

BEAUTIQUE DATA SYNC OPERATION AND INTEGRATION ON BEAUTY PARLOUR AND BOUTIQUE BUSINESS

A Proposal report for the BDM capstone Project

Submitted by

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Declaration Statement

I am working on a Project titled "Beautique Data Sync Operations and Efficiency and Integration on Beauty Parlour and boutique businesses". I extend my appreciation to SAINI BOUTIQUE AND BEAUTY PARLOUR, for providing the necessary resources that enabled me to conduct my project.

I hereby assert that the data presented and assessed in this project report is genuine and precise to the utmost extent of my knowledge and capabilities. The data has been gathered from primary sources and carefully analyzed to assure its reliability.

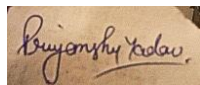
Additionally, I affirm that all procedures employed for the purpose of data collection and analysis have been duly explained in this report. The outcomes and inferences derived from the data are an accurate depiction of the findings acquired through thorough analytical procedures.

I am dedicated to adhering to the principles of academic honesty and integrity, and I am receptive to any additional examination or validation of the data contained in this project report.

I understand that the execution of this project is intended for individual completion and is not to be undertaken collectively. I thus affirm that I am not engaged in any form of collaboration with other individuals, and that all the work undertaken has been solely conducted by me. In the event that plagiarism is detected in the report at any stage of the project's completion, I am fully aware and prepared to accept disciplinary measures imposed by the relevant authority.

I understand that all recommendations made in this project report are within the context of the academic project taken up towards course fulfillment in the BS Degree Program offered by IIT Madras. The institution does not endorse any of the claims or comments.

Signature of Candidate:



Name: Priyanshu Yadav

Date: 01/02/2025

1. Executive Summary and Title

Title : Beautique Data Sync Operations Efficiency and Integration on Beauty Parlors and boutique businesses

The project is about B2C Beauty parlour and boutique shop where aim is to deliver amazing beauty and nice fittings. I am collecting around around 3 months of billing data and expenses data. Services includes skincare , nail care , haircuts, makeup, waxing and threading and more beauty services. Being a full-service beauty facility aside, this shop offers boutique service available where clothes fitting and sewing available also.

Three major problems the company is facing are long waits and high customer attrition rates and products got expired before used most of the times by which customer satisfaction and retention are highly affected. Problems are hard to implement solutions with if a clear understanding is not available.

To rectify the problem, we recommend analyzing the parlor's operations and billing records data sync techniques. We come up with data analysis tools to review customer behavior patterns, service popularity ratings, waiting times of customer and appointment denial by customers and customers churns rates. this analysis will provide useful insights that will plan our strategic descisions.

We are looking at customers service optimisation, shorter waiting times, fast client retention and a increase in overall productivity. There are several causes why people may take longer than usual in line or would prefer to go elsewhere or maybe lack of engagement or may comptetors offers better price, these includes leading to high attrition levels among client.

2. Organization Background

It was nine years back where at first was established a boutique shop at home and then after years they merge with a small cosmatic shop and after some of personal issues they shutted the business and in 2019 they come up with a mergation of a beauty parlour and boutique shop at Home and today it become has come up as one of the leading beauty parlours and boutique in Balapur, Raebareli . This was a strategic move which had uplifted the bussiness to the rural area, where it has been identified for its standard and customer satisfactions.Beauty parlour is all about quality and innovation beauty services with professional hairs, skin, nails and well fitted clothes and fittings and special services delivered at the hands of highly skilled professionals.

3. Problem Statement

3.1 Long wait time: Beauty parlour and boutique experiences long waiting time which has a unfavorable impact on client satisfaction as well as their retention. No scheduling and not a good service management are the one issue by which upsets clients look for alternatives

3.2 churn rates: Customers of beauty parlour and boutiques has high churn rates due to the lack of insight into client behaviour and preferences are not provides enough opportunity to gain customer loyalty.

3.3 Lackness of publicity of shop: This shop populated in a rural area not in a commercial area. By this sometimes in unfunctional times of the year their purchased product got expired before fully utilize.

4. Background of the Problem

For example when an customer must have to wait extremely long to get served at a beauty parlours or delay in clothes, customers satisfaction is going to decrease for sure, which might lead to costumers not returning very often to the shop. Customers tend to expect short waiting time and quick service, and in the case of too long periods customers tend to feel upset and dissatisfied. There are the one main issue is lack of staff and other is internal inefficiency service that arises due to not having appointments scheduling, if the duration of the service is unpredictable that will lead to delayed service. Then why would customer come back when they are unhappy with the service.

