

Case Study 1

A Design Thinking Approach On Data Insight Analyst

By G.Sai kiraan

Agenda

Introduction

Problem Statement and Data Source

Objective and Methodology

Solution Description

Impact

➤ Introduction

BTM Layout is a very good locality. And very close to shopping malls, schools, restaurants, hospital, lake, parks, super market, police station, every day local vegetable market are available in this locality. BTM Layout is the well known place of Bangalore. And a place of IT employees

A huge food lovers a come out in this region, this reflected by growth in the number of fast food center, restaurants. Across categories and pricing levels, the city has seen a phenomenal number of fast food open door in the past few year

A category that has arguably seen the numbers, to casual and semi – formal dining, finding an eatery that hits the right spot in terms of taste, ambience and as well as budget has never been easier

People always in search of best taste, quality, quantity, service

Some of the Fast food centers located at BTM Layout and customers review about they opinion on fast food center

Sagar fast food

Navneet Nandan Jha
Local Guide · 23 reviews
★★★★★ 6 months ago
Food is okies here but better than near by food corners

Kishan Racharla
Local Guide · 127 reviews
★★★★★ a year ago
Nice place to having Breakfast food was awsum and very very tasty, decent place and rates also reasonable..

Around_THE_Globe
Local Guide · 493 reviews
★★★★★ a year ago
This place is so good. Owner and staff is gentle. They serve best quality food. Their Masala Dosa is so good. I became their regular customer. I used to eat a dosa everyday. There is purity in their every single food item. If you try their coffee or tea they are also to gud. You can pay by phonepay and paytm also. Place is so hygienic and even pocket friendly. I like it much. I'm just loving it

Jhabboo
Local Guide · 25 reviews
★★★★★ 4 months ago
It's taste is good but price is little bit more

Dinesh sagar
13 reviews
★★★★★ 4 months ago
Very good service n tasty food

Prasanna Kannan
Local Guide · 28 reviews
★★★★★ 4 months ago
A good place to have South Indian dishes, i place atleast once a week.

S "The place serves north Indian, South Indian & Chinese food."

"Breakfast tasty,must try dish agar special mixed veg"

"It could be cleaner both in the serving area and in the kitchen."

Deepak Kumar Rout
Local Guide · 88 reviews
★★★★★ 4 months ago
Not good quality of foods

Rahul Tilak
Local Guide · 419 reviews
★★★★★ 2 years ago
One of the best places to have Breakfast, the location is pretty good, the ambience is pretty simple, but that's what makes it really awesome ,the in breakfast masala dosa and idli vada are a must try, onion dosa is pretty good , lunch , both south indian and north indian thali's are pretty tasty , the best is dal kichdi...it's really really additictive , in dinner chole bature and dal roti is again additictive... U will love it..also try the papdi chaat...its awesome ... Is.

Jayaprakash Reddy
Local Guide · 41 reviews
★★★★★ 4 months ago
Half of pepper dry in starter goes waste

Stay Alert
Local Guide · 42 reviews
★★★★★ 2 years ago
Food is delicious 😊 I had gobi here.

S Sani's stars
6 reviews
★★★★★ 3 months ago
Food tastey some spicye

Sajjan Hegde
17 reviews
★★★★★ 4 months ago
Mangalorean/Kundapur style meals. Good place for coastal breakfast. Prices are very reasonable.

C.R. MEGA HOT FOOD

Chinese Kitchen

Photo - Jan 2018

Reviews:

- Utkarsh Alok** Local Guide · 16 reviews
★★★★★ 11 months ago Got vee hakka noodles and veg ball manchurian. Quantity was good so the taste.
- Kavitha Jayakumar** Local Guide · 14 reviews
★★★★★ 9 months ago Food was not prepared carefully, too spicy and not a single veggie in Veg Szechuan fried rice
- Sushmitha Rao** Local Guide · 35 reviews
★★★★★ 2 years ago Nice I ordered momo it's worth for my work. And don't add minimum value request
- EshaVijay Kumar** Local Guide · 75 reviews
★★★★★ a year ago Nice food quality but provide very less quantity
- mansi patel** Local Guide · 68 reviews
★★★★★ a year ago This was just a small place before and I'm so glad now they have taken bigger place where you can have your table and have the best street style Chinese food. Trust me on this this place serves the best Chinese food. I have tried it in all those fancy restaurants but the taste you get here is mouthwatering... don't go by the look of the place try giving it shot. Please try veg chill garlic noodles and coriander chicken. The best. The taste will remain in your mouth for long.
- Samrat Dey** Local Guide · 35 reviews
★★★★★ 2 years ago First time trial, had okay like experience on their dragon chopsey, balanced taste could be a little more spicy gravy. Presenting was good and foremost courteous staffs. Looking forward to try other ones, would be a comprehensive review next.
- Keyur Kariya** Local Guide · 136 reviews
★★★★★ 2 years ago Average food taste but it is nicely packed and also you can order on Swiggy or Zomato.
- Tanushree Yadav** Local Guide · 9 reviews
★★★★★ a year ago The food is decently cooked, also the place hygiene is maintained well. There is very less space to have food at the place.
- Akash** Local Guide · 22 reviews
★★★★★ 2 years ago The starters are good taste wise, but sometimes resulted in stomach upset next day. Otherwise it's good especially with beer. 😊

