

Case Study: Optimizing Career Guidance and Counseling with WDC.

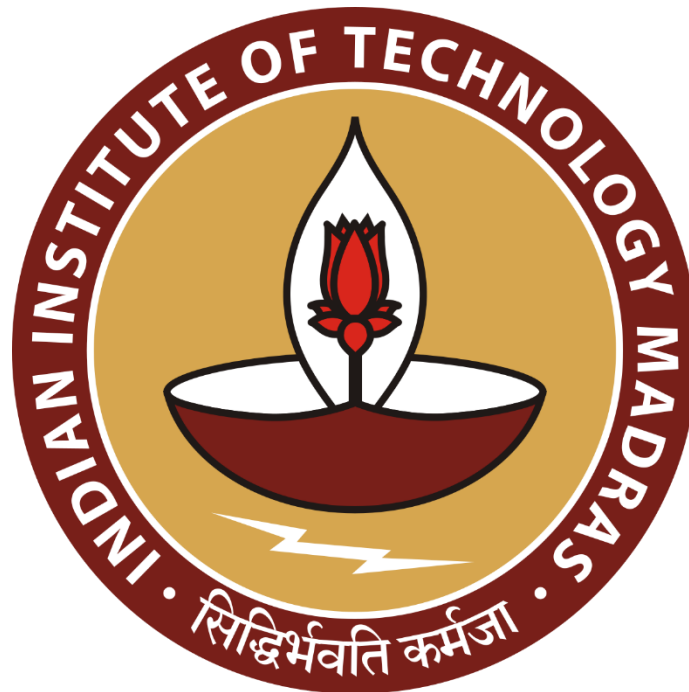
Final Submission

BDM capstone Project

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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.

Research Methods Used includes, Gathering data on customer behavior, preferences, and demographics for each of the services offered. Conducting surveys or questionnaires to gather insights into customer satisfaction levels, reasons for choosing certain services, and their experience with the Suitability Check Tool. Analyzing usage patterns and trends in the income and expenditure data to understand which demographic groups are using it the most and why.

Conclusions from Graphs and Charts:

Seasonal Patterns: High demand during school vacations and scattered during exams and working days. Reliance on an external firm for career recommendations for the 'Detailed career guidance' affecting their income.

Recommendations:Address Seasonal Demand: Offering incentives during off-peak periods to balance the workload.In-house Expertise for Detailed Guidance: Consider building an in-house team to provide Detailed Career Guidance.Revise Marketing Approach: Refine the marketing strategy for the Suitability Check Tool to target a wider audience, including professionals from various income levels and sectors.



2 Detailed Explanation of Analysis Process/Method

- Data of three months starting from January is provided by the business owner in the form Computerized data.
- Bills of income and expenditure. Bills customer paid for their service and bills the WDC paid for their expenditures
- Data in the form of bills are extracted and appended to csv files for ease of usage
- Tools in google sheets is used to process the data
- Outliers are cleared manually

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.

- Multiple visits are made to the WDC company to observe things such as the serving style, availability of service, time taken to serve, atmosphere of the office and counseling hall etc.

- Interviews are made with the WDC owner and employees to know their opinions and gain information about the running of Company.

3 Results and Findings

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)

The income table looks like this:

	A	B	C	D	E
1	Date	Basic career guidance	Detailed career guidance	Suitability check for professionals	Total
2	01-02-2023	4	3	4	15000
3	01-03-2023	5	3	3	14500
4	01-04-2023	7	2	4	13500
5	01-05-2023	5	3	3	14500
6	01-06-2023	6	2	4	13000
7	01-09-2023	4	4	3	17000
8	01-10-2023	6	4	4	19000
9	01-11-2023	4	3	3	14000
10	01-12-2023	6	4	4	19000

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.

The expenditure table looks like this:

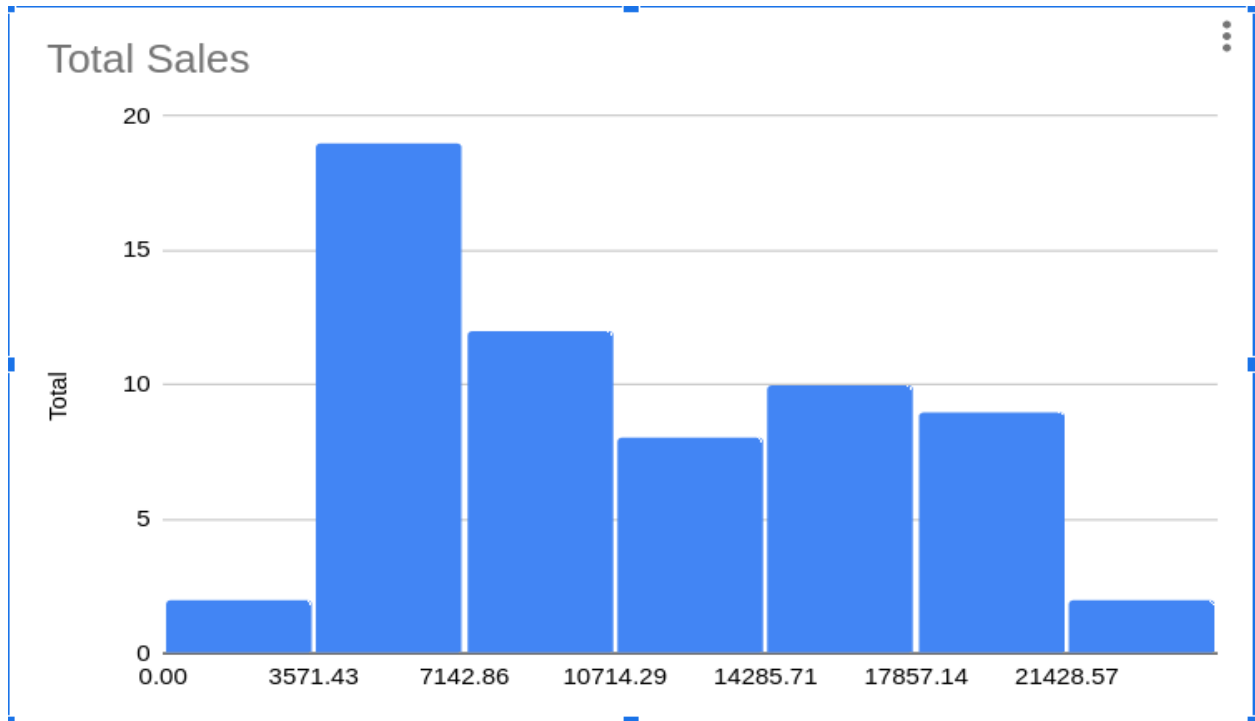
	A	B	C	D	E	F
1	Date	Office running	Staff payment(daily)	Career report generation cost	Suitability report generation cost	Total
2	09-01-2022	1954	3538	500	1500	7492
3	09-02-2022	859	3784	1500	1000	7143
4	09-05-2022	1720	3606	0	1500	6826
5	09-06-2022	1334	3264	500	500	5598
6	09-07-2022	1734	3432	2000	1500	8666
7	09-08-2022	1069	3832	500	2000	7401
8	09-09-2022	1358	3529	1000	0	5887
9	09-12-2022	1046	3638	1000	1500	7184
10	09-13-2022	1619	3621	0	500	5740

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.

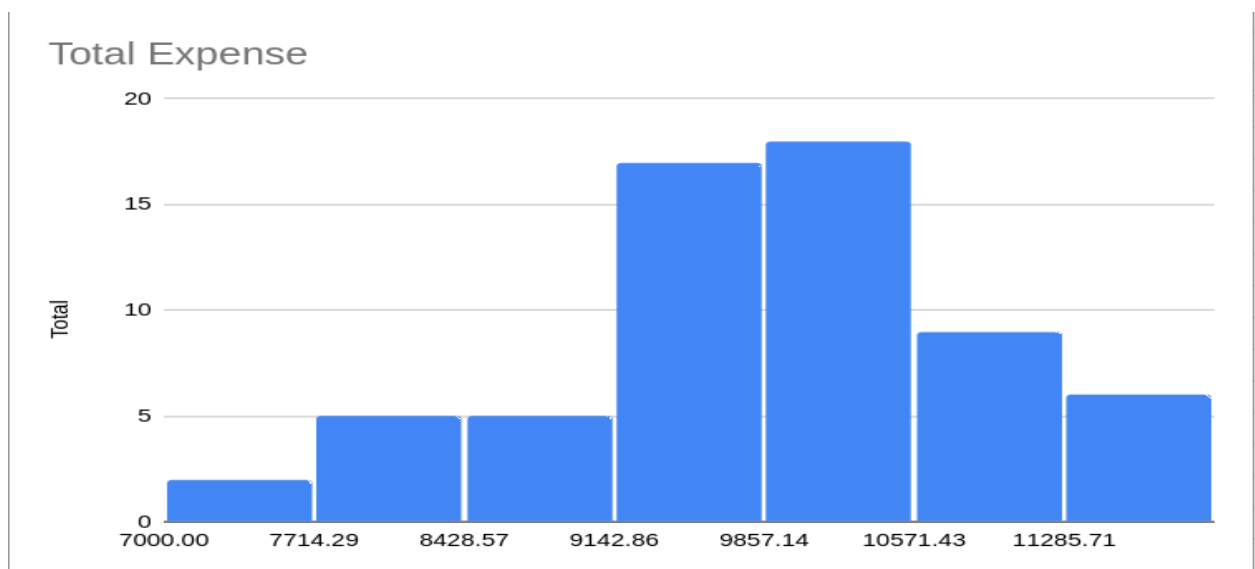
The total Sale per day is in the range of Rs 2000 to Rs 21500.

