact with the business and place orders conveniently.

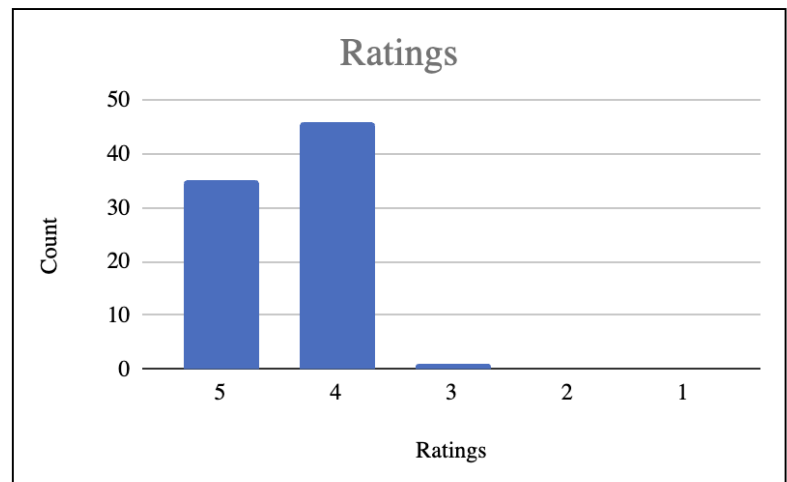
- *Significance of Known Circles:* Notably, orders from Friends and Referrals collectively account for 18 orders, indicating the significant influence of personal networks and word-of-mouth referrals in driving sales. This underscores the importance of building strong relationships and delivering exceptional service to encourage repeat business and referrals.
- *Variation in Channel Usage:* While WhatsApp dominates as the primary order channel, orders are also received through other channels such as Classmate, Instagram, and Friends. This variation highlights the importance of maintaining a presence across multiple platforms and channels to cater to diverse customer preferences and behaviors.
- *Strategic Implications:* Understanding the distribution of order channels enables Just Polaroids to tailor its marketing and customer engagement strategies effectively. By prioritizing channels with the highest engagement and optimizing processes to capitalize on referral opportunities, the business can enhance its reach, customer acquisition, and overall sales performance.
- *Visualization:* The bar chart visually represents the variation in order channels, providing a clear depiction of the distribution and relative importance of each channel. This visualization facilitates easy interpretation and identification of trends, enabling informed decision-making and strategic planning.

Overall, order channel analysis offers valuable insights into customer behavior, preferences, and engagement patterns, empowering Just Polaroids to optimize its operations, marketing efforts, and customer relationship management strategies for sustained growth and success.

3.5 Customer Satisfaction Analysis

Analyzing customer satisfaction involves determining the level of satisfaction that customers have with a business's offerings, services, or general encounters. It typically entails collecting and analyzing data on customer ratings, reviews, feedback, and other relevant metrics to identify areas of strength and areas for improvement. Businesses can improve customer relationships, drive loyalty, and improve their offerings by having a better understanding of customer preferences and perceptions. The data includes ratings for each order, with counts for each rating level ranging from 1 to 5. This allows "Just Polaroids" to gauge customer satisfaction levels based on the ratings provided by customers.

Ratings	Count
5	35
4	46
3	1
2	0
1	0



- *Rating Distribution:* By analyzing the distribution of ratings, "Just Polaroids" can assess the overall satisfaction levels of its customers. In this case, the majority of ratings fall into the higher categories, with 35 orders receiving a rating of 5, and 46 orders receiving a rating of 4. This suggests that the majority of customers are satisfied with their experience, as evidenced by their high ratings.
- *Collecting Customer Feedback:* Getting qualitative feedback from customers can yield insightful information about their preferences and experiences, in addition to ratings. By soliciting feedback through surveys, reviews, or direct communication channels, "Just Polaroids" can gain a deeper understanding of customer needs and preferences. This feedback can be used to make targeted improvements, develop new product offerings, and enhance overall customer satisfaction.
- *Continuous Improvement:* Customer satisfaction analysis should be an ongoing process, with "Just Polaroids" regularly monitoring ratings and feedback to identify trends and address issues proactively. By continuously striving to improve the customer experience, the company can build stronger relationships with its customers, foster loyalty, and differentiate itself from competitors.

Even though the provided ratings indicate overall satisfaction among customers, "Just Polaroids" can further enhance customer satisfaction by addressing any areas for improvement identified through ratings analysis and by actively soliciting and acting upon customer feedback. This proactive approach to customer satisfaction can lead to increased loyalty, positive word-of-mouth referrals, and sustained business growth.

