



Improving The Business Model For One Of The Leading Translation Service Provider In India

Presented By :-

DBI002 Group 7 IIM Nagpur



IIM NAGPUR

भारतीय प्रबंध संस्थान नागपुर

Indian Institute of Management Nagpur

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About The Project Members _Group 7 DBI002 IIM Nagpur



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Based in India, XYZ is a multilingual translation agency that provides professional language translation services in all the major Indian and Foreign languages. With over 30+years of functioning, they add a wealth of experience in terms of translation expertise, technology and management to their projects. Their long-standing commitment to quality, service, on-time delivery and fair pricing policy had made them one of the most trusted translation agencies in Mumbai, India.

Translators are their assets. Therefore, they connect with only the best professional native translators. To get quality output and save time, their project service team ensures that translators get all the documents and source files reviewed to avoid back and forth during a translation. This helps in maintaining quality standards and timely delivery at all times.

They are India’s most preferred translation service company for global language communication through Print, Audio-Visual, and Digital media. They offer Content Writing, Document Translation, Website Translation, Multilingual SEO and Software Localization services apart from other specialized services such as Desktop publishing, Transcription and Interpretation and voice over service with the help of Indian and Foreign languages Translation.



NATIVE



QUALITY



CUSTOMIZED



VALUE FOR

WORDS TRANSLATED

5 9 3,7 6 3,6 1 9

TRANSLATORS

1,3 0 0



Phase 1

Problem
Identification
& It's
Importance /
Significance
on hand



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Problem Statement & It's Significance on hand



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Business Case

The organization divides its customer base into two categories depending upon their tenancy/association with the organization.

1. New Clients (Customer Acquisition Less Than 3 Months).
2. Existing Clients (Customer Acquisition Greater Than 3 Months).

Translation request are received from customer base through different platform such as E-mail, YOCC (Cloud Calling), Website, Social media platform like Facebook, WhatsApp, Instagram, etc.

The Sales/ Project representative are responsible to connect with the customer and understand about their requirement on Translation related services. Based on the customer interest, Quotation is shared with the customers. Once acknowledgment on Quotation & Advance payment is received from the customer end, the Sales/ Project representative align Translators to initiate the work & share a Turn Around Time (TAT) on completion. Basis successful completion of customer request, the same is handed over to the customer. Acknowledgment of successful request delivery & pending payment is collected from the customer

Problem Statement

- Though being well known for their quality of service; revenue improvement had always been one of the major challenges faced by the organization.
- Total revenue generated between January'2022 to June'2022 for the organization is Rs 1.57 Crores.
- Out of the Total generated revenue of Rs 1.57 Crores, Rs 83.84 Lakhs (53% of Revenue) is utilized under Vendor Cost. Target of Vendor cost is 40%, wherein an extra expenditure of 13% on Vendor cost is observed for the period January'2022 to June'2022.
- Revenue excluding Vendor cost is 47%, out of which 40% of revenue is reserved for People Salary+ Organization related other expense.
- As a result, out of the total generated revenue ,93% is utilized under Vendor cost & People/ Organization related other expenses. Due to which the organization is unable to achieve their profit revenue target of 20%

Targeted Goal Statement

1. Vendor Cost – Reducing the Vendor Cost from 53% to 40%.
2. Net Profit – Improving the Net profit from 7% to 20%.

Expected Financial Opportunities / Intangible Benefits

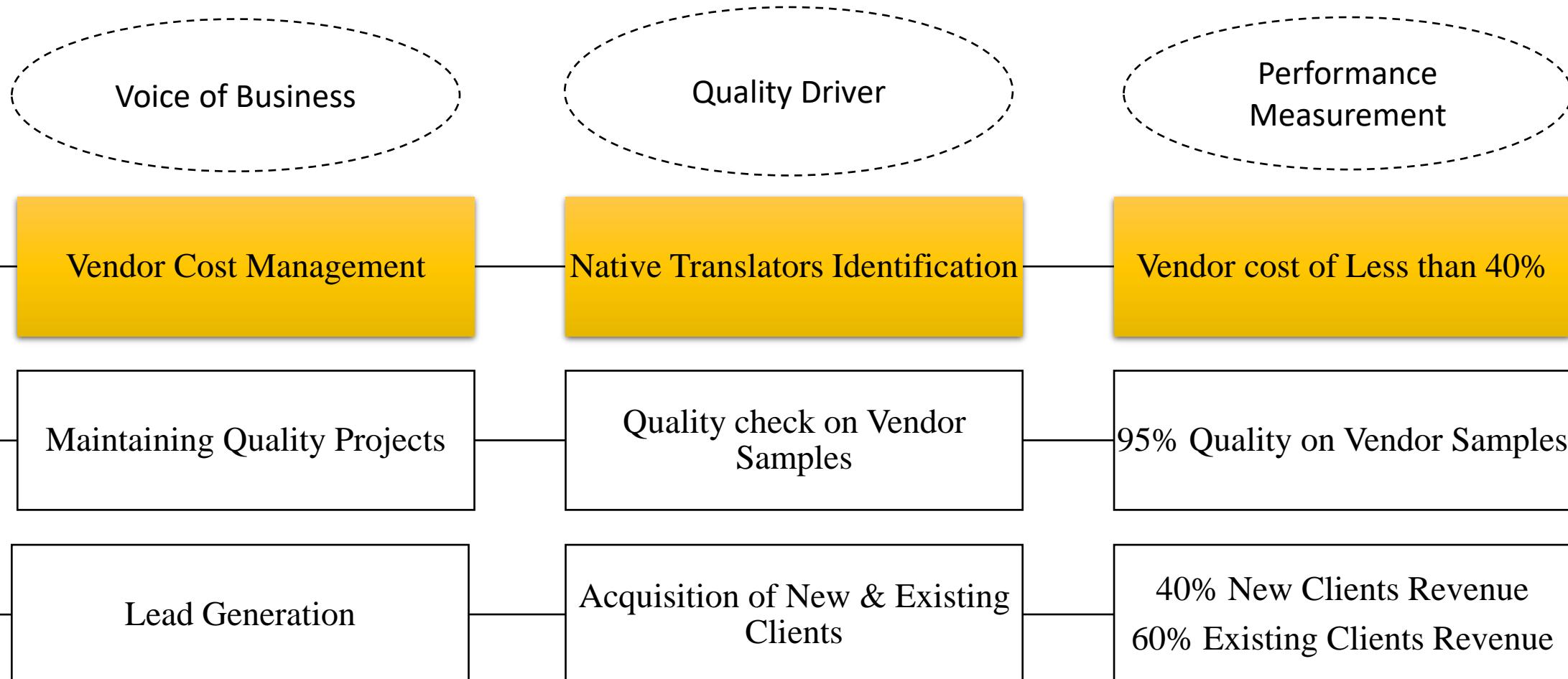
Reduction of Vendor Cost Revenue by 13% - Reducing the Vendor Cost Revenue by 13% will help in increasing net profit revenue by average Rs 1.81 Lakhs on a monthly basis.

