Case Study: Optimizing Career Guidance and Counseling with WDC.
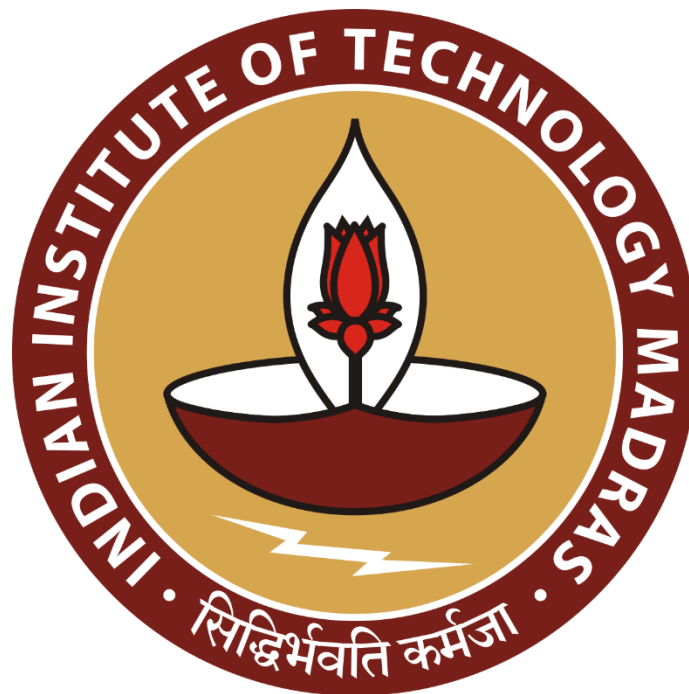
Mid-term Submission

BDM capstone Project

Submitted by

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Contents

1 Executive Summary and Title

This capstone project focuses on analyzing and improving the career guidance and counseling services provided by WDC (WE DO CLEVER) in Kochi, Kerala. WDC is a leading organization in the field of career development and education, assisting individuals in making informed career choices. They provide 3 main services, namely Basic Career Guidance, Detailed Career Guidance and Suitability Check for Professionals.

The major business issues that the organization is facing are the seasonal demand for 'Basic career guidance' ,the companies reliance on an external firm for career recommendations for the 'Detailed career guidance' and how the 'Suitability check tool' provided by WDC is mainly utilized by low-income private sector employees, despite its intended purpose of assisting professionals from all income levels and sectors.

The issues will be addressed by analyzing the data via different analytical approaches such as Data visualization uses charts, graphs, and pivot tables in Google Sheets to visualize and present data in a clear and meaningful way. Descriptive statistics Utilize built-in functions and formulas in Google Sheets to calculate descriptive statistics. These statistics provide a summary of the data and help in understanding the central tendencies and distributions of variables.

By assessing the strengths and weaknesses of WDC's existing career guidance and counseling programs, recommendations will be made to optimize service delivery, tailor offerings to specific career fields, and incorporate technological advancements to better meet the evolving needs of clients.Expected outcome is to Improved demand alignment, reduced external dependence, and increased utilization among diverse income groups.

2   Proof of originality of the Data

2.1. Letter from organization in letter head with stamp and sign.

WE DO CLEVER
Design Your Desire

7th Floor, KB Square,
Vytila, Kochi-682019
support@thinkclever.in
Mob: +917358356966
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To

Whomsoever concerned

WE DO CLEVER

VYYTILA

Subject: Giving Consent to use data

I, Vishnu Harikrishnan (Chief Operations Officer) of **We Do Clever**, (Kollamkuzhi Business Square, 51/18 8A, 7th Floor, Vyttila) give consent to **Suvarna K** to make use of the data that is provided for her project in the course Business Data Management of the IIT Madras online degree program.

