

Society of Business

Presents

Introductory Talk

## ► ABOUT SOCIETY OF BUSINESS

OUR ALUMNI NETWORK

WHAT'S OUR PLAN?

OUR PROJECTS

ACTIVITIES & INITIATIVES

SOLVING CONSULT CASE

WHO ARE WE?

# SB Society of Business

Society of Business was **established in 2009**

(previously, ShARE IITR), **re-branded in 2023** to

develop efficient problem solvers in the institute.

We work towards promoting the pursuit, discussion  
and exploration of consulting, product management &  
analytics in the institute and are the primary contact  
for these activities on campus.

Our group has been instrumental in the vision to build a

strong community of efficient **problem solvers** and strengthen  
the growing culture of **Consulting, Analytics and Product**.

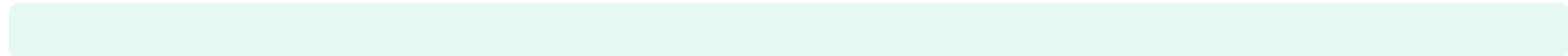


# **Verticals**

**CONSULTING**



**ANALYTICS**



**PRODUCT**



# Consulting

Consulting is the job of giving advice to corporates to solve business problems. Consultants work on a wide range of problems in diverse domains.

## Problems that consultants work on

- Strategy
- Technology
- Operations
- Human resources
- Finance
- Growth

## Top Consulting Firms

McKinsey  
& Company

accenture

BCG  


BAIN  
& COMPANY  


Deloitte.

## OUR VERTICALS

# Doctor : Patient :: Consultant : Business



- |                |  |   |
|----------------|--|---|
| Diagnosis      | ► Evaluates patient's symptoms, history, and tests | ► Analyzes organizational processes and data      |
| Prescription   | ► Prescribes treatment plans and medications       | ► Develops strategies and recommendations         |
| Monitoring     | ► Monitors patient's progress & adjusts treatment  | ► Monitors strategy implementation & its impact   |
| Specialization | ► Specializes in various medical fields            | ► Specializes in various business areas & sectors |

## OUR VERTICALS

# Why Consulting?

- ▶ Skills built      Structured thinking, Communication, Data driven, Business acumen
- ▶ Exposure      Exposure to multiple industries, Cross-skilled teams
- ▶ Network      Opportunity to collaborate with CXOs, Government officials and Bureaucrats
- ▶ Exit options      Leadership roles in Industries, Venture Capital, Product Management

Bain



**John Danahoe**  
CEO, Nike

BCG



**Benjamin N.**  
Ex-PM, Israel

McKinsey



**Sheryl Sandberg**  
COO, Meta



**Sundar Pichai**  
CEO, Google



**Susan Wojicki**  
CEO, YouTube



**Indra Nooyi**  
CEO, PepsiCo

# Consultants are everywhere



Tata Motors asks McKinsey to drive profitability of vehicle business



Kochi selects consultant for second phase of metro project



Puneet Chandok (ex-McKinsey) leads Microsoft in India and South Asia



JSW Steel selects BCG as partner for decarbonisation ambitions

## OUR VERTICALS

# Consultants ascend to top roles in 12-15 years

**BCG**

**Deloitte.**

**L.E.K.**

**KEARNEY**

**accenture**

**McKinsey & Company**

Years in Consulting												
1	2	3	4	5	6	7	8	9	10	11	12+	
Associate	Senior Assoc.	Consultant	Senior Cons.	Manager	Vice President	Associate Partner / Partner						
Consultant	Senior Consultant	Associate	Engagement Manager	Principal			Partner					
Associate	Associate Consultant	Consultant	Manager	Senior Manager	Principal / Partner							
Business Analyst		Associate	Manager	Principal	Partner							
Analyst	Consultant	Manager	Senior Manager	Partner								
Junior Consultant	Consultant	Senior Consultant	Project Manager	Principal	Partner							

# OUR VERTICALS

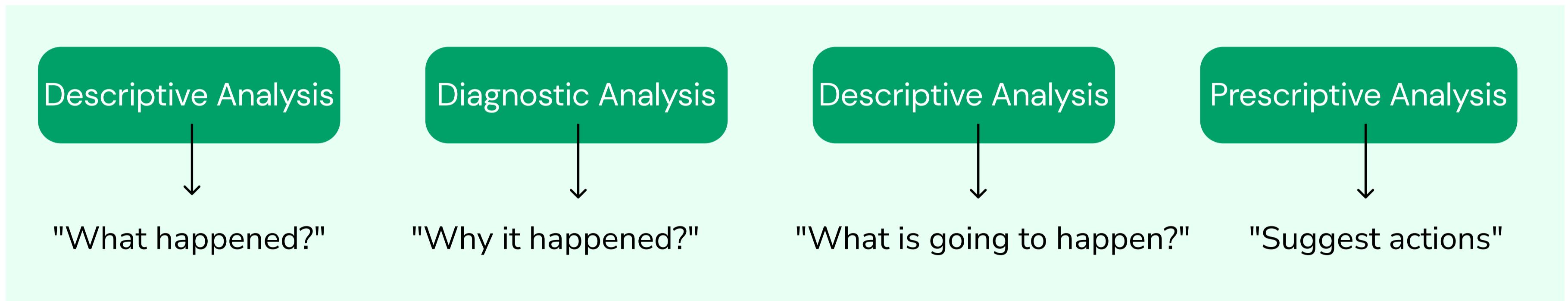
CONSULTING

ANALYTICS

PRODUCT

# What is Data Analytics?

Process of discovering, interpreting, and communicating significant patterns in data.  
Analytics helps us see insights and meaningful data that we might not otherwise detect.



# Skills

**Strong analytical skills**

To collect, organize, and interpret large amounts of data

**Technical skills**

With familiarity to commonly used tools and languages

**Good communication**

To present your findings in an effective manner

**Out of box thinking**

To provide creative solutions to challenging problems



# Career Paths as Data Analyst

As a data analyst, unlock opportunities for career advancement in data science, management, consulting, or specialized roles, aligning with your goals and interests.