Photos:

- Food items: Hakka Noodles, Veg Ball Manchurian, Veg Szechuan Fried Rice, Momo, Honey Crispy Chicken.
- Interior view of the restaurant showing staff working and customers.
- Exterior view of the restaurant entrance.
- Delivery boxes from Swiggy and Zomato.

Grill-Biryani's BTM layout

Durga Prasad
Local Guide · 264 reviews

★★★★★ a year ago
I have taken their Andhra chicken biryani it's taste good and tried the delicious grilled chicken one of the best grilled chicken I have tested I recommend grill lovers to test the grill chicken totally five star for quantity quality value for money

Like Share

Sohin Artist
Local Guide · 26 reviews

★★★★★ a year ago
the worst biryani i ever had. full of salty and stinky chiken pieces.(zomato order).i could eat only 3 spoon of rice.



"Tasty food,must try grill chicken and roll and biryani,very reasonable price"

"Service on time polite staff."

"I liked the andra biryani & grill chicken worth for money what we pay."



Gurudeo Mandal
Local Guide · 13 reviews

★★★★★ a year ago
cold and not tasty chilly chicken, totally worst, have to put in dustbin.



Sudhakar Yadav
2 reviews

★★★★★ a year ago
Very good and excellent service. Food was delicious. Service on time polite staff.



Somesh Kumar
Local Guide · 42 reviews

★★★★★ a year ago
The worst Biryani ever.
No Taste at all.They will serve you cold biryani 😞 😞 and if u complain they will return you a sorry that's it.



Karthikeyan Karthik
2 reviews

★★★★★ a year ago
I dont have 0 star to give very worst biryani full salty I jus told to the person biryani is little salty he is coming for fight and tells that if biryani is salt I will give for free money is not an issue I will be paying but he is speaking like a local guy

Like Share

Jayahari Padagalingam
Local Guide · 43 reviews

★★★★★ a year ago
I have never visited the place just ordered in zomato Hyderabad Chicken biryani and chicken fry it is good taste and quantity. Best in BTM

Like Share

Umesh Bs
2 reviews

★★★★★ a year ago
ked the andra biryani & grill chicken worth for money what we pay.

Like Share

Manjunath C
3 reviews

★★★★★ a year ago
They served amazing food they 2 varieties of biryani both are good I like there hyderabad biryani & grill chicken must try there grill chicken it's too yummy.
Price 5*
Quality 5*
Taste 4*
Ambience 4*

Somesh Kumar
Local Guide · 42 reviews

★★★★★ a year ago
The worst Biryani ever.
No Taste at all.They will serve you cold biryani 😞 😞 and if u complain they will return you a sorry that's it.





From the feed back by the customers

- Helps to improve products and services
- Helps to you measure customer satisfaction
- Shows you value their opinions
- Helps to you create the best customer experience
- Helps to improve customer retention
- It Gives you data that helps taking business decisions

GSK FAST FOOD

4 line BTM Layout,Bangalore

MeNu

Veg

Veg Biryani	140
Veg Machurian	70
Veg Noodles	70



Non – Veg

Chicken Biryani	150
Mutton Biryani	180
Chicken Kabab	120
Egg Bhujai	70
Chicken Manchurian	80
Chicken NOodles	80