Voice of Business & Critical To Quality (CTQ) Tree

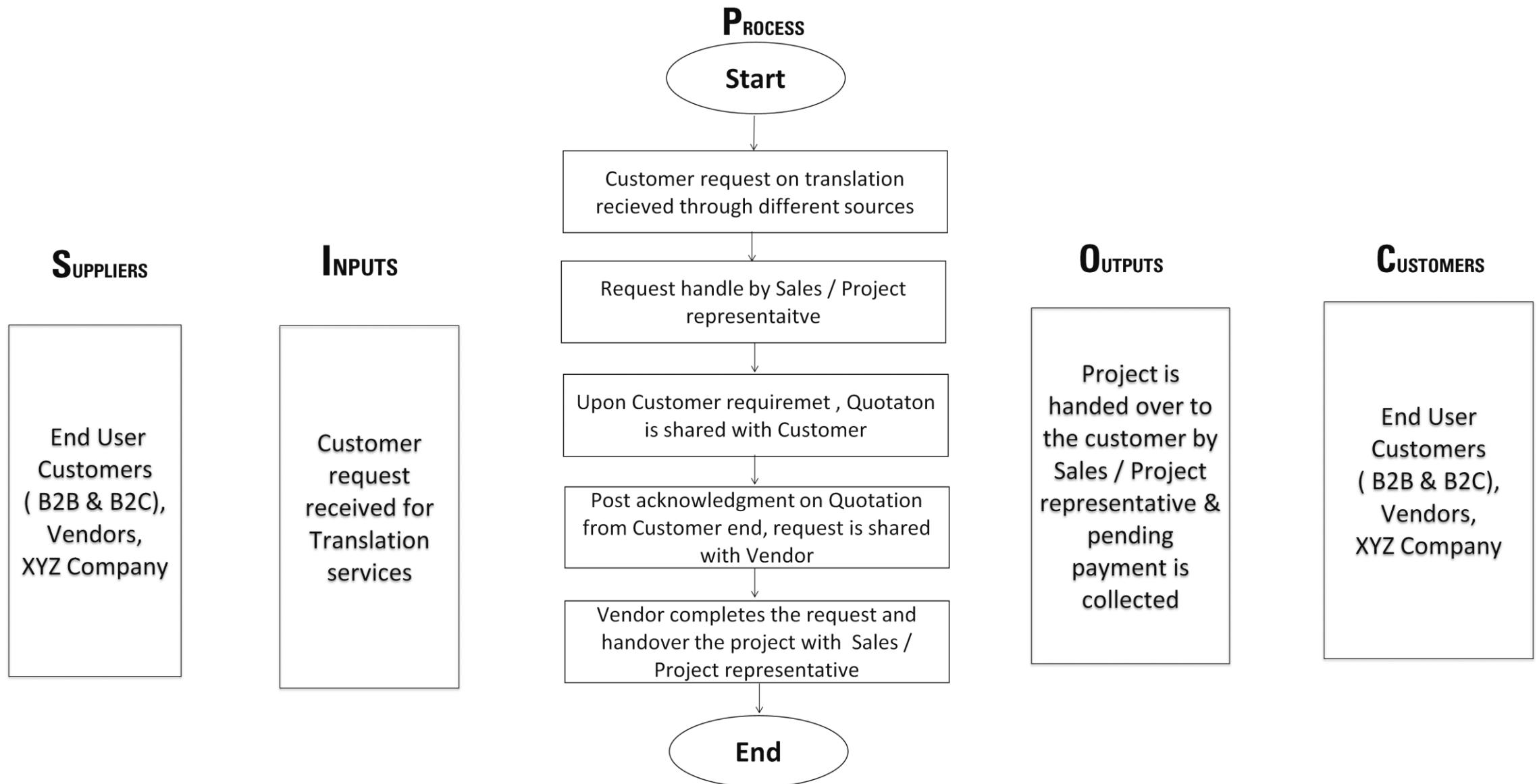


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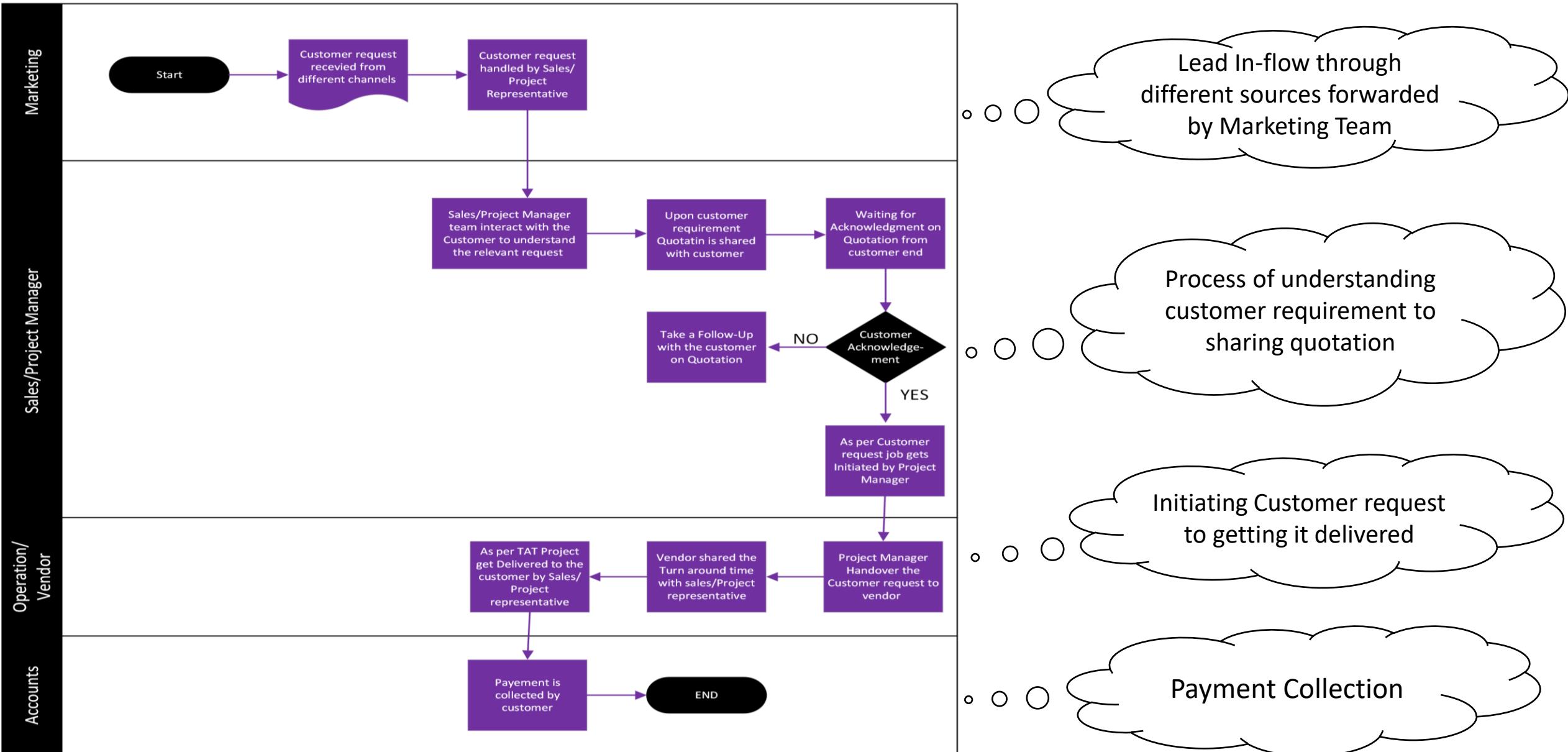
Revenue Generation



High Level Business Process Map



Cross Functional Process Flow





Phase 2

Measuring The
Problem &
Developing
Hypothesis
Base on Data
Visualization



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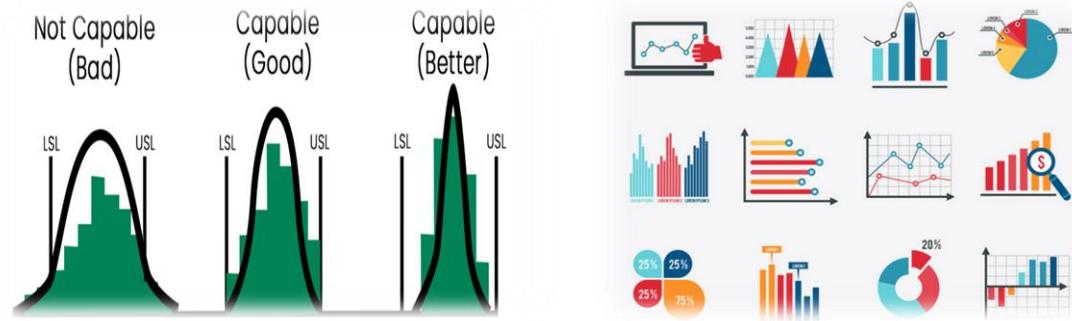
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About The Data Set



To improve the Business model for One of The Leading Translation Service Provider in India, real-time data is collected from the Organization. The collected data contains the details of Lead request received to Sales done for the period of Jan'22 to Jun'22. With around 2334 request received for Translation related services, this data set also explain about the Lead stages, Customer Type, Service Type, Lead Source, Lead Created Month / Date / Time, Lead Modified Month / Date / Time, Stage Last Changed Month / Date / Time, Time spent at Lead Stages, Lead Revenue, Sale Revenue, Purchase Revenue and Margin Revenue for the organization. In the dataset it is derived that 75% are Existing Client request & 25% are New Client request for the period of Jan'22 to Jun'22.

The Group will be performing a detailed study for the data set of Jan'22 to Jun'22 in order to Define the Problem, Measure the Problem and Identify the root causes responsible for the problem.



Data Mining - Extracting & Discovering Patterns in Dataset



1. Raw Data on Business Performance for Jan'22 to Jun'22 was collected .



1. Lead Final Status was created.
2. Customer Type was created
3. Data Labelling on Lead Stages
4. Feature engineering on Time Stamp data



SELECTION OF DATABASE

1



DATA CLEANING

1. Standardizing Format
2. Handling missing values and eliminating duplicate entries

DATA TRANSFORMATION

3



DATA MINING PROCESS

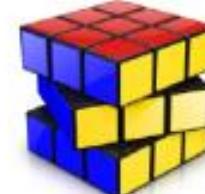
Selection Of Data Mining Task
Selection Of Data Mining Algorithm
Data Mining

1. Classification
2. Regression
3. Clustering
4. Time Series Analysis
5. Decision Tree

PATTERNS & RULES

PATTERN EVALUATION

5



KNOWLEDGE CONSOLIDATION

6

Understanding Business Capability

Capability Index Measure :-

Process Capability	Defects Per Million Opportunities	Percentage Yield
1	6,91,462	31
2	3,08,537	69
3	66,807	93.3
4	6,210	99.38
5	233	99.977
6	3.4	99.99966

On Page Reference :-

1. Opportunities - Total Data Considered For Study
2. Defects – Count of data wherein Vendor cost is greater than 40%

Key takeaways from the test :-

1. Process Sigma stands at 1.29 , indicating that there is a better scope of working around defects area and make it a capable business model.
2. Defects Per Opportunity – Indicating that out of every 10 sample , 6 sample identified are such wherein vendor cost is more than 40%

<u>Business Capability Measure</u>	
Opportunities	2334
Defects	1358
Defects Per Opportunity	0.58
Defects Per Million Opportunities	581834
Process Sigma Level	1.29

Descriptive Statistics



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<u>Overall</u>		<u>Adequate</u>		<u>Defect</u>	
Mean	0.481821	Mean	0.376893109	Mean	0.557232622
Standard Error	0.002575	Standard Error	0.000948109	Standard Error	0.003017426
Median	0.438624	Median	0.38	Median	0.564285714
Mode	0.38	Mode	0.38	Mode	0.65
Standard Deviation	0.124397	Standard Deviation	0.029619874	Standard Deviation	0.111195312
Sample Variance	0.015475	Sample Variance	0.000877337	Sample Variance	0.012364397
Kurtosis	-0.55572	Kurtosis	13.05428077	Kurtosis	-0.983098199
Skewness	0.722978	Skewness	-3.498292147	Skewness	0.188448914
Range	0.637898	Range	0.191790942	Range	0.446099896
Minimum	0.208256	Minimum	0.208256322	Minimum	0.40005395
Maximum	0.846154	Maximum	0.400047263	Maximum	0.846153846
Sum	1124.57	Sum	367.8476742	Sum	756.7219006
Count	2334	Count	976	Count	1358

Mean – Average of Data

Kurtosis – Indicates the shape of the curve

Standard Error – St.dev/sqrt.n

Skewness – Measure of asymmetry in the data depicting positive skewness

Median – Middle Value of Data

Range - Max Value in the data – Min Value in the data

Mode – Repeated Value in Data

Minimum – Indicates Minimum Value in the data

Standard Deviation – Indicates how dispersed the data is from the mean

Maximum – Indicates Maximum Value in the data

Sample Variance – Indicates spread between numbers in data.

