

LUMINA

OPERATIONAL INTELLIGENCE AUDIT

Subject: Creative Design Handoff

Date: January 16, 2026
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Executive Summary

At A Glance

INR 252,500
Annual Capital Bleed

34/100
Clarity Score

CRITICAL
Efficiency Rating

The Operations Verdict

This workflow is currently operating at a **CRITICAL** level. The analysis identified 2 major friction points contributing to a 0% waste of total investment. Immediate remediation is recommended to recover the reported capital bleed.

Friction Point Analysis

Blindspot Issue	Root Cause	Impact
Cognitive Context Switching	Fragmented IT procurement allowed departments to adopt isolated tools without integration strategy.	Reduces deep-work capacity by ~20%.
Communication Overhead Entropy	In clear definition of 'consulted' vs 'responsible' (RACI) roles.	15% of total time lost clarifying requirements.

Strategic Remediation Roadmap

Phase 1: Quick Wins (0-30 Days)

- Unify Data Ingestion Layer.

Impact: Recovers 10+ hours/week per person.

Phase 2: Structural Transformation

- Split into Two-Pizza Teams.

Impact: Reduces coordination overhead by 40%.

Projected Annual Value Unlocked: ■ **12,625,000**