For   M/s. We Do Clever

Vishnu Harikrishnan
COO, WE DO CLEVER
vishnuharikrishnan@gmail.com

www.thinkclever.in

2.2 Images related to organization

WDC could be located in map here

2.3. Recorded video in the organization.

https://drive.google.com/file/d/1ZUNXSIurUmTWz8VwIzFww6p_pUH5fbQ_/view?usp=drive_link
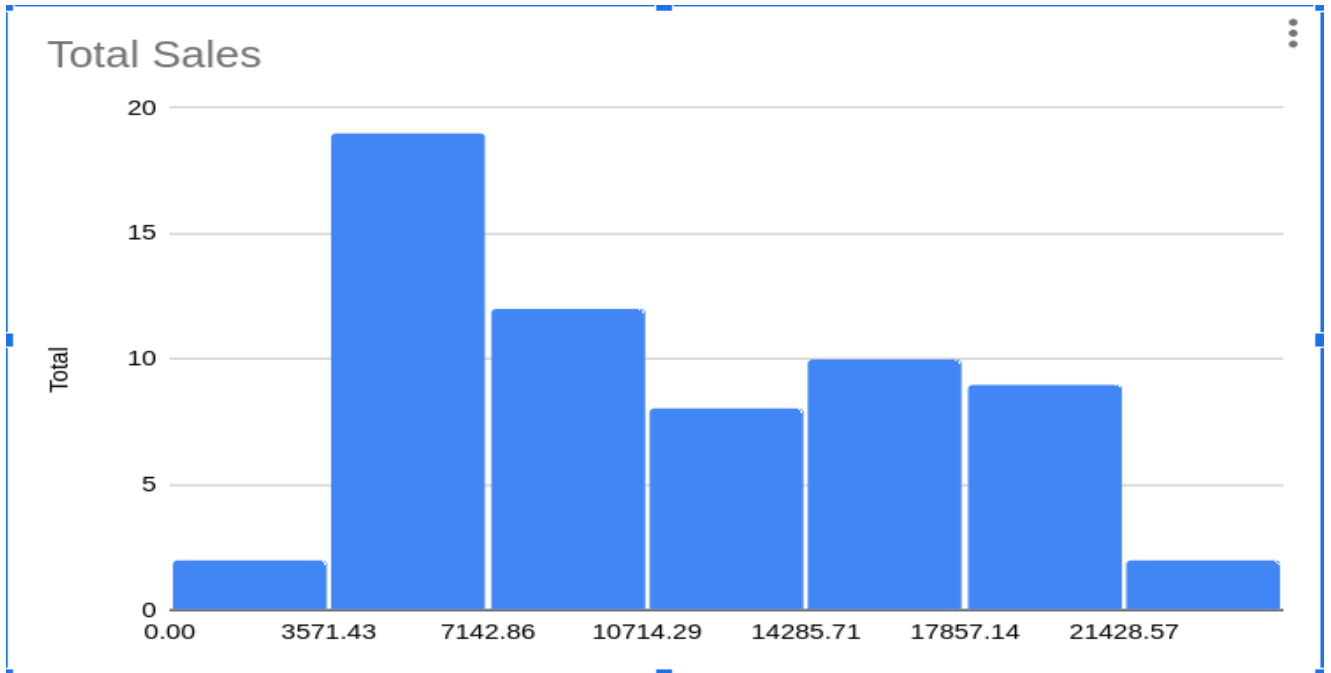
3 Metadata and Descriptive Statistics

WDC Income

WDC Expenditure

Income and Expenditure of the company for the month of January, February and March was given. The computerized data was manually added and checked for errors and cleared manually.The income table has Date,Basic career guidance(number),Detailed career guidance(number),Suitability check for professionals(number),and Total(sale per day) and the expenditure table has Date,Office Running(cost),Staff payment(cost),Career report generation(cost),Suitability check(cost),and Total(Expenditure per day) which is the sum of all these costs.

 Note: Basic Career Guidance:Rs 500(No additional Expenditure) , Detailed career guidance:Rs 3000 (Career report generation cost Rs 1000 (Expenditure)) and Suitability check for professionals:Rs 1500 (Suitability check costs Rs 500 (Expenditure)). Total sales = No.of Basic Career Guidance*500+No.of Detailed career guidance*3000+No.of Suitability check for professionals*1500.
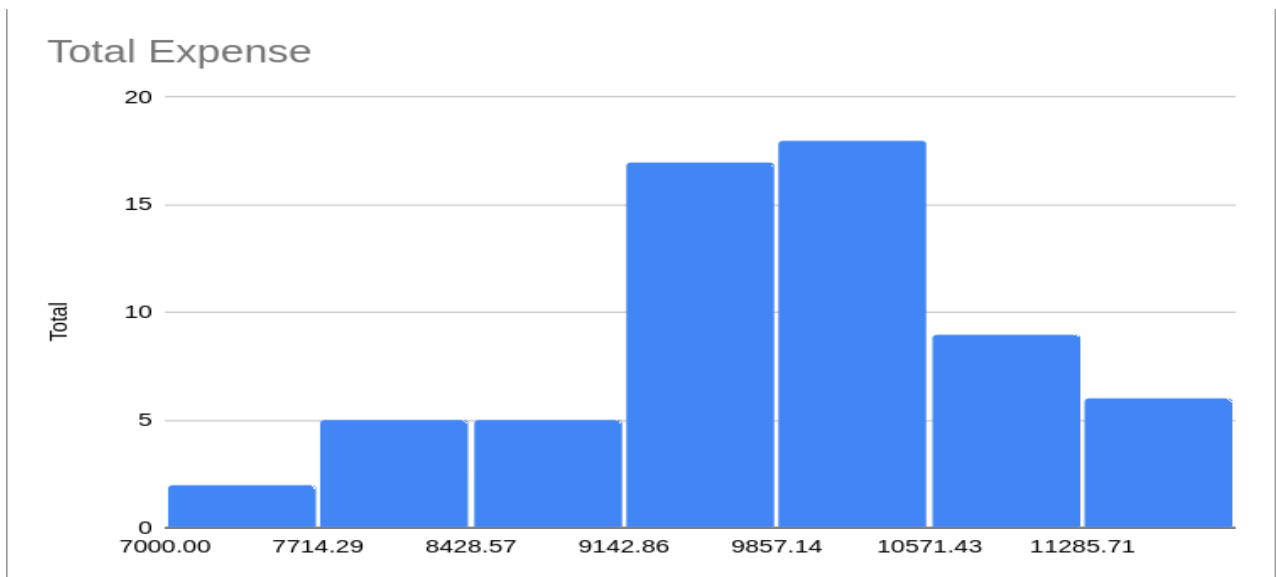
The income table and expenditure table are correlated such that the cost of Career report generation and Suitability check costs in the expenditure table is based on the number of Detailed career guidance and Suitability check for professionals respectively in the income table. Rent for the building for three months is Rs 72000 and it is divided and included in the office running expense.