Count - Indicates Total Data Points

Deriving Sample Size on Population Data

Computing Sample Size for Adjusted Population ($n = N/1+N*e^2$)

N - is population size

e=Margin of Error (If margin of error is not given then take the same as 5%)

Given :-

The population size of Defects (Vendor cost with greater than 40%) is 1358.

Confidence Level	Z - Value
90%	1.645
95%	1.960
99%	2.576

To Identify :-

Sample size with 95% Confidence Interval.

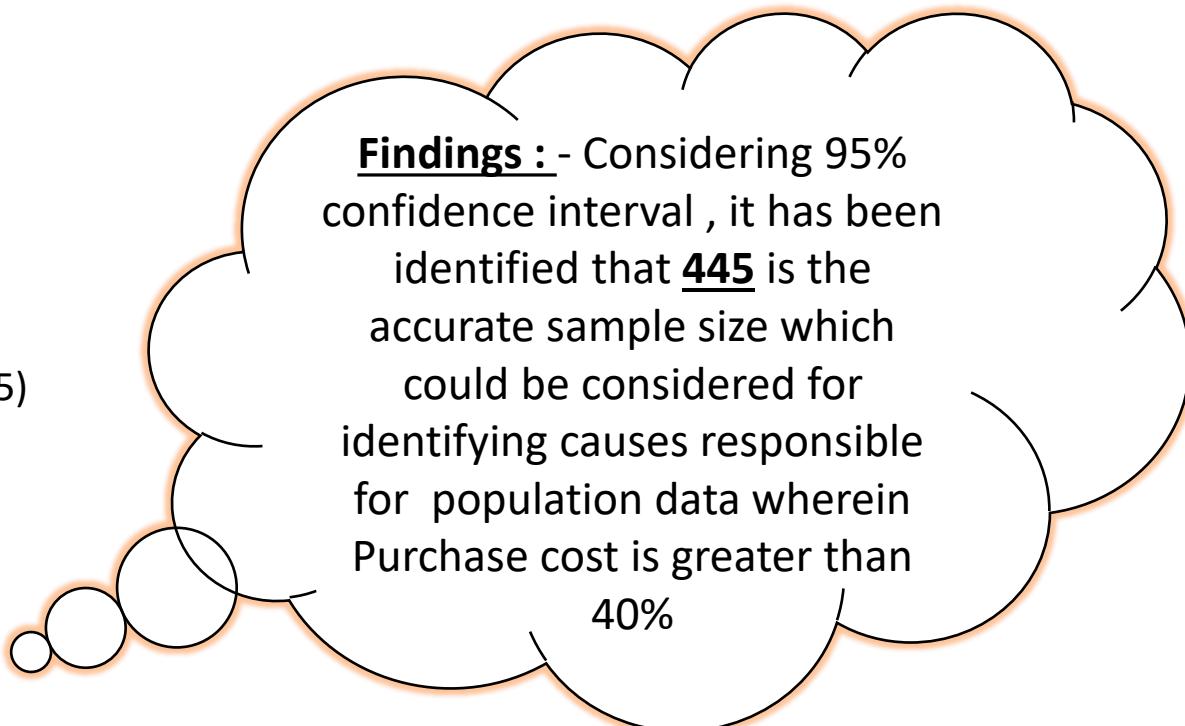
Sample Size Calculation :-

$N = 1358$ (Sample Size)

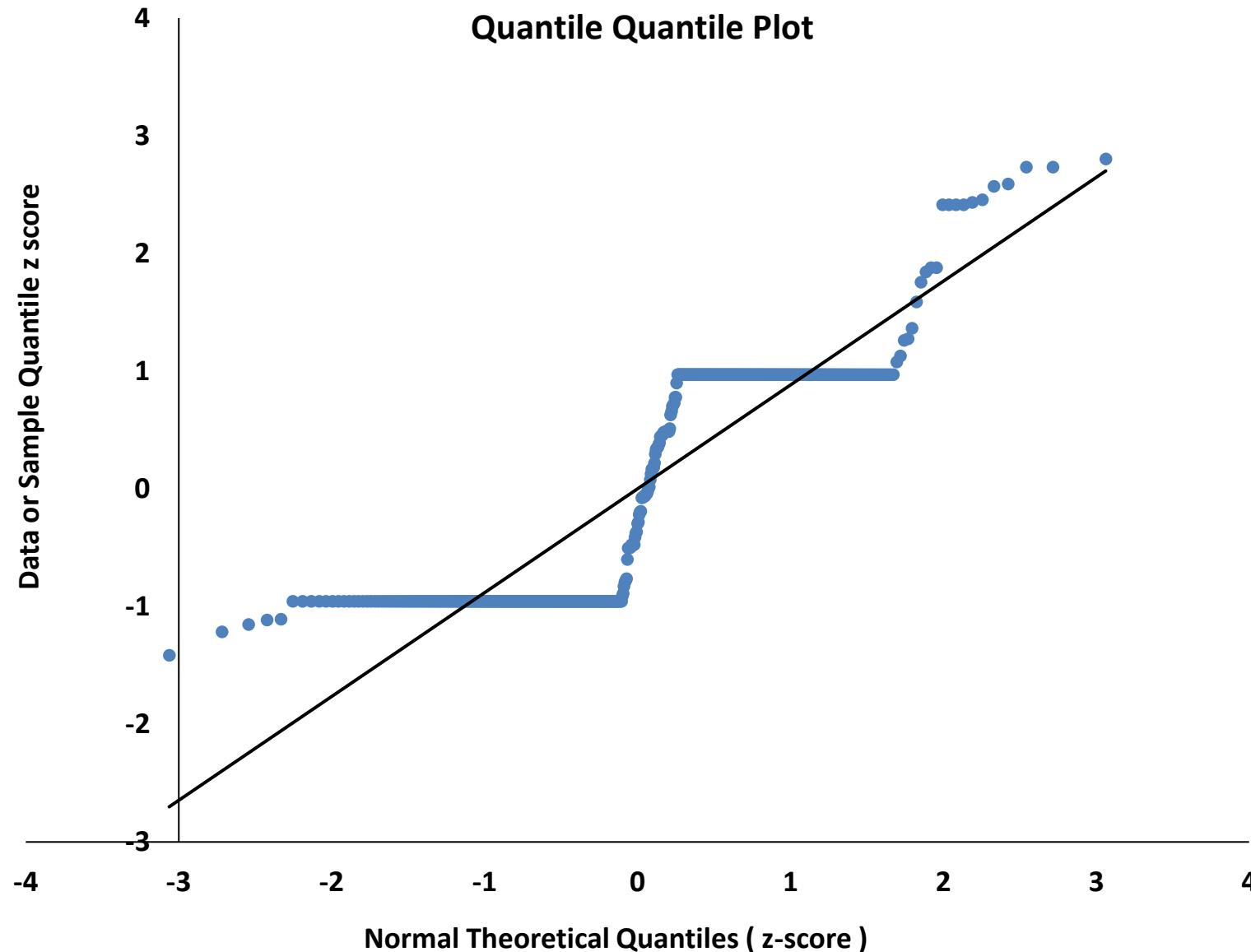
$e = 0.05$ (Considering 95% Confidence Interval , Margin error is 5% i.e. 0.05)

Calculating $1+N*e^2 = 1+ 1358*(0.5*0.5) = 4.395$

$$\begin{aligned}\text{Sample Size (n)} &= \frac{N}{1+N*e^2} \\ &= \frac{1358}{4.395} \\ &= \boxed{455.06}\end{aligned}$$



Data Normality Test



Objective :-

To Identify whether the data follow normal distribution

Technique applied :-

Normality Test using Quantile Quantile (QQ) Plot

Results :-

- Maximum data points are closer to the linear line
- Hence we conclude the data follow Normal Distribution