3.6 SWOT Analysis

SWOT Analysis is a strategic planning framework utilized to evaluate a business's competitive position and develop strategic plans. It involves assessing the business's internal strengths and weaknesses, as well as external opportunities and threats in the market. This analysis enables businesses to identify key areas where they excel, areas that require improvement, opportunities for growth, and potential risks or challenges they may face. By leveraging insights gained from SWOT analysis, businesses can formulate effective strategies to capitalize on strengths, address weaknesses, exploit opportunities, and mitigate threats, ultimately enhancing their competitive advantage and achieving long-term success.



Strengths:

- *Consistent Growth:* Just Polaroids has demonstrated steady growth over time, reflecting the effectiveness of its business model and strategies.
- *Strong Revenue Contributors:* Certain services within Just Polaroids' portfolio contribute significantly to overall revenue, indicating areas of strength and market demand.
- *Customer Engagement:* The business has effectively engaged with customers through social media promotions and word-of-mouth referrals, fostering a loyal customer base.

Weaknesses:

- *Limited Product Range:* Just Polaroids may face limitations in its product offerings, potentially restricting its ability to cater to diverse customer needs and preferences.

- *Inventory Management Challenges:* Difficulty in managing inventory levels and stock replenishment processes could lead to inefficiencies and potential stockouts.
- *Reliance on External Factors:* The business's reliance on external factors such as print shops for Polaroid printing may introduce dependencies and vulnerabilities.

Opportunities:

- *Market Expansion:* Opportunities exist for Just Polaroids to expand its market reach by targeting new customer segments or geographical markets.
- *Diversification of Product Portfolio:* Introducing new products or services related to instant photography or complementary offerings could broaden the business's revenue streams.
- *Strategic Buyer Engagement:* Engaging with strategic buyers or partners, such as event planners or photographers, could unlock new distribution channels and revenue opportunities.

Threats:

- *Market Competition:* Intense competition within the instant photography market poses a threat to Just Polaroids' market share and profitability.
- *Economic Fluctuations:* Economic downturns or fluctuations in consumer spending patterns could impact discretionary spending on non-essential items like Polaroid prints.
- *Supply Chain Disruptions:* Disruptions in the supply chain, such as delays in print shop services or shortages of printing materials, could disrupt business operations and customer service.

Overall, conducting a SWOT analysis enables Just Polaroids to identify its key strengths and weaknesses, assess external opportunities and threats, and formulate strategies to capitalize on strengths, mitigate weaknesses, and leverage opportunities while addressing potential threats. This analysis serves as a valuable tool for strategic planning and decision-making, guiding the business toward sustainable growth and competitive advantage.

4. Interpretation of Results and Recommendation

4.1 Key Insights

- A total of 82 orders were placed over the year, resulting in a revenue of INR 2647. However, further analysis revealed that a significant portion of this revenue came from a small subset of orders, with the Pareto Principle indicating that approximately 80% of the revenue was generated in the final months.
- The analysis of revenue over time unveiled distinct seasonal patterns, with certain months experiencing higher sales volumes and revenue peaks. Understanding these trends can inform inventory management and marketing strategies to capitalize on peak periods and mitigate slower periods.
- Examination of order channels highlighted the effectiveness of various sales channels, with some channels outperforming others in terms of order volume and revenue generation. By focusing efforts on high-performing channels and optimizing marketing strategies, the business can maximize its sales potential.
- Analysis of work efficiency metrics provided insights into order processing and delivery times, revealing areas where operational efficiencies could be improved. By streamlining processes and reducing delivery times, the business can enhance customer satisfaction and retention.
- The SWOT analysis identified key strengths, such as a loyal customer base and unique product offerings, along with weaknesses such as limited market reach and inventory management challenges. Opportunities for growth, such as expanding into new markets or introducing new product lines, were also identified, alongside potential threats such as increasing competition or economic downturns.

4.2 Recommendations

Here are some recommendations to address the identified weaknesses, capitalize on strengths, and leverage opportunities for the sustainable growth of the company:

- **Focus on High-Performing Channels:**
 - Identify and prioritize channels like WhatsApp and Instagram, which have demonstrated higher order volumes and conversion rates.
 - Allocate additional resources such as marketing budget, manpower, and time towards these channels to maximize their potential.