## Data Scientist



- Advance programming skills
- Learn advanced mathematics
- Develop understanding of machine learning



## Management

- Progress from data analyst to senior-level roles
- Develop leadership skills alongside data skills
- Consider a master's degree in data analytics or business administration

## Specialist



- Explore specialized roles in various industries
- Examples: Business Analyst, Financial Analyst, Operations Analyst, Marketing Analyst, Systems Analyst, Health Care Analyst

## Consultant



- Gain several years of experience as a data analyst
- Consider working as a freelance contractor or for a consulting firm
- Enjoy more variety in analysis and greater flexibility



**Deloitte.**



# **OUR VERTICALS**

**CONSULTING**

**ANALYTICS**

**PRODUCT**

## OUR VERTICALS

# What is a product?

- A product is anything that creates value for us ( i.e users)

Tangible Products



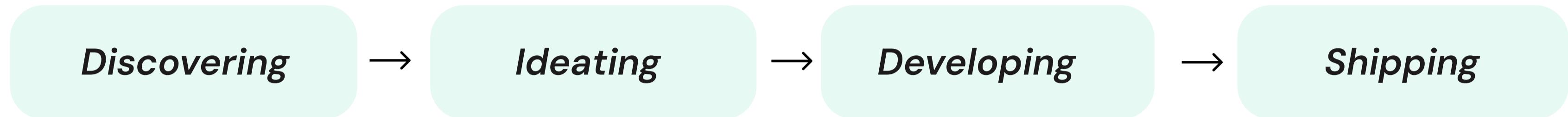
Mix of both



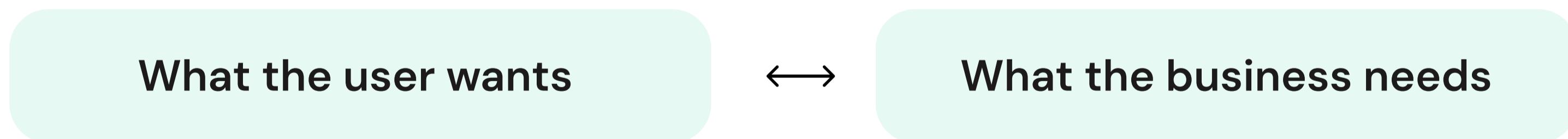
Intangible Products



# What is Product Management?



- ▶ It is like a journey where you find ideas, make them real, and deliver a great product
- ▶ A Product Manager oversees the development, strategy, and success of a product.

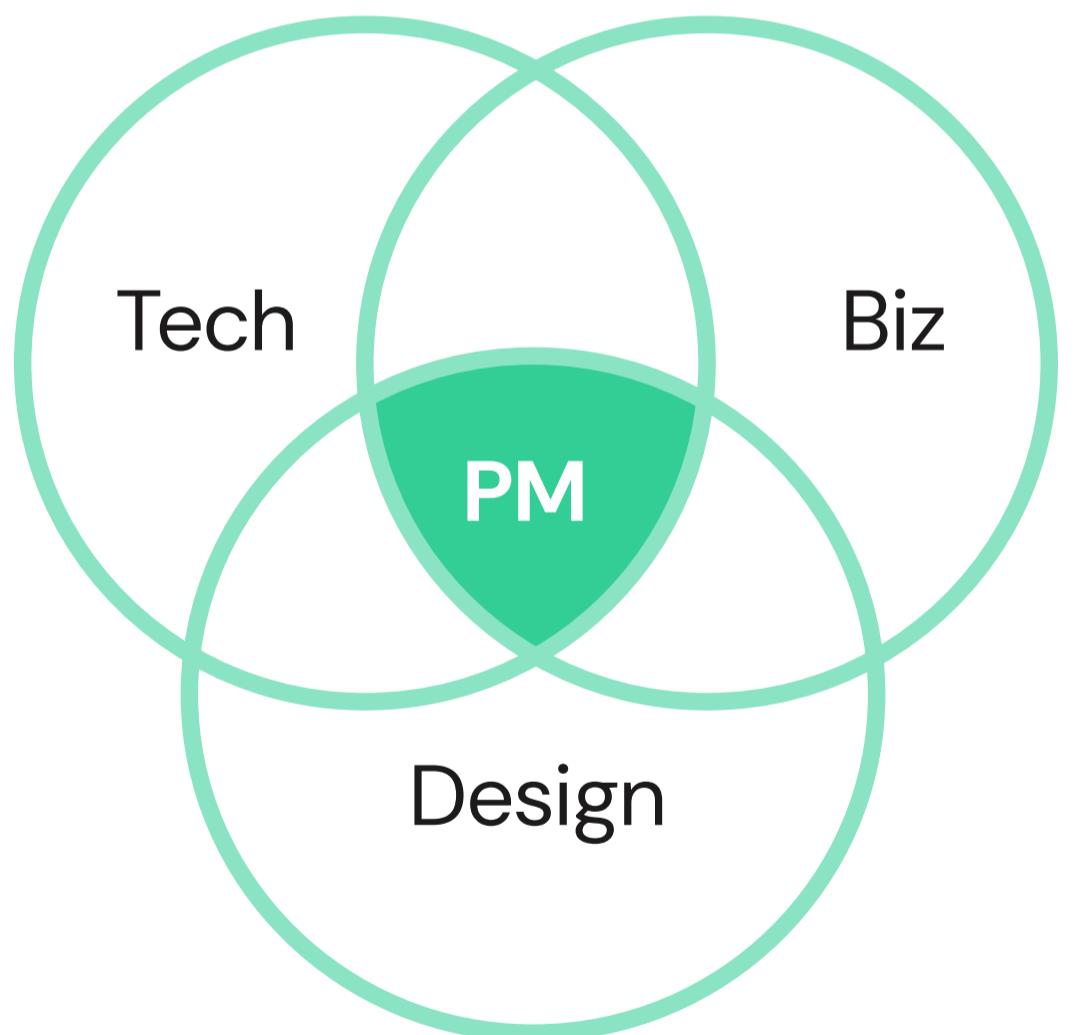


*Flipkart*



# Key Responsibilities

There are four key responsibilities of a strong product manager; four things that the rest of your team is counting on you to bring to the party



**Know your  
customers well**

**Deep business  
understanding**

**Data and  
Analytics**

**Market  
Knowledge**

## OUR VERTICALS

# Our Role in your Product Management Career



**Collaborative  
Peer Group**



**Structured  
Learning Path**



**Real-World  
Application**



**Guidance and  
Mentorship**

ABOUT SOCIETY OF BUSINESS

► OUR ACHIVEMENTS

OUR ALUMNI NETWORK

WHAT'S OUR PLAN?