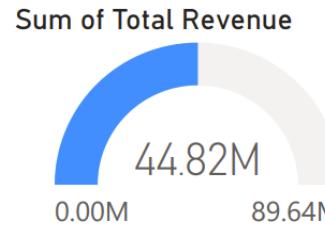
One View Visualization Using Power BI



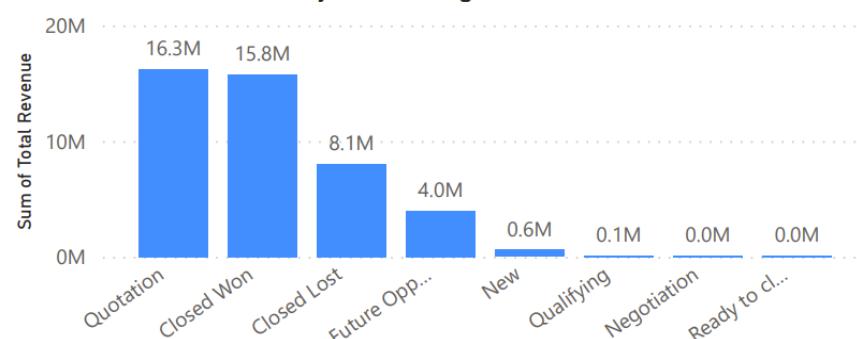
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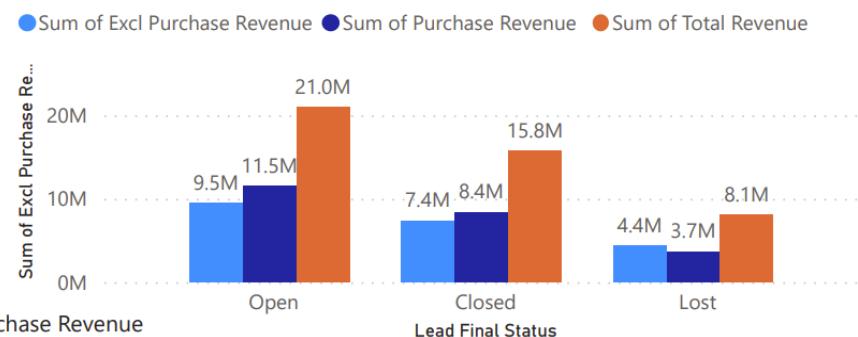
Sum of Total Revenue by Sales Stage



Lead Source

Lead Source	Sum of Total Revenue	Sum of Excl Purchase Revenue	Sum of Purchase Revenue
Cold Call	1,50,047.00	76,899.17	73,147.84
Direct Mail	55,88,481.76	29,16,240.44	26,72,241.32
E-Mail	3,02,41,822.99	1,35,07,748.11	1,67,34,074.88
Existing Customer	3,42,744.50	2,31,329.21	1,11,415.30
Mail Converter	3,907.50	2,352.65	1,554.85
Twitter	2,125.00	1,175.00	950.00
Whatsapp	1,43,147.81	61,745.71	81,402.10
YOCC	83,46,772.59	44,45,218.95	39,01,553.63
Total	4,48,19,049.14	2,12,42,709.23	2,35,76,339.91

Sum of Excl Purchase Revenue, Sum of Purchase Revenue and Sum of Total Revenue by Lead Final Status

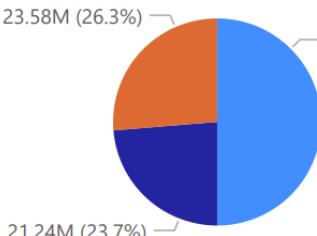


Count of Sales Stage by Lead Created Month



Sum of Total Revenue, Sum of Excl Purchase Revenue and Sum of Purchase Revenue

● Sum of T... ● Sum of Ex... ● Sum of P...



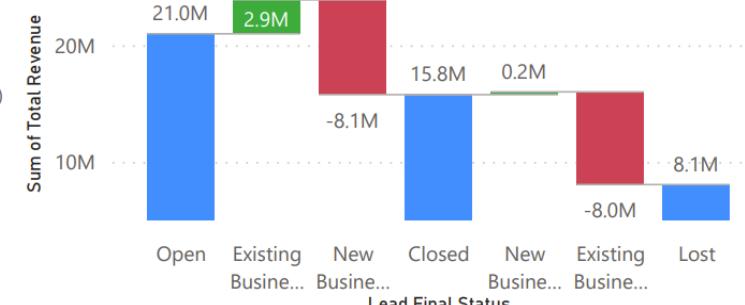
Sum of Total Revenue by Lead Final Status and Lead Type

● Increase

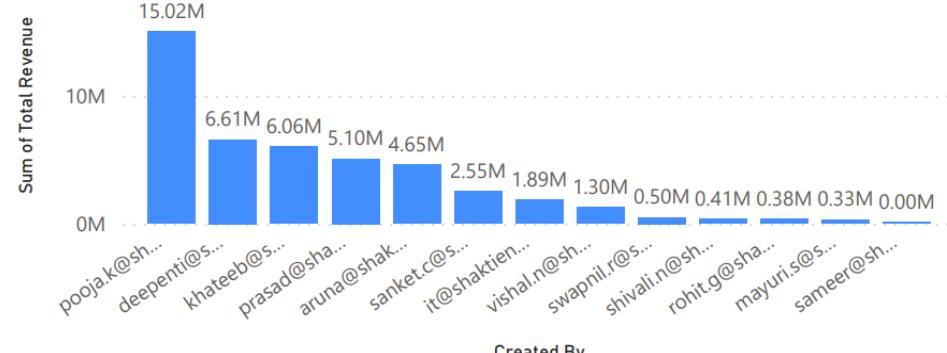
● Decrease

● Total

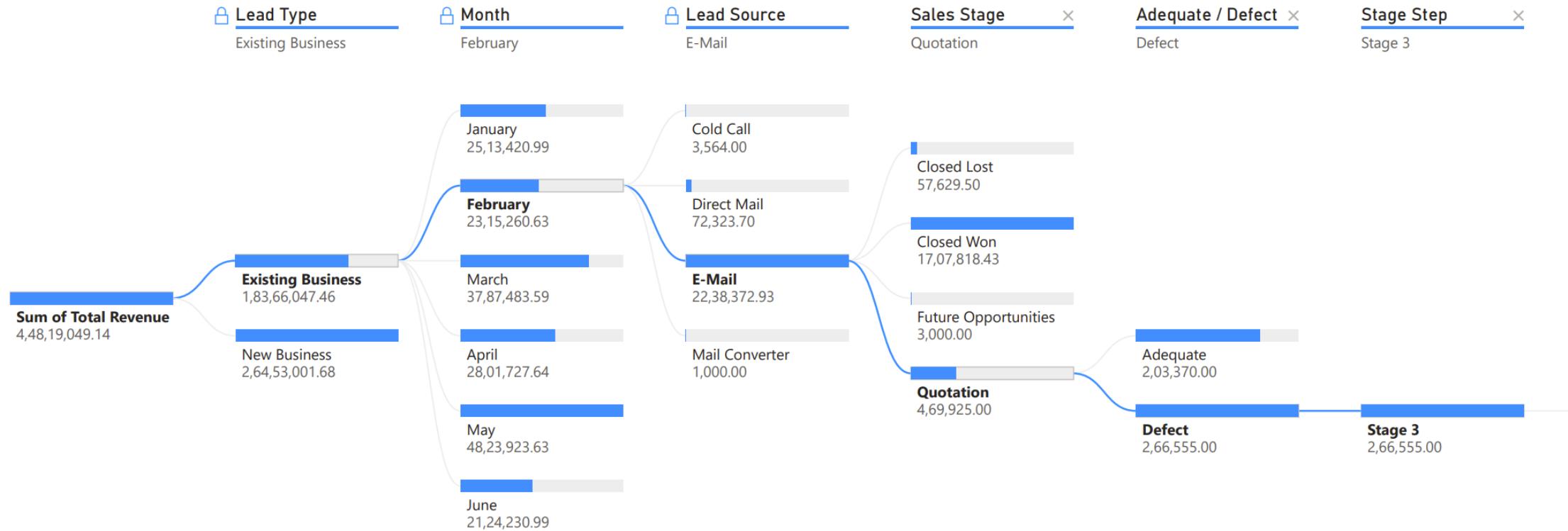
● Other



Sum of Total Revenue by Created By

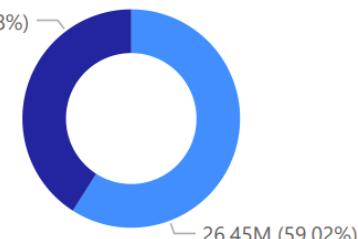


One View Visualization Using Power BI



Sum of Total Revenue by Lead Type

Lead Type ● New Business ● Existing Business



Sum of Total Revenue by Month



Phase 3

Analysing The Problem Through Different Test / Techniques & Drawing Conclusion On To Hypothesis



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One Sample T – Test (Goal Validation on Purchase Revenue)