Here is the histogram for the total sales of the company.



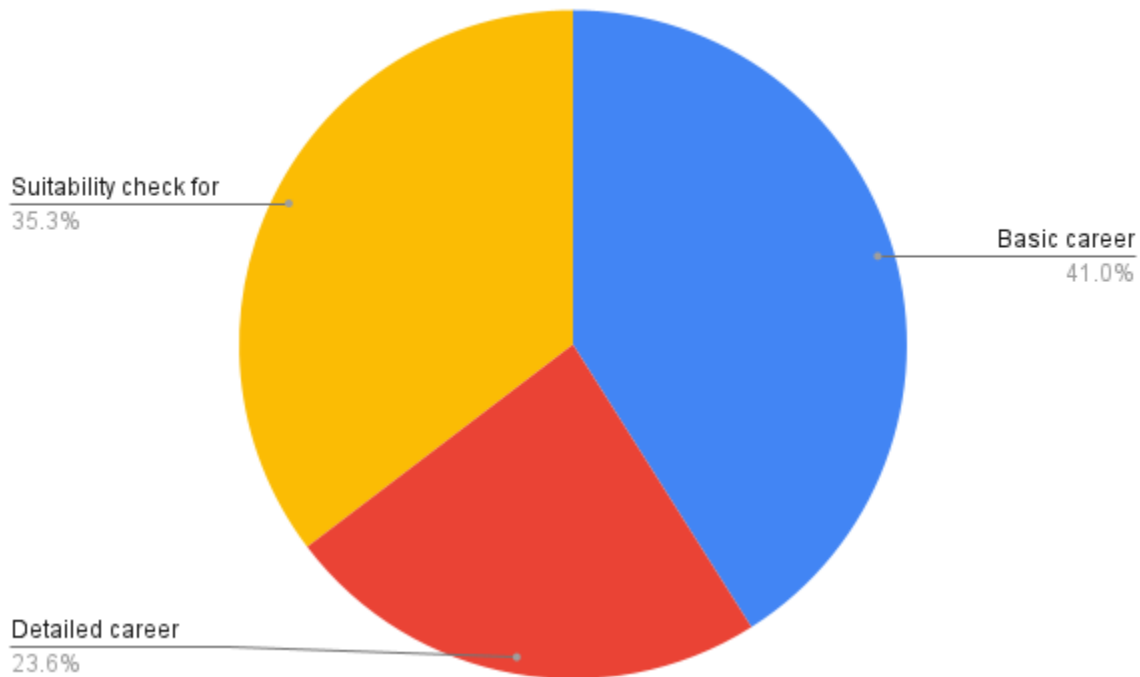
We can see in the Histogram of total sales of the business that often the sales reside around Rs 3571.43-Rs 7142.86.

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



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

Here is the pie chart of the services provided by WDC:

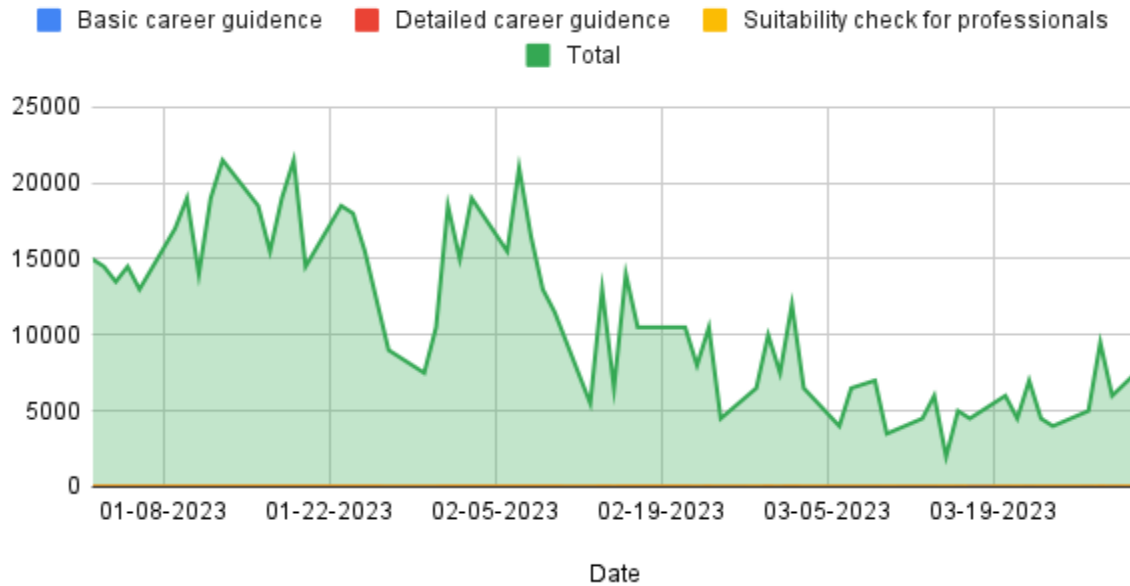


It is clear from the pie chart that basic career guidance is the most popular and widely used service from WDC,(also it is the service that is facing the seasonal demand).

Here,41% of the total service availed is contributed by basic career guidance.

The Area chart for the total sales is given below:

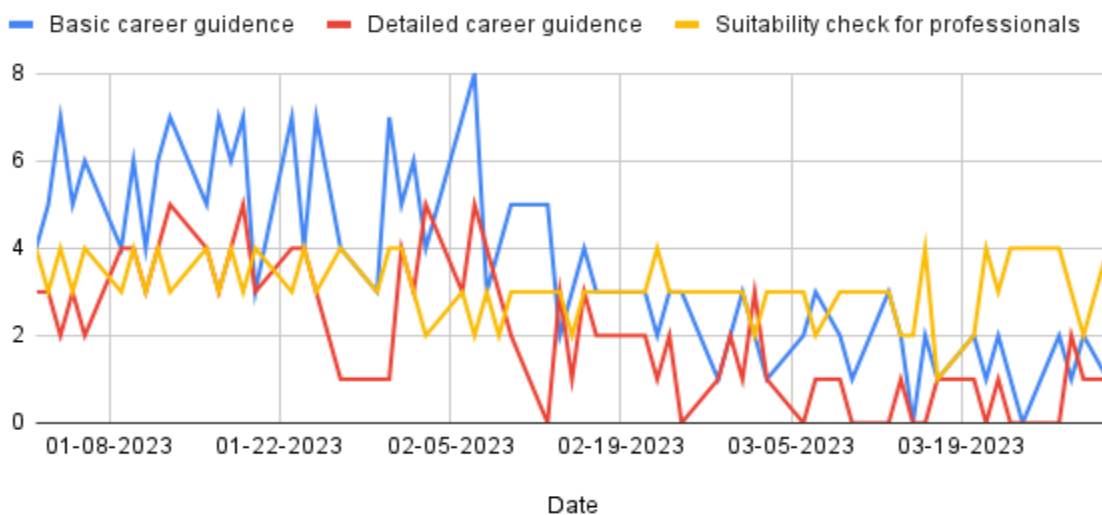
Total Sales



The sales over the 3 months are showing a negative growth.