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SOLVING CONSULT CASE

## CHAPTER HONOURS

# Our Achievements



**National Finalists**

KPMG Ideation Challenge 2022



**Bronze Medal**

Supply Chain Case Study at  
Inter IIT Tech Meet



## Previous Year Remarkable Achievements



**First Runner up**

PMX - IIT Guwahati



**National Finalist**

IIT KGP Indian Case Challenge



**Bronze Medal**

Supply Chain Case Study at  
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**Bronze Medal**

Product Case Study at Inter IIT  
Tech Meet



**Winner**

ZS Campus Beats Challenge

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## OUR ALMUNI NETWORK

# Top Firms

- American Express
- Wells Fargo
- BNY Mellon
- BCG
- Bain & Company
- Flipkart
- Westbrigde Capital
- McKinsey & Company
- JP Morgan
- Mastercard



McKinsey  
& Company



## OUR ALUMNI NETWORK

# Top B-Schools

- IIM Bangalore
- IIM Calcutta
- IIM Ahmedabad
- MIT Sloan
- University of Virginia – Darden Business School



And many more +

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# Structure



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SOLVING CONSULT CASE

# Startup Projects

**Tvelp:** An innovative platform that aims to redefine the world of international shopping.

Developed marketing strategies to increase brand recognition, user satisfaction, reduce customer acquisition costs and implemented trust-building measures



**CoverSure:** An AI-first InsurTech built to redefine the insurance landscape for Indians

Performed market research and developed features to increase DAU and MAU, along with enhanced user session duration and frequency and improve user feedback and app ratings



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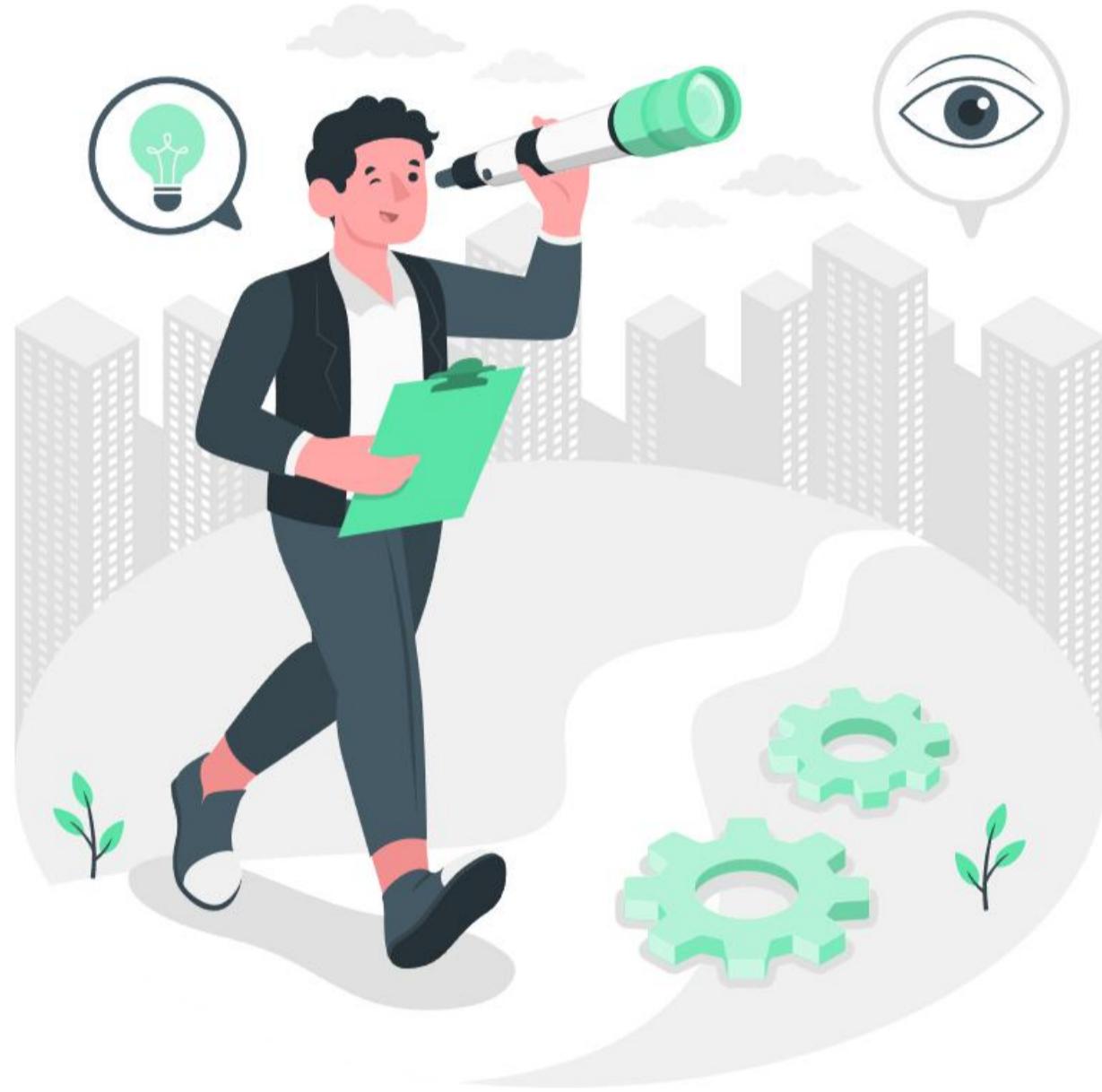
OUR PROJECTS

► ACTIVITIES AND INITIATIVES

SOLVING CONSULT CASE

## ROAD AHEAD

# Things to Look Out For!



## Winter Analytics

A 3 week analytics project mentored by 2y+3y

**Timeline:** Winter Break

Top performers will be directly called for interviews

## Business Baazigar

**Workshop & 2-week** Product Deck submission

**Timeline:** Winter Break

Top performers will be directly invited for interviews.

## Recruitment Process

Recruitment Process : Test --> Interviews

**Timeline:** Spring Semester (Semester 1.2)

We recruit only Freshers i.e. you get one shot at it!



Brownie points for Business Baazigar & Winter Analytics participants in recruitment!

# Business Conclave

► Panel Discussions

► Workshops

► Competitions

Dates to be announced...