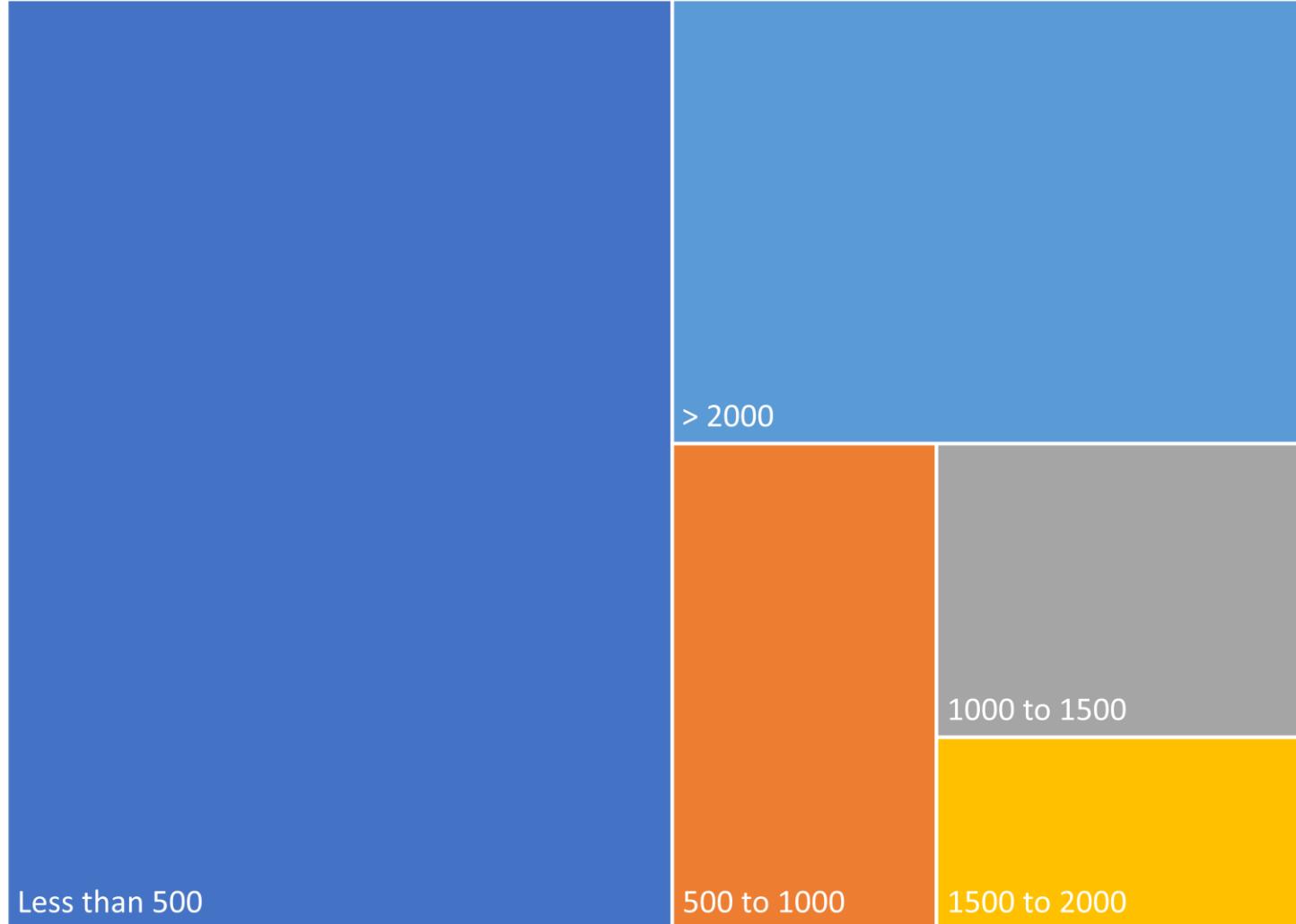


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Purchase Revenue wise Lead Contribution

- Less than 500 ■ 500 to 1000 ■ 1000 to 1500 ■ 1500 to 2000 ■ > 2000



Goal Validation - We want to determine whether sample mean is significantly different from the hypothesized mean (i.e. Whether the organization would be able to meet the purchase revenue target of 40%)

Hypothesis developed :-

Ho - There is no statistically significant difference between sample mean & hypothesized mean

Ha - There is a statistically significant difference between sample mean & hypothesized mean

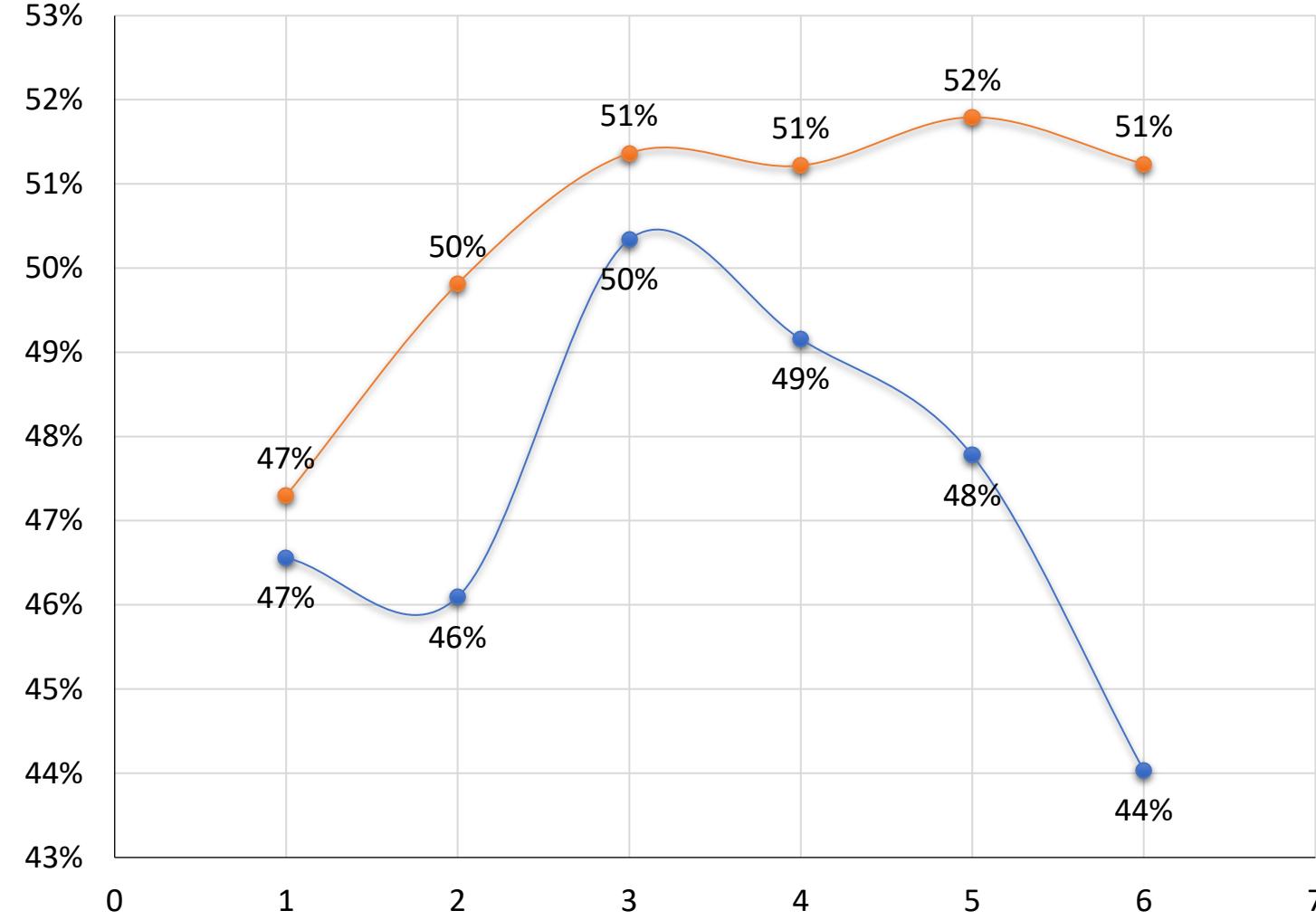
One Sample T-Test

Mean (\bar{x})	4376
Standard Deviation (s)	19270
Count (n)	1916
Standard Error of Mean (SEM)	440.223206
Degree of Freedom (df)	1915
Hypothesized Mean (μ)	3300
t-statistics	2.443742994
p-value	0.014625483

Result –

As the p value is less than 0.05 we reject the null hypothesis i.e. 40% purchase revenue target can be achieved

2 Sample Z-Test on Purchase Cost of Existing/ New Customers



Purpose :- To identify whether there is a significant difference between the purchase cost of Existing Customers & New Customers.

Hypothesis developed :-

Ho - There is no statistically significant difference between purchase cost of Existing & New customers.

Ha - There is a statistically significant difference between purchase cost of Existing & New customers.

Z-Test: Two Sample for Means

	Existing Customers	New Customers
Mean	0.473272	0.504531
Known Variance	0.0005	0.0003
Observations	6	6
Hypothesized Mean Difference	0	
z	-2.7071	
P(Z<=z) one-tail	0.003394	
z Critical one-tail	1.644854	
P(Z<=z) two-tail	0.006787	
z Critical two-tail	1.959964	

Result –

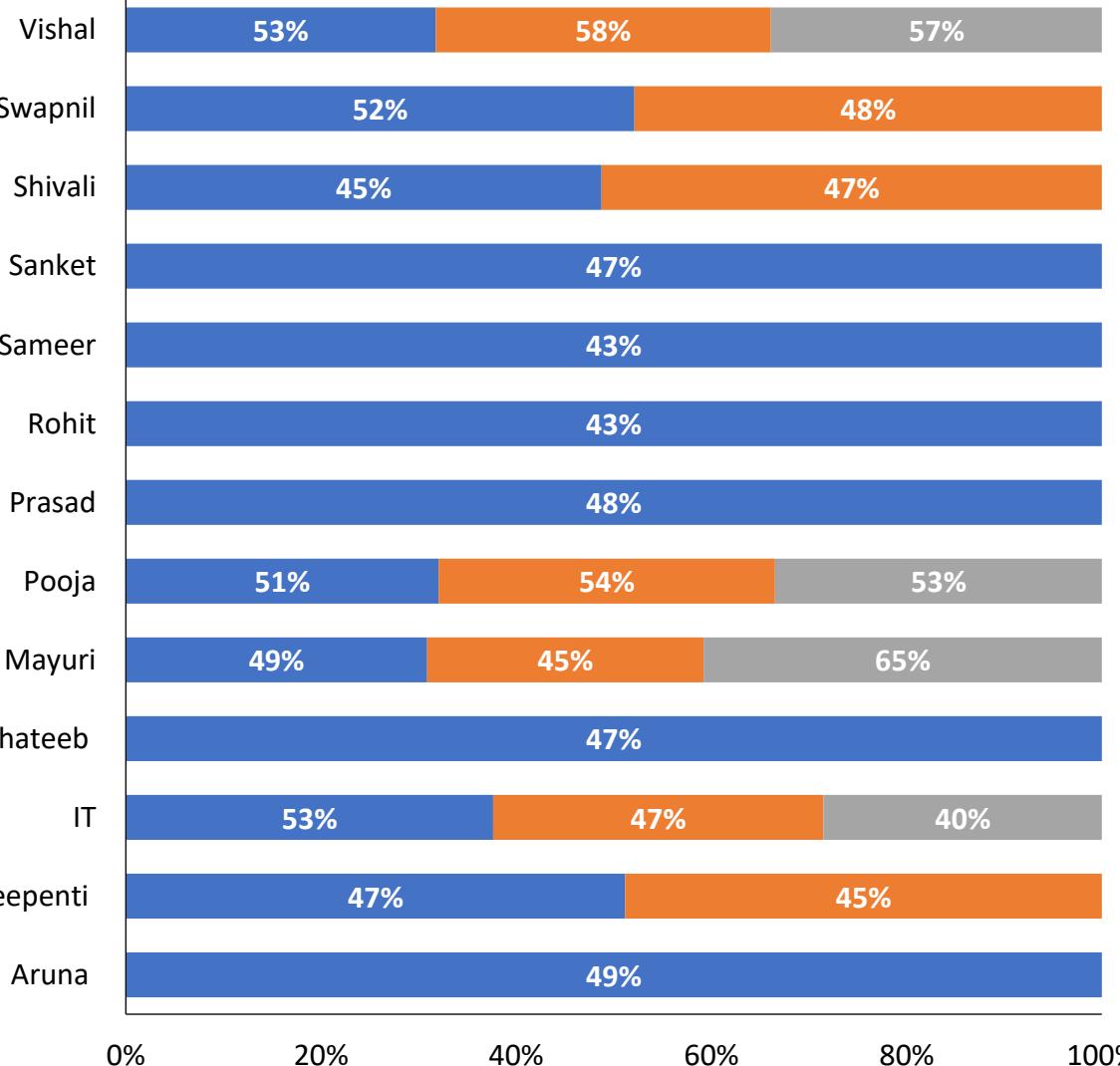
Since the P Value of One tail & Two -Tail is less than 0.05 , We reject null hypothesis. i.e. There is a statistical significant difference in the Purchase cost of Existing & New Customers.