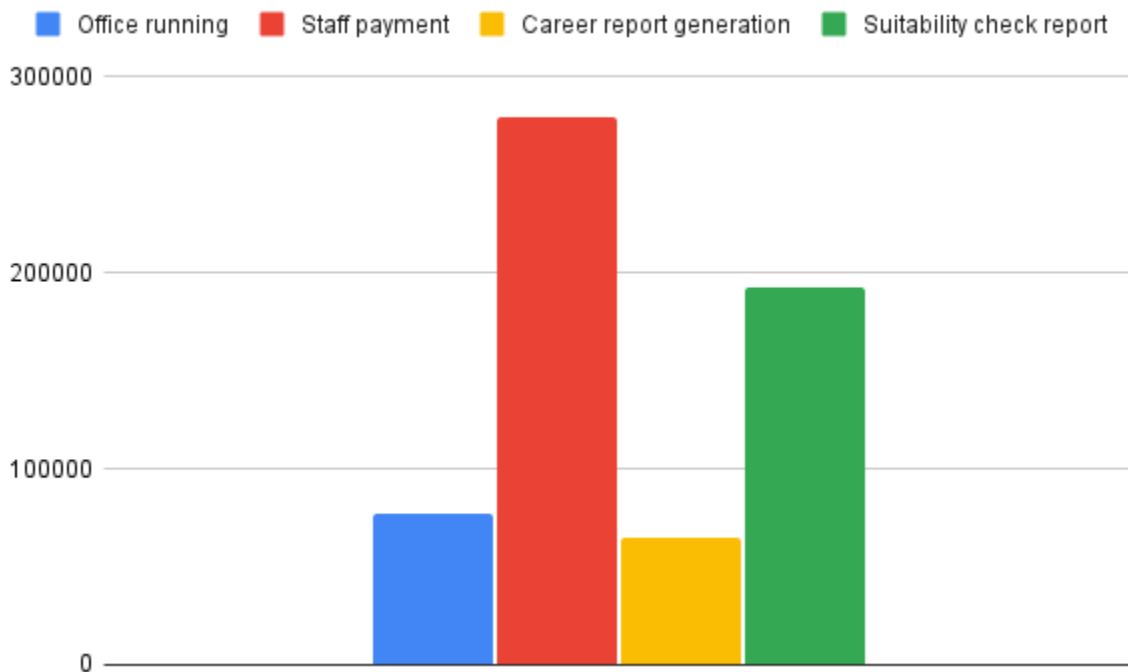
The Line chart for the 3 services provided by WDC is given below:

Basic career guidance, Detailed career guidance 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.
- It can also be observed from the line graph that the Suitability check for professionals is showing a fairly steady trend irrespective of the time of season or dates. It is because the Suitability check for professionals aims at giving insights for professionals and they have no

The bar chart for the 3 services provided by WDC is given below:



- 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.

Based on interview and observation:

- It was said by the owner and the employees that the suitability check for professionals was made use by the lower income sector professionals, despite its intended purpose of assisting professionals from all income levels and sectors.
- Here are some reasons for this trend:

1. Financial Stability and Satisfaction:

- High-Paid Professionals: Professionals with higher incomes might be more financially stable and satisfied with their current professions. They might feel that their livelihoods are well-supported by their salaries, reducing the need to explore alternative career paths.
- Low-Paid Professionals: Low-income professionals often struggle to meet their basic financial needs. For them, job satisfaction might be compromised due to inadequate compensation, leading to a stronger motivation to seek new career options.

2. Risk Aversion:

- High-Paid Professionals: High-paid professionals might be more risk-averse, especially if they have established successful careers. They might perceive changing professions as risky, potentially affecting their current financial stability.

- Low-Paid Professionals: Low-paid professionals might be more willing to take risks and explore new opportunities since their current situations are already challenging. The potential for improvement could outweigh the perceived risks of change.

3. Motivation for Change:

- High-Paid Professionals: Professionals earning higher incomes may have reached their career goals and feel content with their accomplishments. They might prioritize job security and comfort over exploring new avenues.

- Low-Paid Professionals: Low-paid professionals are more likely to seek better-paying opportunities to improve their financial well-being. Their motivation for change is rooted in the necessity to alleviate financial struggles.

4. Resource Accessibility:

- High-Paid Professionals: High-paid professionals may have access to more resources, including networking opportunities, career development programs, and professional growth options within their current fields.

- Low-Paid Professionals: Low-income professionals might have limited access to resources that could help them advance in their current professions. As a result, they are more open to considering new career paths.

In conclusion, the trend of low-paid professionals predominantly using the suitability check tool can be attributed to the fact that financial instability, the struggle for better opportunities, and the motivation to improve their situations drive them to explore alternative career paths. High-paid professionals, on the other hand, are more likely to prioritize stability, comfort, and a sense of accomplishment within their existing professions. Understanding these motivations and circumstances is crucial for designing services that cater to professionals across all income levels and sectors.

4 Interpretation of Results and Recommendation

It is clear from the data that total income for the three months is Rs.4,99,500 and the total expenditure for the three months is Rs.4,50,559. So there is a profit of Rs.48,941.

While the financial aspect shows a profit, the main goal of optimizing the career guidance service goes beyond monetary gains. It's about enhancing the effectiveness and impact of the service to better serve the needs of clients.