Planned and Executed by SOCIETY OF BUSINESS

# Why should you attend ?

► Insights

► Skills

► Network

**Case Competitions**

**Business Baazigar**

**Aeonea**

**Winter Analytics**

**Who are the speakers ?**



## CHAPTER HONOURS

# Our Achievements

2022

National Finalists

KPMG Ideation Challenge 2022

2022

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## Previous Year Remarkable Achievements

2024

First Runner up

PMX - IIT Guwahati

2023

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2021

Bronze Medal

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2020

Winner

ZS Campus Beats Challenge

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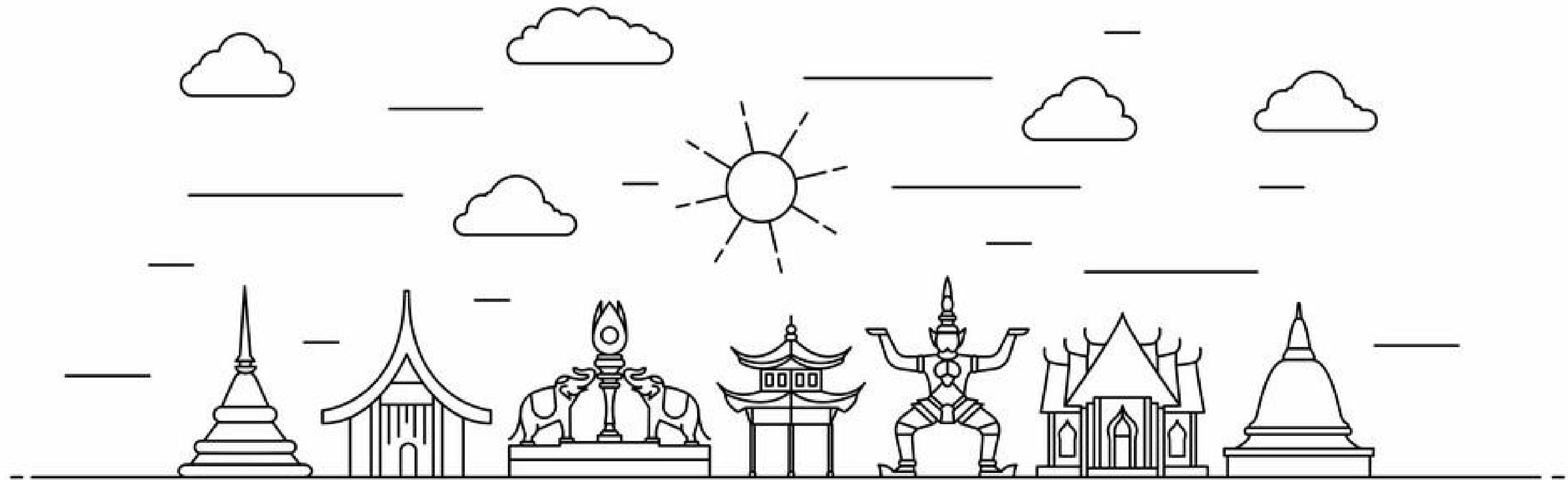
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SOLVING CONSULT CASE

# Problem Statement

You are the consultant to the CEO of a luxurious hotel resort chain in Thailand. The CEO is worried because **the tourist growth rate in Thailand was at 6%, but revenue only grew by 4%.**