To know why customers churn is crucial step in devising effective strategies for retention. Unattainable expectations, uneven levels of services and unsatisfactory customer service are the major contributors to a high rate of clients turnover. When consumers have to wait Forever on hold or if they are not treated well, they can walk away.

Also this is located at rural place not in commercial place this also plays a huge role in unpopularity or lack of customers sometimes that is the case when purchased product get waste.

5. Problem Solving Approach

1. Data Collection and Integration

The first step is to collent the raw and unstructered data, then do the data cleaning first, Doing this will maintain a level of reliability and validity for the data.

* Establishing a uniform system of maintaining and storing all relevant integration

2. Descriptive Analytics

Descriptive analytics is used to understand the current state of the business. The purpose of descriptive analytics is to shape the data, and the data should be used to inform the owner who should have the knowledge of the business. The manager then has a role in communicating the data

in order to inform others. The main method for descriptive analytics is to compile the past data and recognize the trends. For example,

- * To examine customer waiting times, like when are peaks and where do we deliver slow service
- * Our services and their performance should be regularly assessed for revenue patterns and implications to services.

3. Predictive Analytics

This is a statistical process to predict future trends and behaviour from the data. Methods like time series analysis will be used for example

- * Forecast future wait times by past performance
- * Forecast customer attrition risk, to identify at risk customers and take proactive measures to address concerns
- * Forecast service demand range, to anticipate how many range of service will be required to maximize team and inventory levels and to track how much we need to do publicity of business in that area to gain more consumers and do retentions.

4. Continuous Improvement and Monitoring

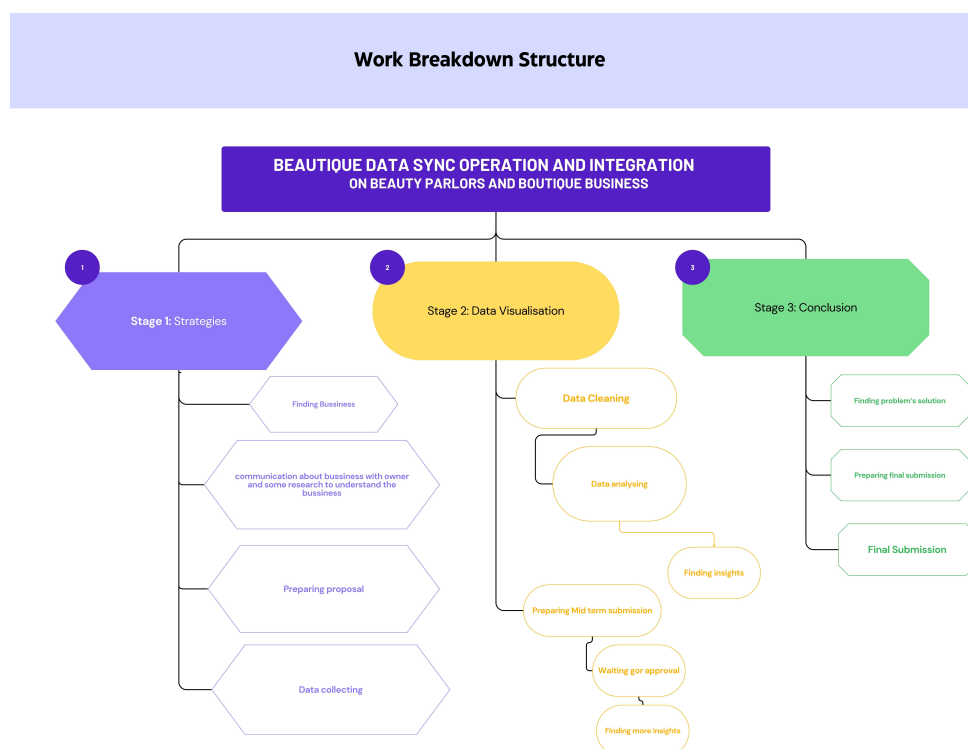
Developing a continuous monitoring and feedback system is crucial to ensure progress over time.