- Implement targeted advertising campaigns, engaging content, and promotions tailored to the audience demographics and behaviors specific to each platform.
- Regularly monitor performance metrics for each channel to assess effectiveness and adjust strategies accordingly.
- **Expand Product Range:**
 - Conduct market research to identify complementary products or services that align with the core offering of Polaroid prints.
 - Introduce new products such as photo albums, frames, personalized accessories, or themed merchandise to diversify the product portfolio.
 - Ensure that the new products complement the existing offerings and cater to the evolving needs and preferences of the target audience.
 - Create a marketing strategy to promote the new products effectively, highlighting their unique features, benefits, and value propositions.
- **Leverage Customer Feedback:**
 - Implement multiple feedback channels such as surveys, reviews, social media comments, and direct communication with customers.
 - Regularly collect and analyze customer feedback to identify common themes, pain points, and areas for improvement.
 - Use customer feedback to make data-driven decisions and prioritize initiatives that will have the most significant impact on enhancing the customer experience.
 - Communicate with customers transparently about the changes or improvements based on their feedback to demonstrate responsiveness and build trust.
- **Effective Marketing:**
 - Develop a comprehensive marketing strategy that encompasses both online and offline channels to reach the target audience effectively.
 - Implementing digital marketing strategies including search engine optimization (SEO), social media advertising, email marketing, and influencer partnerships can greatly enhance the business's online presence and reach.

- Utilize analytics tools to track the performance of marketing campaigns and optimize them for better results.
 - Experiment with different marketing tactics and channels to identify the most effective ones for driving customer acquisition, engagement, and retention.
- **Regular Performance Monitoring:**
 - Establish key performance indicators (KPIs) to track and measure the success of various business operations, including sales performance, customer satisfaction, and operational efficiency.
 - Implement data analytics tools to collect, analyze, and visualize performance data in real time, allowing for timely decision-making and course corrections.
 - Conduct regular performance reviews to infer findings, identify trends, and brainstorm solutions to address any issues or challenges.
 - Use performance data to set goals, benchmark progress, and drive continuous improvement initiatives across the organization.
- **Explore Collaborations:**
 - Identify potential partners or collaborators within the industry or related sectors who share similar target audiences or business objectives.
 - Reach out to potential collaborators to explore mutually beneficial partnership opportunities, such as joint marketing campaigns, co-branded products, or cross-promotional events.
 - Negotiate terms and agreements that outline each party's roles, responsibilities, and expectations to ensure a successful collaboration.
 - Leverage the combined resources, networks, and expertise of both parties to amplify reach, generate new leads, and create value for customers.

- **Stay Agile and Adaptive:**

- Foster a culture of innovation, flexibility, and adaptability within the organization to respond quickly to changing market dynamics and customer needs.
- Encourage open communication, collaboration, and experimentation to generate new ideas, test hypotheses, and drive continuous improvement.
- Monitor industry trends, competitor activities, and emerging technologies to stay ahead of the curve and identify new growth opportunities.

By implementing these recommendations, the company can enhance its competitive position, promote sustainable growth, and create long-term value for its customers and stakeholders, ensuring continued success in the market.

5. Conclusion

In conclusion, this comprehensive analysis of the business's B2C operations has provided valuable insights into its strengths, weaknesses, opportunities, and threats. By carefully analyzing the sales data and customer feedback, strategic growth opportunities have been identified. A strong basis for strategic decision-making is established by the identification of peak months, top-performing order channels, and work efficiency metrics.

This report's effectiveness lies in its ability to not only diagnose existing challenges but also to offer actionable recommendations for the business's future success. The emphasis on customer relationship management, inventory optimization, targeted marketing, and strategic expansion can lead to sustained growth. This business has the potential to improve its operational efficiency, fortify its relationships with customers, and strategically position itself in the highly competitive B2C market by utilizing the insights provided by this report.

In the future, this report will serve as a guiding document for the business's strategic initiatives. The implementation of the recommended strategies, with a commitment to adaptability in the dynamic market, will be critical in achieving long-term success. With its strategic growth, expansion of product offerings and embracement of technology, the business is well-positioned to meet present challenges. This report stands as a testament to the business's dedication to excellence and offers a strong basis for informed decision-making and continued growth in the coming years.

6. Important Links

- Drive link for the proof of originality of data:

<https://drive.google.com/drive/folders/1dNfOsEcuzhMPM66Squ0yOISAEr2Y5r3I>

- Google sheets link

<https://docs.google.com/spreadsheets/d/1pVGcYdCT8fNvWn4IkYZsmZK-p0ZMmquO/edit#gid=1132768249>

NOTE : Sheet 1 - Data provided by owner

Sheet 2 - After Data Cleaning

- Final PPT Link

https://docs.google.com/presentation/d/1gY_w7btkQQyrFS7nQGzF8S7haTHmNFRHjikVKIb0KMg/edit#slide=id.g2cc3d537d59_0_124