He wants you to find out the problem and recommend solutions

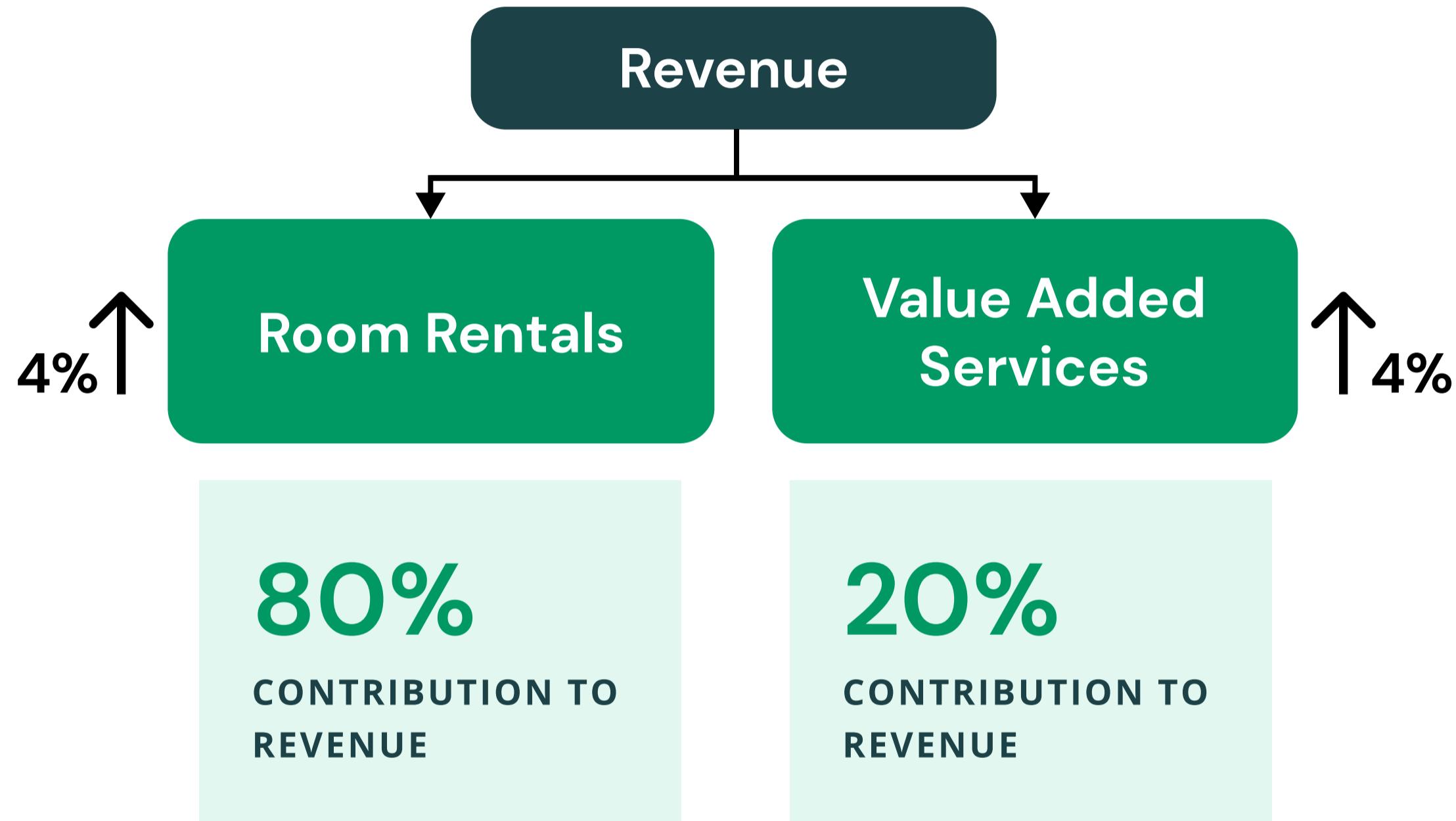


# Additional Information

- Client has 20 hotels, evenly spread out across major tourist destinations
- **Tourist growth rate:** mean year-on-year growth in the total no. of tourists
- Both economy and luxury segments have grown at a rate of 4%
- Company has been facing this problem since the last 2-3 years



# Root Cause Analysis

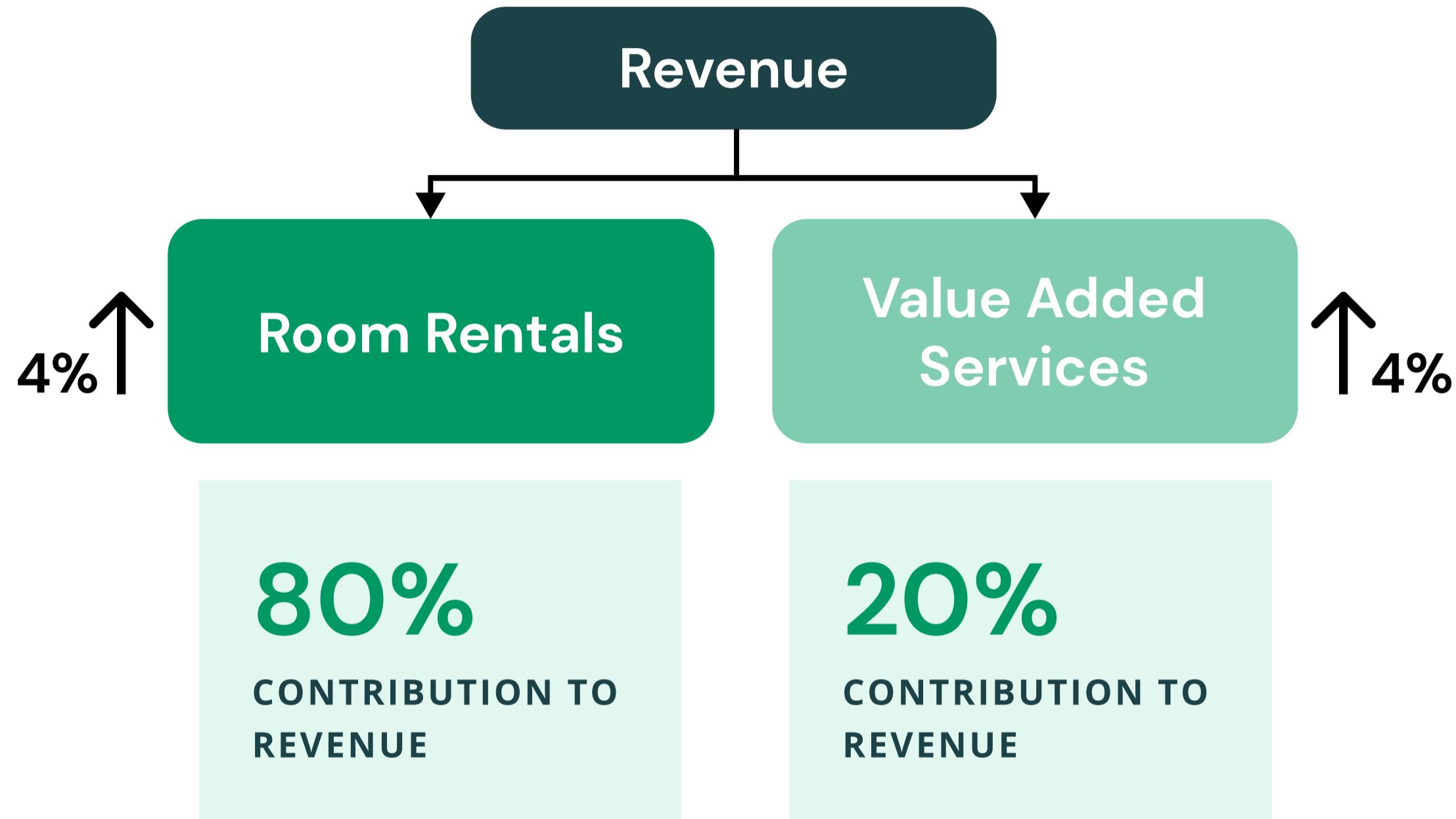


Which of the following two sources should we investigate further?