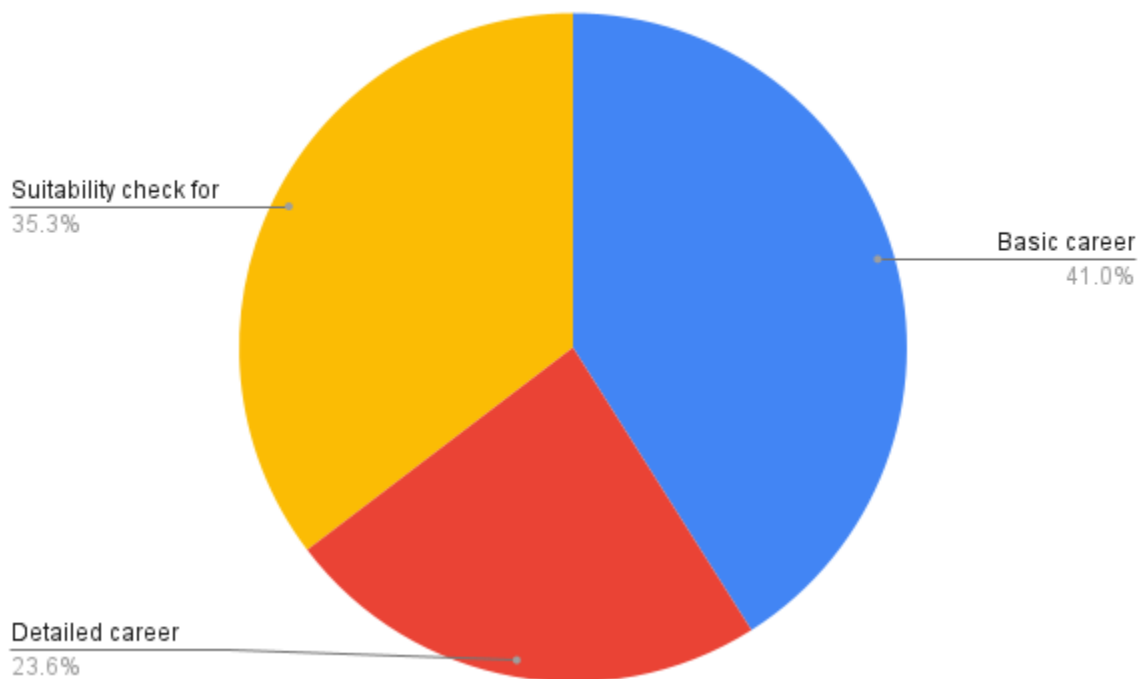The total Sale per day is in the range of Rs 2000 to Rs 21500.

Histogram of total sales of the business. We can see that often the sales reside around Rs 3571.43-Rs 7142.86.