For example

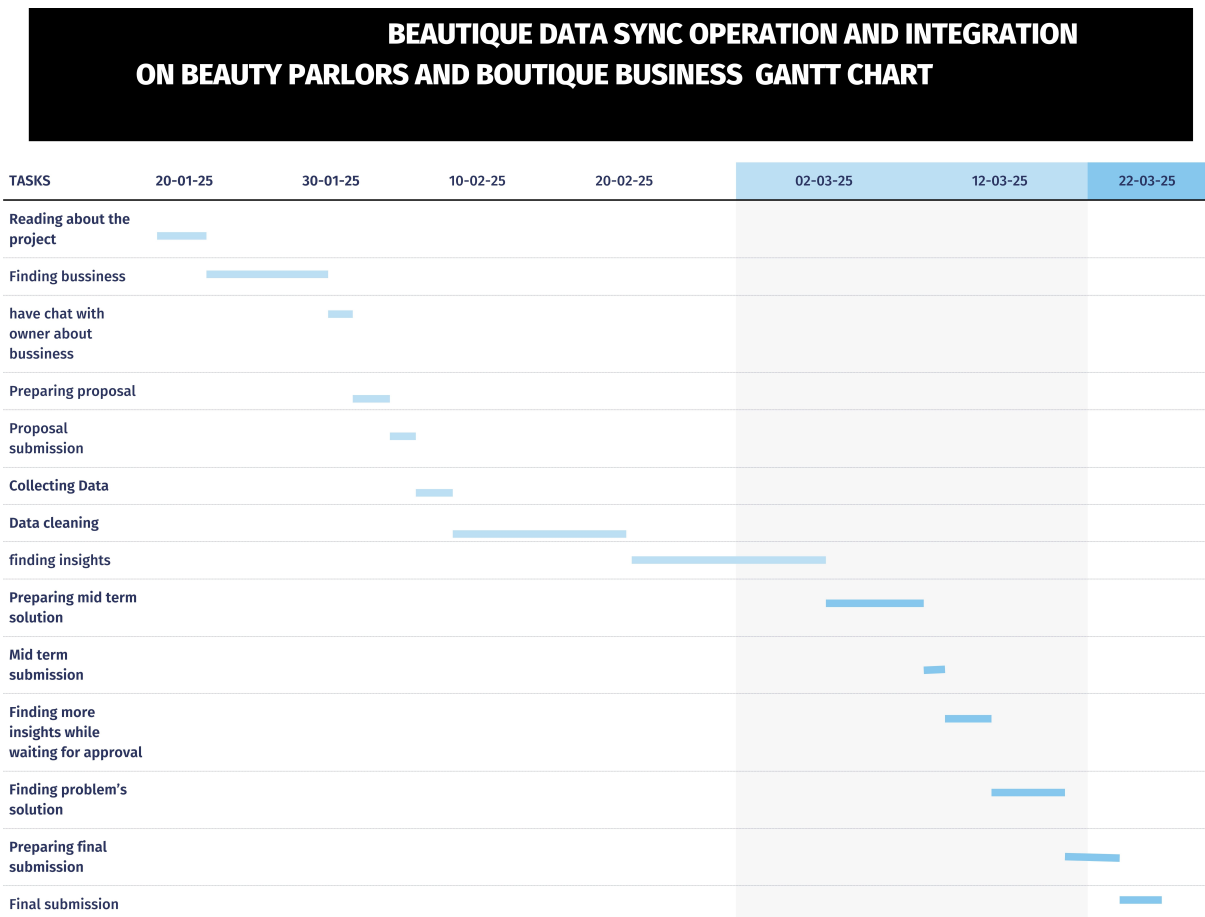
- * Tracking the implementation of strategies at regular intervals and making adjustment as needed to ensure they are effective.

6. Expected Timeline

6.1 Work Breakdown Structure



6.2 Gantt Chart



7 Expected Outcome

1. Service Efficiency:

Lower instance of typos in bookings and failure of customers to show up for scheduling time slots it will reduce hassle of appointment management for both employee and clients.

2. Customer Experience:

Greater customer retention as a result of targeting and promoting appreciable service to respective clients. Satisfactory turnaround time and the service brought to level best as alternate methods of availing and organizing.

3. Increase publicity and Increase in Profitability:

Higher customer retention includes improving customer service and satisfaction which leads to greater loyalty and more business from the same customer and also they share our work with other customers, so they also can join as much as possible that leads to in favors of the business.

4. Less wastage of product:

Through the publicity and the retention of the customers, this also leads to great use of the product without wastage or expiring of the purchased product .