1. Room Rentals
2. Value Added Services



# Root Cause Analysis



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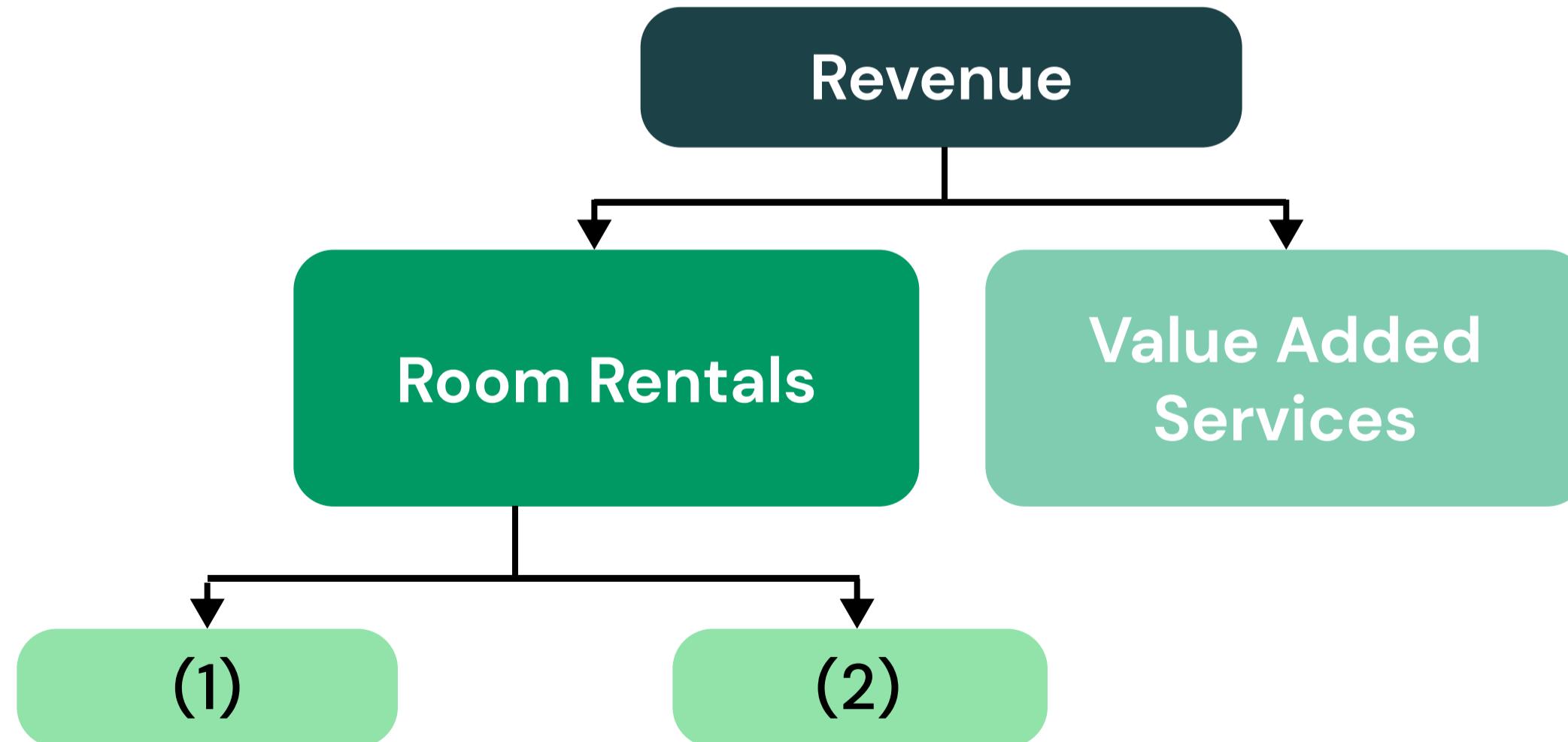
1. Room Rentals
2. Value Added Services



# Root Cause Analysis

How do we break down the revenue associated with room rentals?

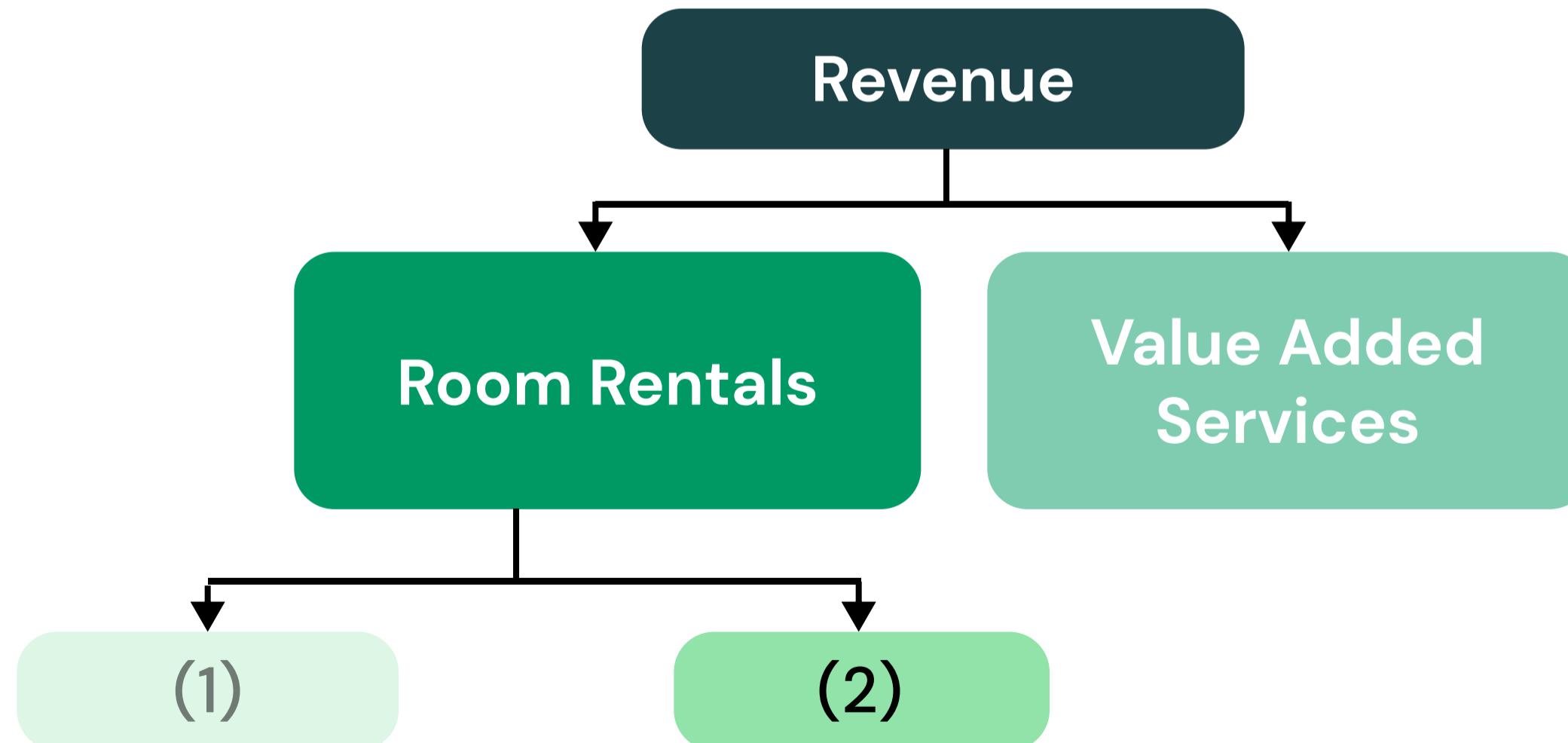
1. Total no. of rooms available x (% avg. occupancy) x room rate per night x 365
2. No. of tourists at our hotels x Spend per tourist