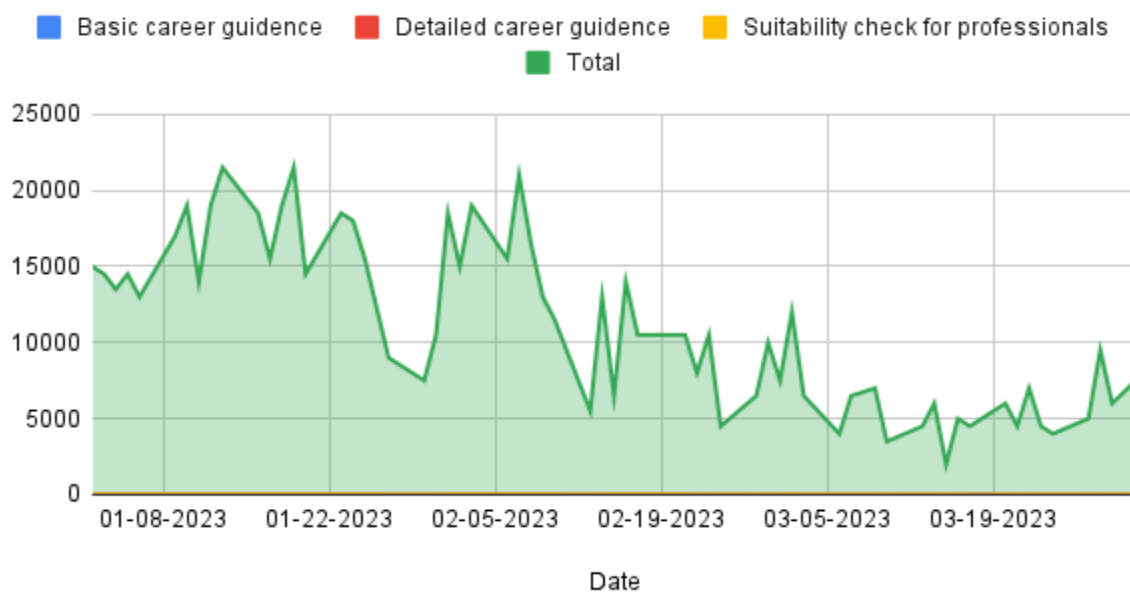On the other hand,the total expenditure is in the range of Rs 11700 to Rs 7380

We a can see that the total expenditure lies in the range Rs 9142.86 and Rs 10571.43

It is clear from the pie chart that basic career guidance is the most popular and widely used service from WDC,

Here,41% of the total service availed is contributed by basic career guidance.
The sales over the 3 months are showing a negative growth.
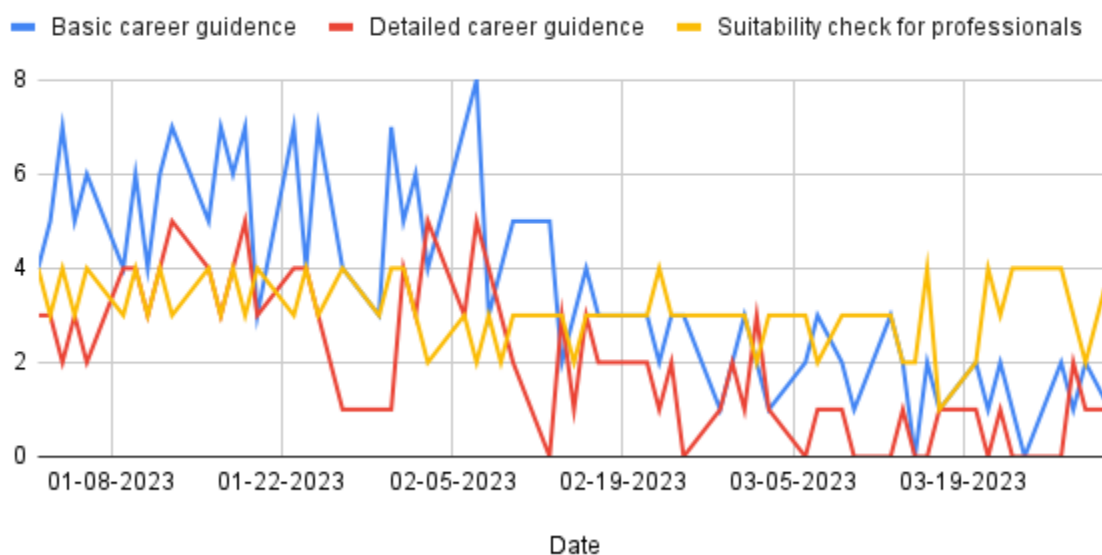
4   Detailed Explanation of Analysis/Method

The data was in the form of a .csv file, and I employed Google Sheets to create graphs such as scatter plots, histograms etc. Here's a detailed explanation of the analysis process i followed:

1. Data Import: I began by importing the .csv file into Google Sheets. This involved opening a new Google Sheets document and using the import function to bring in the data from the file. Ensured that the data was properly formatted and organized in columns and rows within the spreadsheet.