Anova Single Factor -Lead Sources Wise Purchase Revenue

Lead Sources Wise Purchase Revenue

E-Mail Cloud Calling Social Media



Purpose :- To identify whether there is a statistical significant difference between the Purchase Revenue of Lead Sources

Hypothesis developed :-

H₀ - There is no statistically significant difference between purchase cost of Lead sources

H_a - There is a statistically significant difference between purchase cost of Lead sources

Anova Single Factor

SUMMARY

Groups	Count	Sum	Average	Variance
E-mail	13	6.272772	0.482521	0.001155
Cloud Calling	13	3.449617	0.265355	0.066558
Social Media	13	2.148402	0.165262	0.06929

ANOVA

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	0.683943	2	0.341972	7.488275	0.001909	3.259446
Within Groups	1.644034	36	0.045668			
Total	2.327977	38				

Result –

- F Statistic (7.488275) is greater than F Critical (3.259446)
- P-Value (0.001909) is lesser than 0.05.
- Hence we reject null hypothesis.
- Thus proved that there is a statistically significant difference between purchase cost of Lead sources.

Chi-Square Test – Customer Type v/s Purchase Category



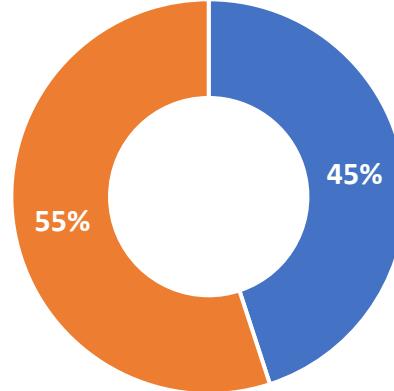
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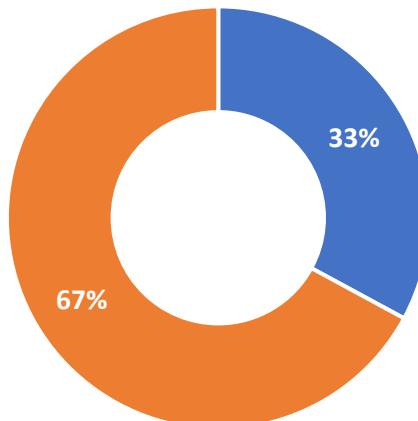
Existing Customer Lead Contribution

■ Adequate % ■ Defect %



New Customers Lead Contribution

■ Adequate % ■ Defect %



Purpose :- To identify whether there is a statistical association between Customer Types & Purchase category

Hypothesis developed :-

Ho - There is no association between Customer Types & Purchase Category (i.e. they are independent)

Ha - There is an association between Customer Types & Purchase Category (i.e. they are dependent)

Expected

Type of Lead	Adequate	Defect	Grand Total
Existing Business	721	1002	1723
New Business	255	356	611
Grand Total	976	1358	2334

P-value

0.000000197

Result –

- As the p value is less than 0.05 we reject the null hypothesis
- Therefore there is an association identified between Customers types & Purchase category . In this test, New Business customers are resulting into maximum defect leads

Regression Analysis

Data considered for Multiple Regression Test

	Total Revenue	New Time	Qualifying Time	Quotation Time	Negotiation Time	Ready 2 Close Time	Closure Time
	1200	0.18	0.16	0.58	0.16	0.14	0.78
	300	0.31	0.28	0.87	0.14	0.05	0.70
	500	0.01	0.00	0.02	0.00	0.00	0.01
	78010	0.01	0.01	0.03	0.01	0.00	0.02
	1428	7.90	9.33	23.69	5.03	2.87	23.22
	3750	0.08	0.05	0.28	0.03	0.02	0.38
	1000	0.33	0.24	1.25	0.22	0.27	0.41
	1500	5.79	4.90	19.59	4.01	3.56	6.68
	1000	2.17	1.93	9.87	2.41	1.69	6.02
	5840	5.38	6.36	18.59	3.91	2.45	12.23
	830	6.63	6.12	18.87	3.06	1.02	15.30
	250	0.51	0.47	1.77	0.33	0.19	1.40
	1000	0.42	0.46	1.90	0.37	0.23	1.24
	1005	0.14	0.10	0.56	0.12	0.04	0.33
	2000	1.45	1.04	5.19	1.87	0.83	10.38
	3000	0.00	0.00	0.01	0.00	0.00	0.02

SUMMARY OUTPUT						
Regression Statistics						
Multiple R	0.61856					
R Square	0.382617					
Adjusted R Square	0.844262					
Standard Error	2250.845					
Observations	1094					

ANOVA						
	df	SS	MS	F	Significance F	
Regression	6	89323222056	1.49E+10	8.238621	9.69783E-09	
Residual	1087	1.96421E+12	1.81E+09			
Total	1093	2.05353E+12				

	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	10115.26	1331.511704	7.596824	6.53E-14	7502.635375	12727.8835	7502.635375	12727.8835
New	-406.957	164.8951364	-2.46798	0.013741	-730.5059502	-83.40836979	-730.5059502	-83.40836979
Qualifying	-59.1903	166.9723266	-0.35449	0.723039	-386.814853	268.43424	-386.814853	268.43424
Quotation	250.3275	57.70576676	4.337997	0.000215	137.1001506	363.55475	137.1001506	363.55475
Negotiation	-335.754	200.710575	-1.67283	0.094649	-729.5780682	58.06995059	-729.5780682	58.06995059
Ready To Close	-350.76	127.2482273	-2.7565	0.00594	-600.4394809	-101.0795736	-600.4394809	-101.0795736
Deal Closure	32.01808	21.38169335	1.497453	0.134566	-9.935984324	73.9721426	-9.935984324	73.9721426

Purpose :-

To predict the business model capability for Purchase Revenue basis Lead Time (Stage Wise)

Predicting Purchase Revenue Basis Lead Time :-

$$Y = 1011.25 - 406.95 * X_1 - 59.19 * X_2 + 250.32 * X_3 - 335.754 * X_4 - 350.75 * X_5 + 32.01 * X_6$$

Substituting these values into the equation:

$$Y = 1011.25 - 406.95 * 0.18 - 59.19 * 0.16 + 250.32 * 0.58 - 335.754 * 0.16 - 350.75 * 0.14 + 32.01 * 0.78$$

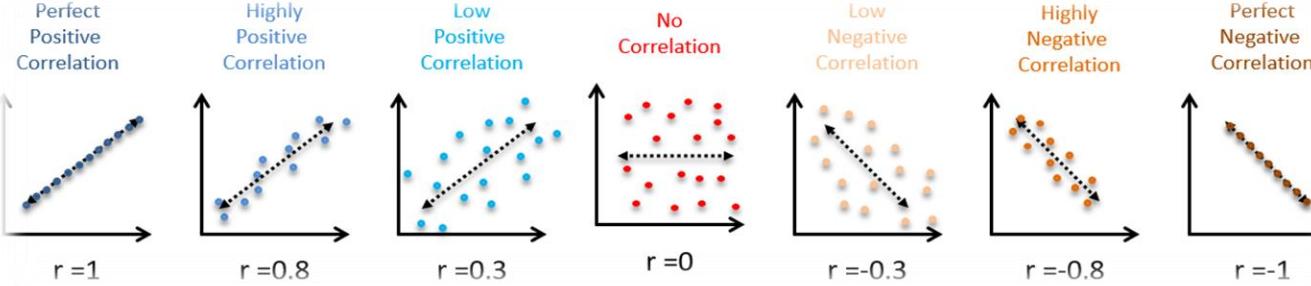
Calculating the result:

$$Y \approx 10100.469$$

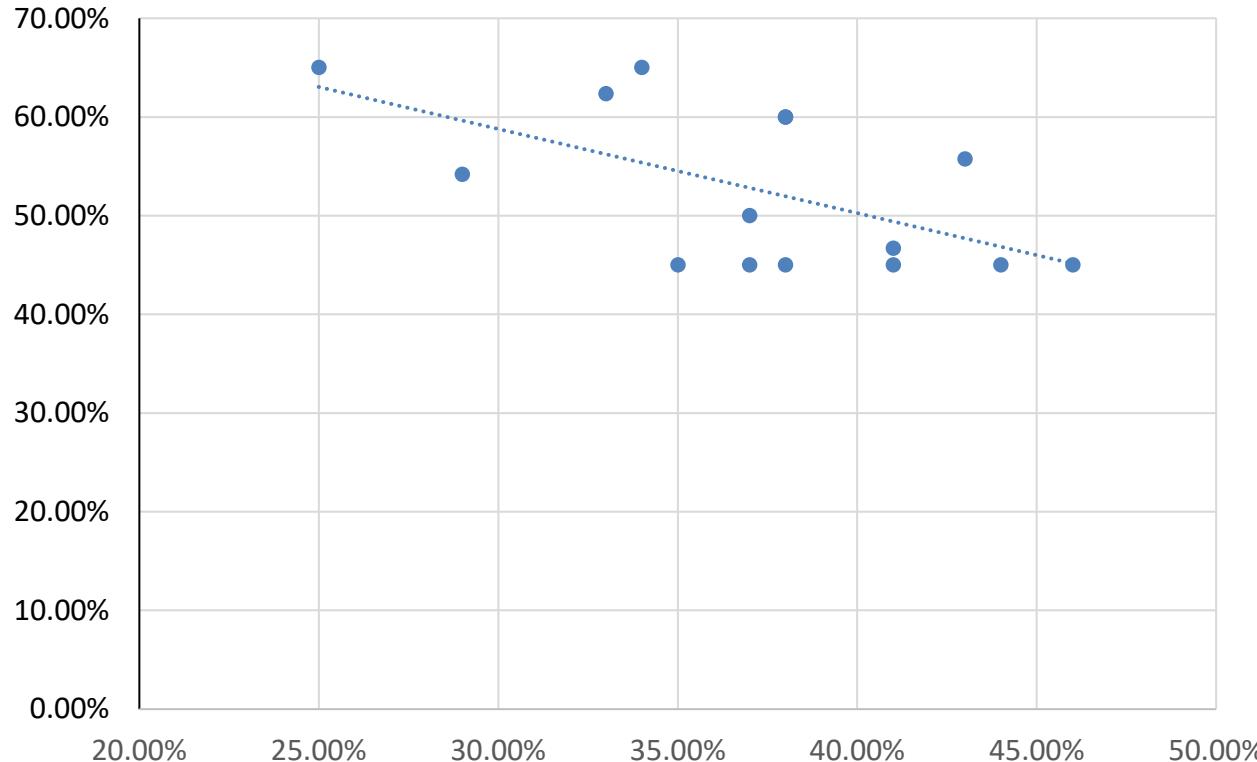
Therefore, based on the provided values for the independent variables, the predicted value for the dependent variable (Y) is approximately 10100.469

Correlation Analysis – Quotation Time v/s Purchase Cost

Scatter Plot & Correlation Examples



Scatter Diagram - Quotation Time v/s Purchase Cost



Purpose :-

To identify whether Quotation Time and Purchase cost are correlated with each other

Hypothesis developed :-

H_0 - There is no correlation between Quotation Time and Purchase Cost

H_a - There is a correlation between Quotation Time and Purchase Cost

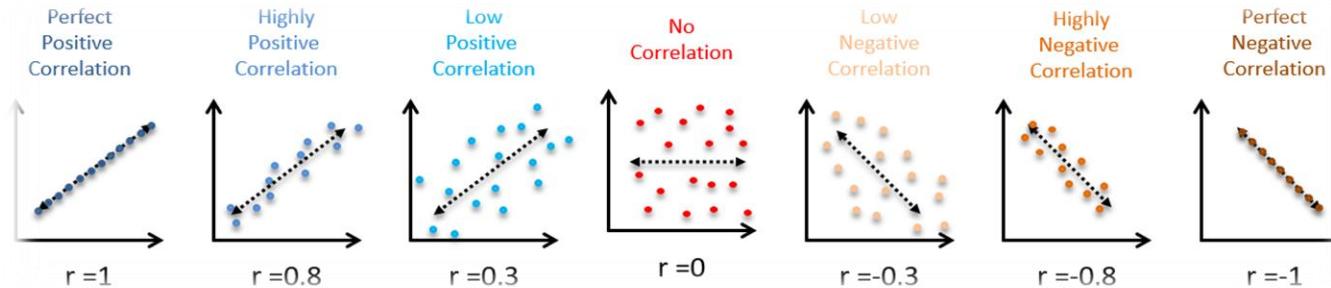
X	Quotation Time	Y	Purchase Revenue
	29.00%		54.17%
	37.00%		50.00%
	38.00%		60.00%
	35.00%		45.00%
	33.00%		62.35%
	34.00%		65.00%
	46.00%		45.00%
	44.00%		45.00%
	41.00%		45.00%
	38.00%		45.00%
	37.00%		45.00%
	38.00%		60.00%
	41.00%		46.70%
	43.00%		55.73%
	25.00%		65.00%
	r value		-0.7725

Result –

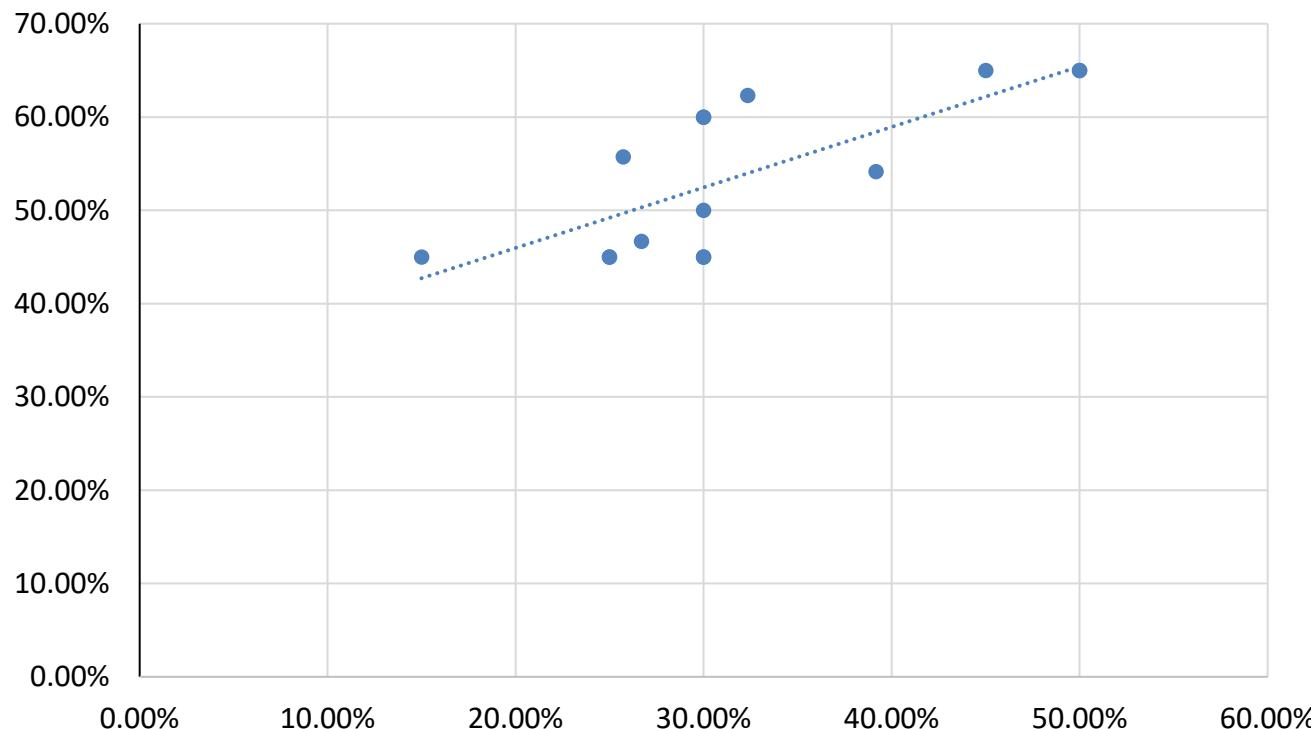
- Since the R value is -0.7725 , we accept the null hypothesis
- Thus indicating highly negative correlation between Quotation Time and Purchase Cost

Correlation Analysis – Deal Time V/s Purchase Cost

Scatter Plot & Correlation Examples



Scatter Diagram - Vendor Cost v/s Deal Closure Time



Purpose :-

To identify whether Deal Closure Time and Purchase cost are correlated with each other

Hypothesis developed :-

H_0 - There is no correlation between Deal Closure Time and Purchase Cost

H_a - There is a correlation between Deal Closure Time and Purchase Cost

X	Y
Deal Closure Time %	Vendor Cost %
32.35%	62.35%
30.00%	50.00%
39.17%	54.17%
30.00%	60.00%
45.00%	65.00%
30.00%	45.00%
15.00%	45.00%
25.00%	45.00%
30.00%	45.00%
25.73%	55.73%
26.70%	46.70%
50.00%	65.00%
30.00%	60.00%
25.00%	45.00%
50.00%	65.00%
r value	0.87709

Result –

- Since the R value is 0.87707 , we reject the null hypothesis
- Thus indicating highly positive correlation between Deal Closure Time and Purchase Cost