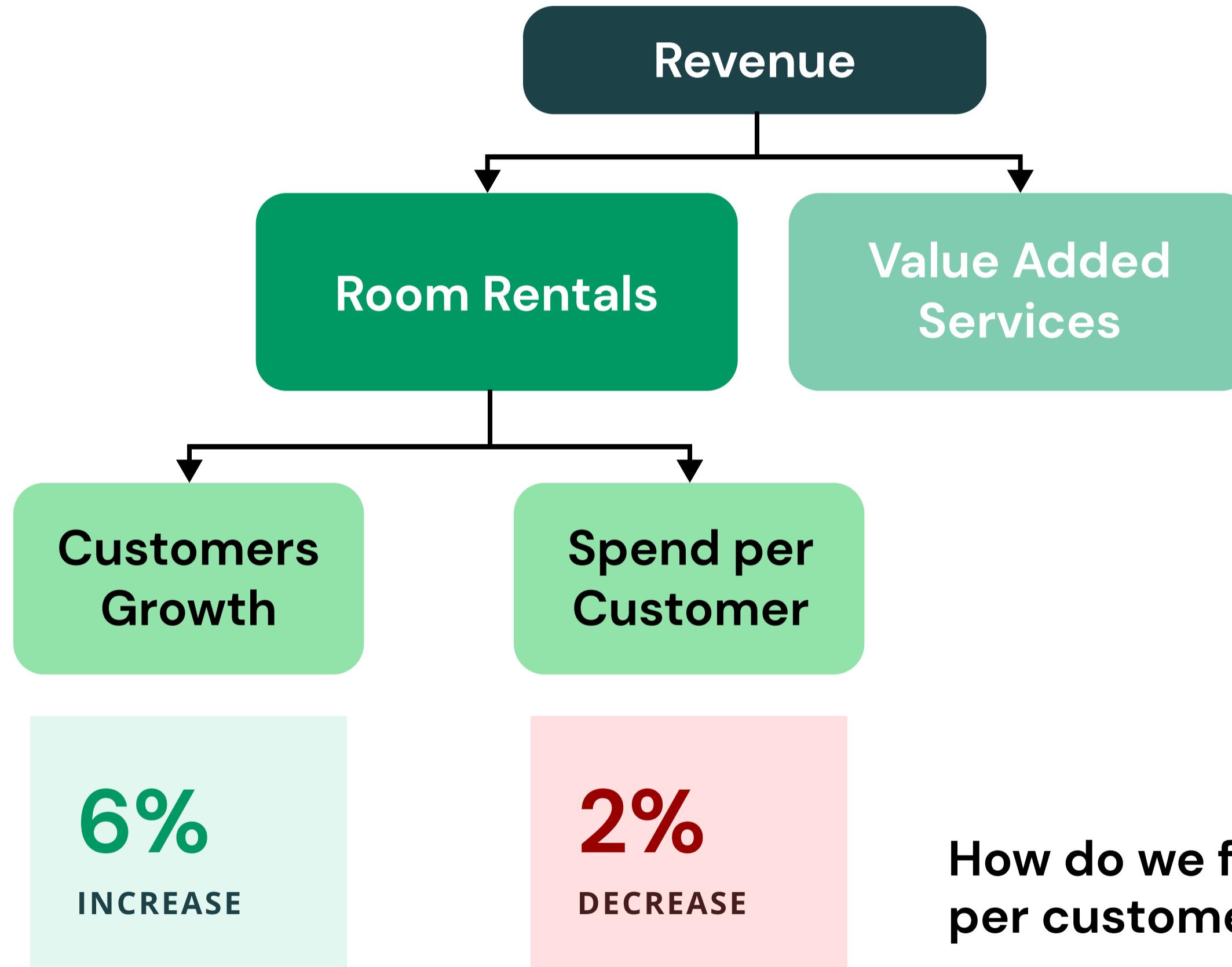
# Root Cause Analysis

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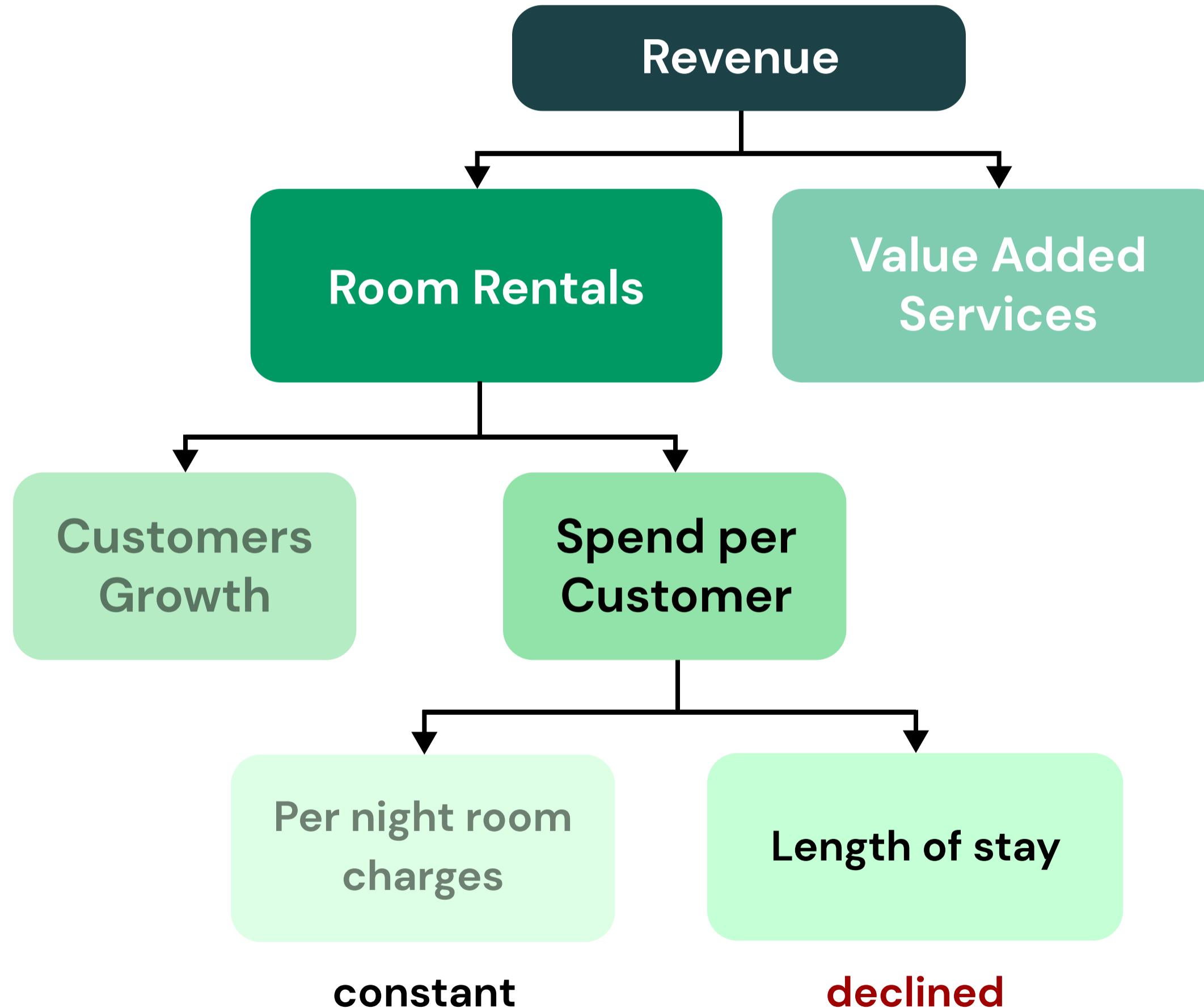