Recommendations to overcome the 3 proposed problem statements are:

1. Seasonal Demand and Its Effects:

- **Diversified Services:** Develop additional services or workshops that can be offered during both peak and off-peak periods. This diversification can help generate consistent revenue and optimize resource utilization.
- **Appointment Scheduling:** Implement an appointment scheduling system that considers peak and off-peak periods, allowing better allocation of counselor time and reducing waiting times during high demand.
- **Client Engagement:** During off-peak periods, engage clients through newsletters, webinars, or workshops that provide value and maintain their interest in career development services.
- **Customer Feedback:** Collect feedback from clients about their experiences during both peak and off-peak periods. Use this feedback to continuously improve service quality and address any issues affecting customer satisfaction.

2. Reliance on External Firm for Detailed Career Guidance:

- **In-house Expertise:** Invest in building an in-house team of career experts who can generate personalized career recommendations. This would provide better control over the process and ensure consistent quality and timely delivery.
- **Quality Assurance:** If external expertise is still required, establish strict quality assurance processes and regular audits to ensure the reports meet WDC's standards and align with the clients' needs.
- **Partnerships:** Consider collaborating with educational institutions or industry experts to supplement the external firm's services and bring more diverse perspectives to the reports.

3. Limited Usage of Suitability Check Tool:

- **Repositioning and Marketing:** Reevaluate the marketing strategy for the "Suitability Check Tool" to highlight its benefits for professionals at all income levels and sectors. Showcase real-life success stories to demonstrate its value.
- **Tailored Outreach:** Develop targeted outreach campaigns that focus on the unique needs and goals of different income groups and sectors. Address their pain points and show how the tool can address their specific challenges.
- **User Experience Enhancement:** Continuously improve the tool's user interface and functionality to make it more user-friendly, engaging, and effective for professionals from various backgrounds.
- **Educational Partnerships:** Collaborate with educational institutions, professional associations, and industry organizations to promote the tool as a valuable resource for career growth and development.
- **Financial Incentives:** Offer discounted or tiered pricing models that make the tool more accessible to professionals across income

levels. This can encourage higher-income professionals to engage with the tool.

Some general recommendations to optimize the career guidance service include:

1. Client Satisfaction Surveys: Conduct surveys to understand the satisfaction levels and preferences of clients who have used the career guidance service. This feedback can help identify areas for improvement and tailor the service to meet their specific needs.

2. Data Analysis: Analyze the data on service usage, such as which aspects of the service are most popular, which demographics are benefiting the most, and which areas might require more attention.

3. Personalization: Consider implementing personalized career guidance recommendations based on clients' individual profiles, preferences, skills, and aspirations. This can enhance the relevance and value of the service.

4. Integration of AI and Technology: Leverage artificial intelligence and technology to provide more accurate and data-driven career recommendations. Machine learning algorithms can analyze patterns and provide insights that human counselors might miss.

5. Diverse Offerings: Expand the range of services offered to cater to a wider audience. This could include workshops, webinars, networking events, and online resources that address different aspects of career development.

6.Collaborations: Partner with educational institutions, industry professionals, and other stakeholders to create a comprehensive network that can provide holistic career guidance.

7.Professional Development: Invest in the continuous training and development of career counselors to keep them updated on the latest trends, technologies, and methodologies in the field.

8.Outcome Tracking: Implement a system to track the outcomes of the career guidance service. Monitor how clients progress in their chosen paths and gather testimonials to showcase the service's effectiveness.

9.Marketing and Outreach: Focus on effective marketing strategies to reach a wider audience. Highlight success stories, benefits, and unique aspects of the service to attract potential clients.

10.Continuous Improvement: Regularly assess the service's performance, gather feedback, and make iterative improvements based on real-world results.

11.Diversification of Target Audience: Expand the reach of the service to attract a broader spectrum of clients, including professionals from different income levels and sectors. Tailor marketing strategies to address the specific needs of each group.

12. Long-Term Impact: Shift the focus from short-term profitability to the long-term impact of the service. Consider the success stories, career advancements, and positive changes that clients experience as a result of the guidance provided.

In summary, while financial profitability is important, optimizing a career guidance service involves a multi-faceted approach that prioritizes client satisfaction, personalized recommendations, technological integration, and continuous improvement. By aligning these strategies with the service's overarching goal, you can ensure that it delivers meaningful value to clients and positively impacts their career trajectories.

