Case Study 2
A Design Thinking Approach
On Data Insight Analyst

# Agenda

- > Introduction
- > Problems Statement And Data Source
- > Objective & Methodology
- > Solution Description
- > Impact

#### > Introduction

- ☐ Shop located Place Shivaji Nagar, pune, maharastra
- Lively Shivajinagar is home to several educational institutions as well as student-friendly casual eateries and stalls selling chat snacks along Fergusson College Road. The street is also known for clothing stores,
- A man wants to open a Wada Pav Shop near Shivaji Nagar in Pune. He has got a location where there are other 4 more wada pav shops.
- 4 more Wada pay shop in the line so from this we can clear observe that it is a business area were people from different behaviour, mentality and age group can came accross
- So here it is good place to implement Wada Pav shop with different Indian
   & International souces, decorate shop environment with good desent style according to your budget

#### > Problems Statement And Data Source

Effective ways to beat other competition without lowering profits to over come certain business problems

- Pricing of Wada pav in a significant manner
- Using better strategy to take over his clients
- Finding best solution to differentiate from the other competitors
- A Data insight approach on developing the Wada pav business with help of customer needs

Data source form
Google search engine
Google Maps
Zomato
Pexels
Swiggy

# Wada Pav shop situated at Shivaji nagar, pune & reviews from the customers



"This place is good to get breakfast with budget

bites and morning breakfast."

price foods." "Quality and Quantity is good. Do visit for small



Sachin Deshmukh Local Guide · 38 reviews ★★★★ 7 months ago I visited this place after long time.

It's same as old..

Best for foodies...



#### SADHANA SHIVANI Local Guide · 21 reviews

★★★★ 2 years ago

Kachoris, dahi bhalle, sabudana vada, you name it they got it. Kachoris are must try. They've also varieties of drinks, must try that





Local Guide · 14 reviews

★★★★ 11 months ago

All foods for average price. In the morning lots of people here. Difficult to get a seat. You can try Upit is also 15 rupee. Specially here upit is so tastier than other places. Tea is there for 10 rupee. If you go to JM road. This place is good to get breakfast with budget price foods. Friendly staff . I like their "poha" too a lot.

Share



★★★★ a year ago

JM road has always been like a treat for the foodies of

Had this Kolhapuri Dal Khichadi at Hindavi Swarajya.As the name suggests it was spicy and flavorful, and topped with lots of ghee. They some Khichadi su



swapnil agrawal Local Guide · 31 reviews

★★★★ 3 months ago

Best meal options available here. Must try sabudana vada.

Like ל״ח Share

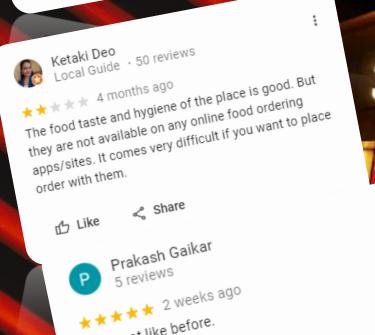


santosh sagar

★★★★ 10 months ago

Too much good quality





& share

Taste not like before.

凸 Like





★★★★★ 3 months ago

Main branch of Joshi wadewale, Taste is same as before, brade quality is good, Good instant choice for

凸 Like Share



★★★★★ 6 months ago

Car parking is a little bit problem. Good quality is excellent. Online payment possible. Very good service.

Like Share



Best Vadapav In the Pune Location

Like ≪ Share







share



Local Guide · 17 reviews

Service is somewhat not as expected, but due to heavy

Taste is best...

I like it,

Try once

Vinay Walhekar Local Guide · 24 reviews

★★★★ 3 years ago

- ☐ 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 & intention
- the data from feedback helps in implementing business decisions

#### PRICING OF OUR PRODUCTS

- Pricing depends on major factors of product quality, quantity, service
- Don't compromise on taste of food this will helps in customer retention and acquisition specially for a new shop
- Inventory control to void wastage of raw food

#### PUNE STYLE WADA PAV PRICING

Items	Price
Mr. Wada Pav	20
Mr. Butter Grilled Wada Pav	35
Mr. Cheese Burst Wada Pav	35
Mr. Butter Grilled Cheese Double Wada Pav	55
Mr. Bomb	65
Mr. Bomb with Cheese	30
Mr. Hulk Wada Pav With Cheese	50
Mr. Butter Grilled Hulk Wada Pav	55

# VADA PAV WITH INTERNATIONAL SOUCE

Items	Price
Barbecue Sauce Wada Pav	35
Honey Mustard Sauce Wada Pav	35
Chipotle Sauce Malaysian Wada Pav	35
Harisa Sauce Vada Pav	35
Sriracha Sauce Colombian Wada Pav	35
Thousand island Sauce USA Wada Pav	35
Fiery Schezwan Sauce Hung Fu Wada Pav	35
Periperi Sauce Mexico Wada Pav	35
Chilli Garlic Sauce Colombian Wada Pav	35
Jerk Sauce Calypso King Wada Pav	35

### **➢Objective & Methodology**

- It is our goal to be "the extraordinary fast food place" and we believe that the age group from 15 to 25 is the primary age where brand building they helps in developing our business and from age group 25 to 40 they know value of money
- By compare their food quality and service standards with yours, and then take the necessary action by serving quality and affordable foods
- Focusing on Atmosphere and Ambience
- Managing Customer Relations
- Target latest trends in market and to understand what customer expect when they visiting your shop
- Product pricing play a major role in developing business
- Implementing fast & better services
- Maintaining Hygiene and Cleanliness
- Implement food tech & forecasting & inventory controls

# Solution Description

- Important points to make Brand & Image for our Shop
- Follow latest trades and implement in your business
- Supporting merchandise items that helps in shop brand building, select merchandise items of youth attract brands
- Attract primary age group people with coupons and voucher
- By using this collect date of birth of customer send a gift card which will be used only on there birth day date (gift includes a free internal national souce Wada pay or 50% discount applicable for a any prefer amount of bill)

# Digital Marketing plays major role in developing Brand & Image to our shop

- Through Social media interact with customer by reviews
- Filter top reviews and printed on the shop walls
- Provide customer accounts
- Improve your customer service by traning technical skills to workers
- Start a customer loyality program
- Send engaging emails to customers
- Offer a discount or credit to return

# Factor to be consider in developing Business area to maintain good profitable among the all competitors

- Good quality & quantity for reasonable cost
- Provide better service & good relationship
- Clean & hygenic environmental store
- Provides better seating space for customers & parking space for they vehicles

# > Impact

- Developing business according to day by day improvement in technology
- Maintaining Good quality & quantity improve sales
- Develops customer retention & intention
- Implementing & developing door delivery
- Expanding beverages options
- Upgrading menu by implementing season sales ideas
- Decreases in wastages of raw food by inventory control & forecasting
- Impact on food tech helps in sales analysis easily & improves sales ideas
- Engaging customers through social media platform helps in business expansion