# Root Cause Analysis



How do we further divide the spend per customer?

# Root Cause Analysis



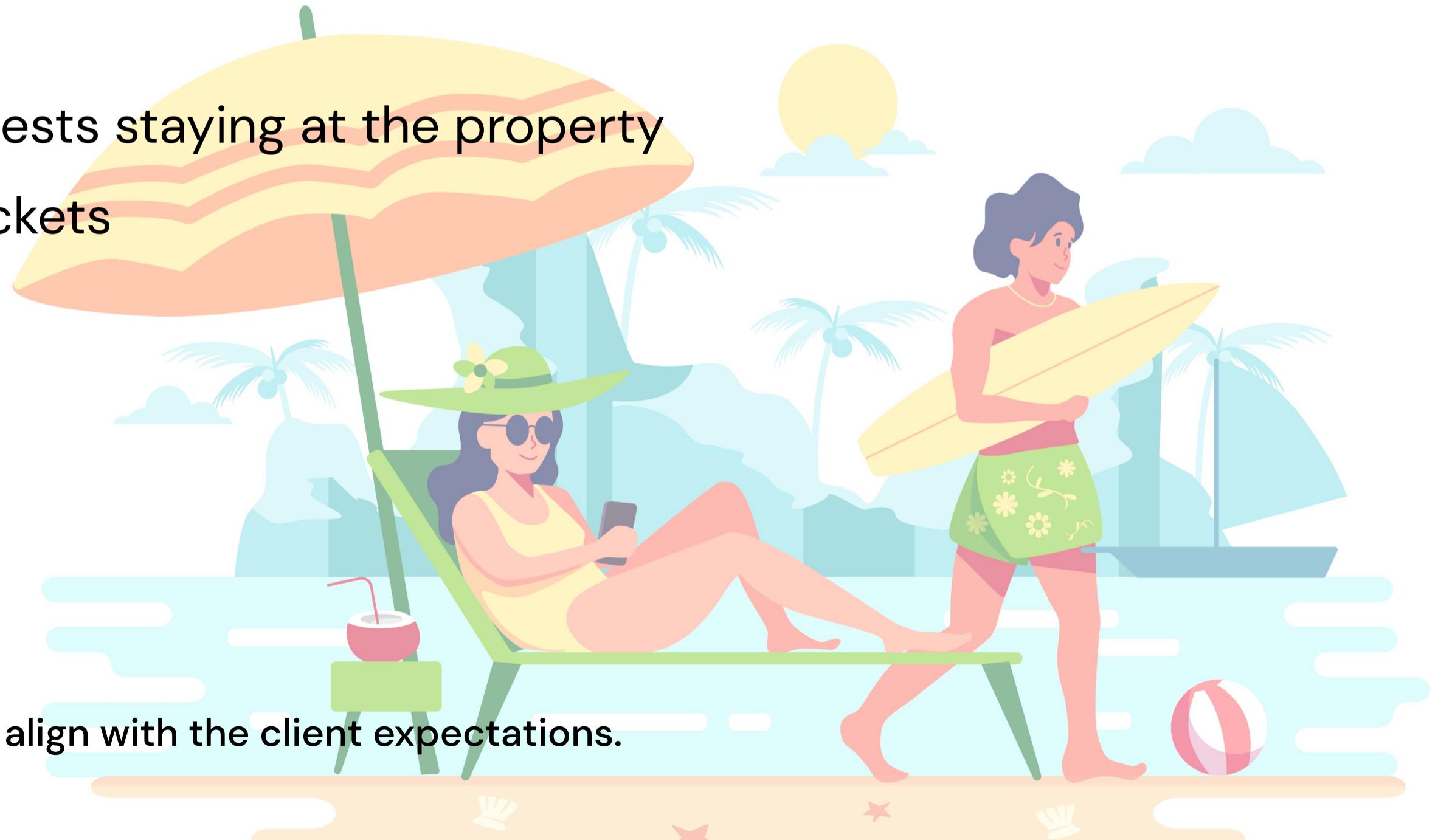
## Root Cause Identified

Formulate strategy to increase the average length of tourist stay.

# Proposed Solutions

Strategies to increase the length of stay of tourists:

- Find out who's your specific audience- to formulate targeted strategy
- Create a smart pricing structure (eg. seasonal or progressive pricing)
- Set minimum bookable nights restriction
- Bet on corporate events
- Pitch offers/discounts to guests staying at the property
- Suggest reasonable flight tickets



A consultant would further prepare:

- Financial projections to check if they align with the client expectations.
- Implementation strategy.



Please follow SHARE IITR  
Thank you for attending!

**ShARE IITR**