2. Data Cleaning: Next, I performed data cleaning tasks to ensure the data was accurate and consistent. This step involved identifying and handling missing values, removing duplicate entries,and correcting formatting errors.This was done manually.

3. Data Exploration: Once the data was cleaned, I conducted exploratory data analysis to gain a better understanding of the dataset.I used various techniques such as sorting, filtering, and aggregation functions in Google Sheets to explore the data from different perspectives.

4. Variable Relationships: To investigate the relationships between different variables, I created scatter plots and Histograms. Scatter plots allow to visualize the correlation between two variables and can identify any trends, clusters, or outliers in the data while Histograms display the frequency or count of observations within different intervals.Google Sheets provides tools to generate and can customize the plot by adding labels, titles, and trendlines.

5. Interpretation and Insights: After performing the analysis and generating visualizations, I interpreted the results to derive meaningful insights. By examining the patterns, trends, and relationships in the data, I drew conclusions relevant to the case. These insights can then be used to inform decision-making, propose recommendations, or support further investigations.
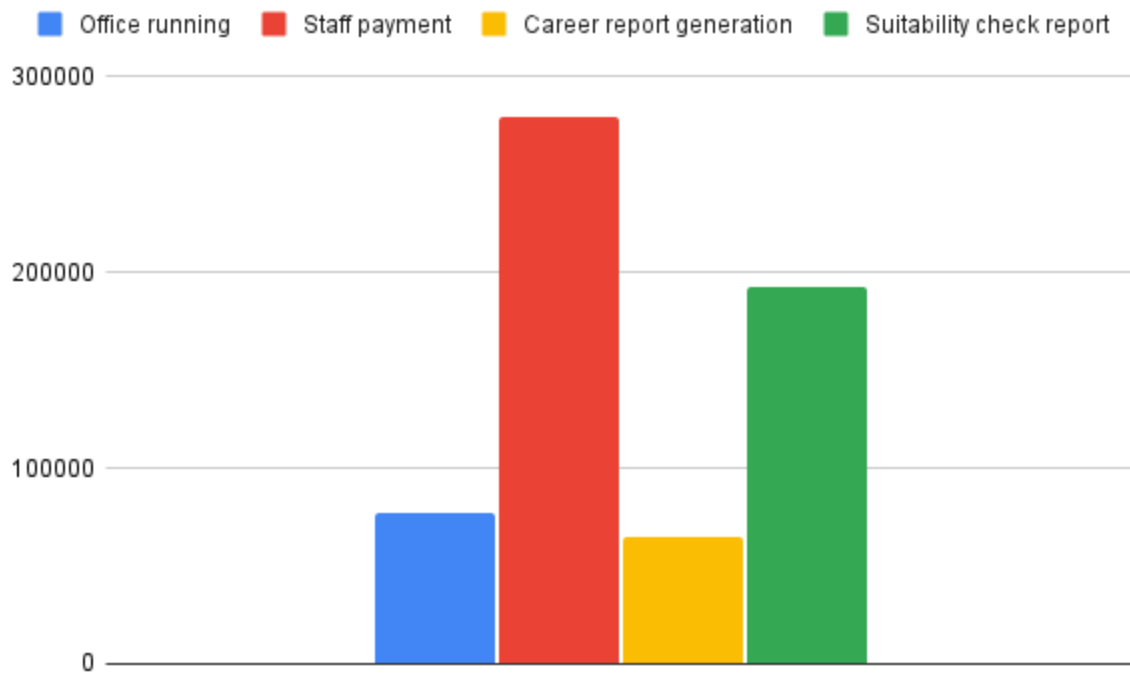
5 Results and Findings

- It can be seen here that the basic career guidance and the detailed career guidance which are aimed for the benefit of school going students are having a significant decline in service being availed during the middle of February and March and the suitability check for professionals is fairly unaffected.

Basic career guidence, Detailed career guidence and Suitability check for professionals

- The service basic career guidance and the detailed career guidance both are aimed for school going students, the month of february and march are the time of their final exams and thus the demand decreases as students don't use this time for these services.Extend operating hours such as offering evening or weekend appointments or Offer virtual consultations could help.

- The major part of the expenditure is generated by the Career report generation cost and Suitability check report cost apart from the office running expenses and the staff payment expenses, both of which are inevitable.

- Apart from the necessary office running and staff payment, Career report generation cost and Suitability check report cost could be reduced such that the overall expense is lesser and thus would maximize the profit.The dependence of WDC on an external private firm for report generation could be tackled by In-house report generation or by Negotiate better terms with the external firm.