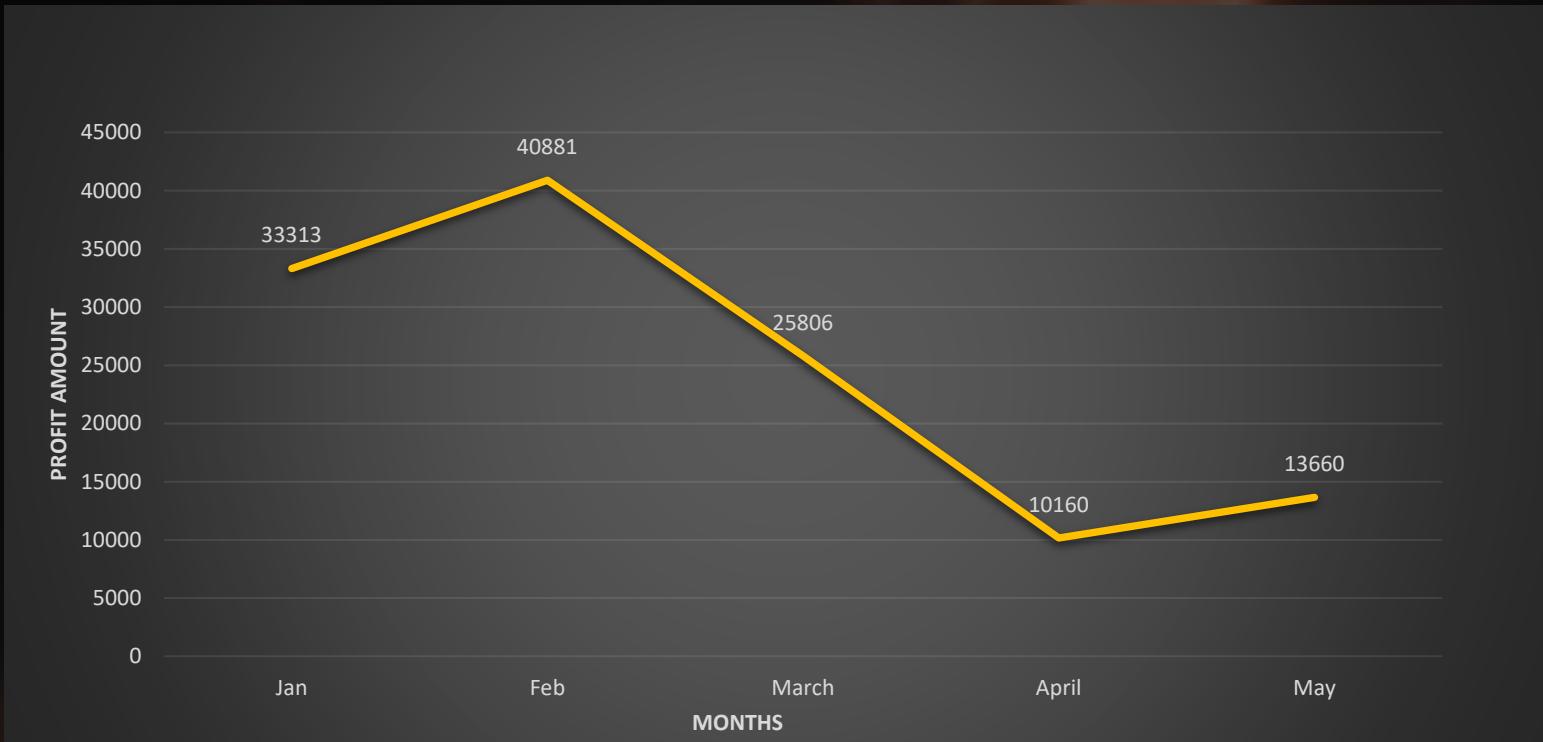


➤ Problem Statement and Data Source

A man has took a shop in Rent near BTM Layout, Bangalore, not in the main road but as a local shop
He is very lazy in working hard and also very poor in any other investment

At first 3 month profit is good and then after 3rd month he is in huge loss

He has a due of 2 months to pay the rent. The sale has drastically gone down and he is thinking to close the shop



The graph shows monthly wise profit

Data source

Google
Swiggy
Zommato

➤ Objective and Methodology

Develop the business to gain good profits by implementing various risk factors

- Focus on how to decrease wastage of raw food
- Focus on how to increase sale
- Focus on needs & feedbacks from customers
- Focus on main factors which helps the business to gain profits with minimum investment\
- Focus on customers satisfaction, thrust, intention

Data collection

Customers feedback

Preprocessing

Visualization

➤ Solution description

○ Reasons for failure of shop

MENU

- The Menu is too short people in BTM Layout in search of different food items they love to taste different food items

SERVICE

- Attitude plays a major role in developing food business
- They were not supporting merchandise items that support the shops brand building
- Shop atmosphere must be decent to attract youth

Quality and Quantity

- Don't compromise on quality & quantity which decreases the sales efficiently
- No Inventory control which offer fresh stock to customers

Clean & Healthy food

- Equipment in the shop must be clean which attract customers
- Using oils & other food items using frequently which increases health issues to customers

➤ Solution description

- Wants variety and flavor in its food, preferably something fried Looks for speed of service
- Wants an entertaining and fun experience
- Insists upon a clean, friendly, and attractive environment
- Adopts a global lifestyle
- Is computer literate
- Enjoys eating out
- Has an active lifestyle
- Implement digital marketing through social media

➤ Impact

- Inventory control which helps in decreasing wastage of food & helps in delivering fresh stock to customers
- Food tech which helps in easy transaction control & Easy in capital analysis
- Online orders & marketing which helps in increasing sales
- Analysis of customers needs & feedbacks which plays major role in developing business
- By Focusing on trends which helps to attract youth
- By advertising and sales programs to get the word out to customers
- By vouchers & coupons, collect data from customers used to offer combo pack on their birth dates which helps in increases marketing insight
- Start a customer loyalty program