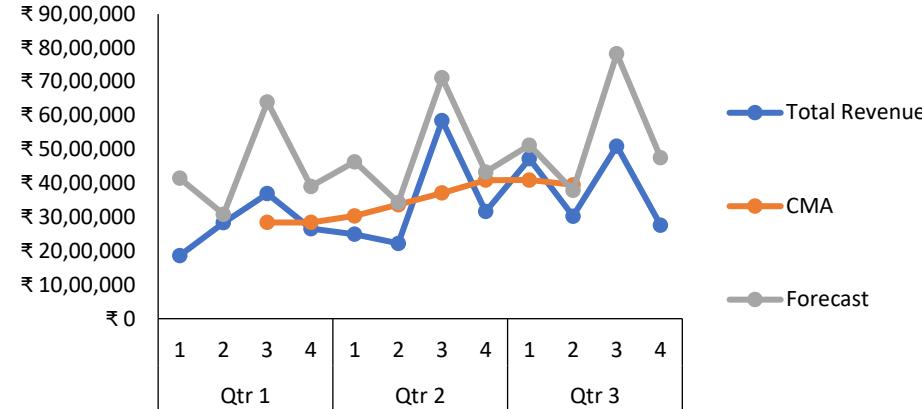
Time Series Forecasting



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Purpose :-

To statistically predict the forecasted revenue performance for the next 18 Months

t		Month	Total Revenue	MA(4)	CMA	S_t, I_t	St	Deseasonalize	Tt	Forecast		Error	Error (Abs)	Error %	Mean Square Error
1	Qtr 1	1 Jan'22	₹ 18,65,427					0.99	₹ 18,90,118	₹ 27,16,499	₹ 26,81,011	-₹ 8,15,585	₹ 8,15,585	43.72	₹ 6,65,17,86,70,850.74
2		2 Feb'22	₹ 28,33,616					0.71	₹ 39,75,386	₹ 28,40,270	₹ 20,24,516	₹ 8,09,100	₹ 8,09,100	28.55	₹ 6,54,64,21,79,367.13
3		3 Mar'22	₹ 36,95,267	₹ 27,63,406	₹ 28,42,056	1.30		1.44	₹ 25,69,279	₹ 29,64,041	₹ 42,63,034	-₹ 5,67,767	₹ 5,67,767	15.36	₹ 3,22,35,91,66,379.58
4		4 Apr'22	₹ 26,59,317	₹ 29,20,705	₹ 28,44,447	0.93		0.85	₹ 31,13,164	₹ 30,87,812	₹ 26,37,661	₹ 21,656	₹ 21,656	0.81	₹ 46,89,65,628.00
5	Qtr 2	1 May'22	₹ 24,94,622	₹ 27,68,188	₹ 30,37,517	0.82		0.99	₹ 25,27,642	₹ 32,11,583	₹ 31,69,628	-₹ 6,75,006	₹ 6,75,006	27.06	₹ 4,55,63,33,52,555.52
6		2 Jun'22	₹ 22,23,548	₹ 33,06,845	₹ 33,69,865	0.66		0.71	₹ 31,19,500	₹ 33,35,355	₹ 23,77,407	-₹ 1,53,859	₹ 1,53,859	6.92	₹ 23,67,25,78,372.66
7		3 Month 1						1.44		₹ 34,59,126	₹ 49,75,089				
8		4 Month 2						0.85		₹ 35,82,897	₹ 30,60,571				
9	Qtr 3	1 Month 3						0.99		₹ 37,06,668	₹ 36,58,245				
10		2 Month 4						0.71		₹ 38,30,439	₹ 27,30,299				
11		3 Month 5						1.44		₹ 39,54,210	₹ 56,87,145				
12		4 Month 6						0.85		₹ 40,77,981	₹ 34,83,480				
13	Qtr 4	1 Month 7						0.99		₹ 42,01,753	₹ 41,46,862				
14		2 Month 8						0.71		₹ 43,25,524	₹ 30,83,190				
15		3 Month 9						1.44		₹ 44,49,295	₹ 63,99,201				
16		4 Month 10						0.85		₹ 45,73,066	₹ 39,06,390				
17		1 Month 11						0.99		₹ 46,96,837	₹ 46,35,479				
18		2 Month 12						0.71		₹ 48,20,608	₹ 34,36,081				
19		3 Month 13						1.44		₹ 49,44,379	₹ 71,11,256				
20		4 Month 14						0.85		₹ 50,68,151	₹ 43,29,299				
21		1 Month 15						0.99		₹ 51,91,922	₹ 51,24,096				
22		2 Month 16						0.71		₹ 53,15,693	₹ 37,88,973				
23		3 Month 18						1.44		₹ 54,39,464	₹ 78,23,312				
24		4 Month 19						0.85		₹ 55,63,235	₹ 47,52,209				



Phase 4

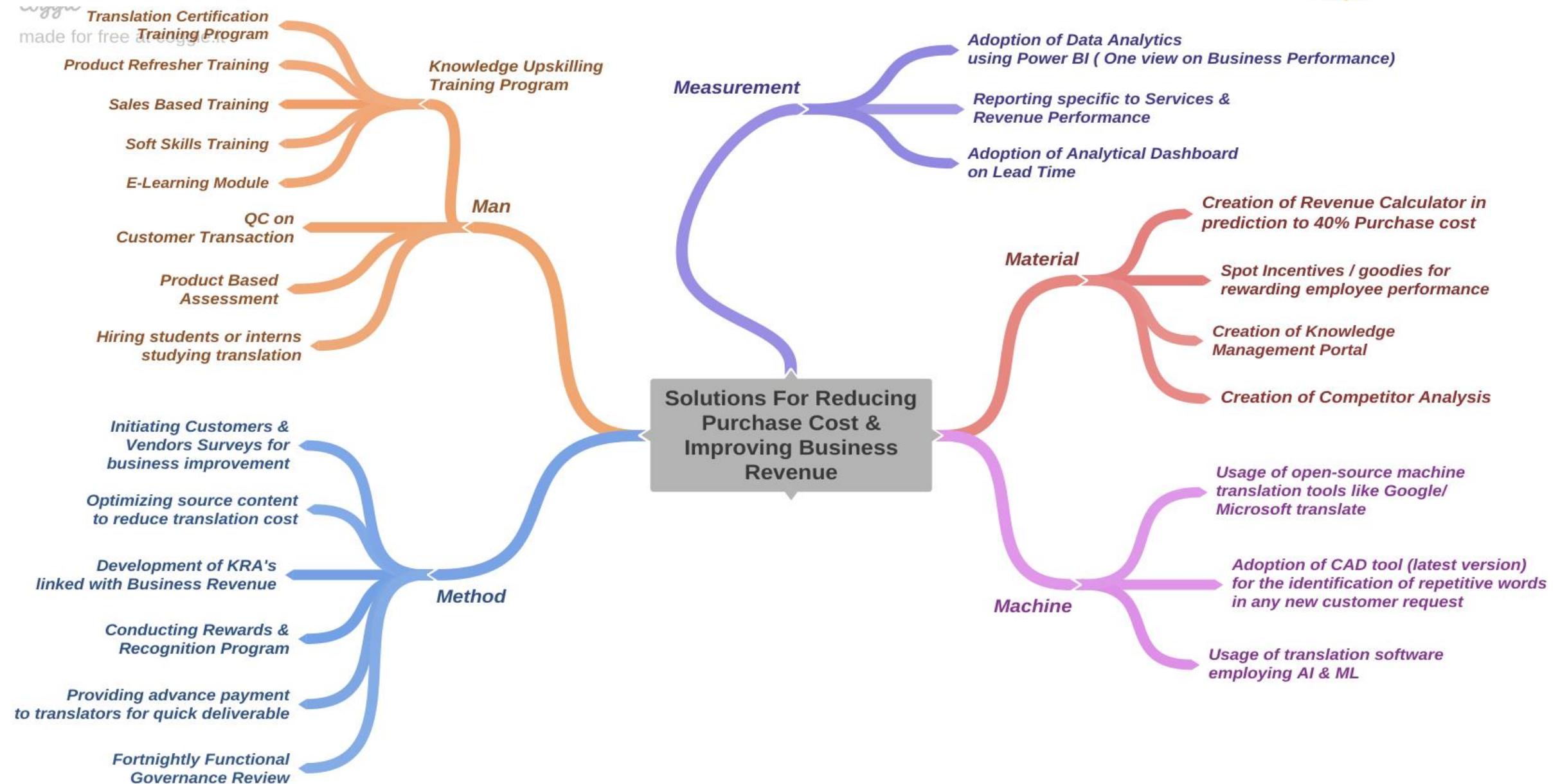
Designing
Solutions /
Recommendations
For Changes In
Business Models
& Tracking Its
Improvement



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Mind Mapping – Ideation for Reduction in Purchase Cost



Solution Impact Matrix



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Solution Impact Matrix		Weightage	Design Concept				
Legend			Man	Method	Material	Machine	Measurement
Selection Area	Better	+					
	Same	S					
	Worse	-					
	1. Is the Organization/Process Interested?	10	+	+	+	+	+
	2. Does the idea have a competitive advantage?	10	+	+	+	+	+
	3. Is there a clear need?	10	+	+	S	+	+
	4. How big is the impact of the idea?	10	+	+	+	+	+
	5. Can the idea be communicated clearly?	10	+	+	+	+	+
	6. Is the design Concept easy to implement?	10	+	+	+	+	+
	7. What is the development time?	10	+	S	S	+	S
	8. What is its reusability?	10	+	+	+	+	+
	9. Final Record Quality?	10	+	+	+	+	+

Total +
Total -
Total Score
Weighted Total +
Weighted Total -
Weighted Score

9	8	7	9	9
0	0	0	0	0
9	8	7	9	9
90	80	70	90	90
0	0	0	0	0
90	80	70	90	90



Thank You ...!!



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