

Case Study: Optimizing Career Guidance and Counseling with WDC.

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By

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Overview of the Business



- **We Do Clever (WDC)** is a career guidance and counselling service providing institution located in Vyttila, Ernakulam, Kerala.
- They provide with three services, Namely **Basic Career Guidance** , **Detailed Career Guidance** and **Suitability check for professionals**.
- The aim of the project is to optimize the career guidance and counselling service beyond monetary gains.
- Income and Expenditure Data of 3 months (Jan-Mar) was collected along with an interview with the founder of the institution.

Problem Statements

1. The seasonal demand for Basic Career Guidance offered by WDC. That is high demand during school vacations and scattered during school days and exams
2. WDC Relies on a Private firm for generation of the report that give personalized career recommendations for the Detailed career Guidance and Suitability check for professionals.
3. The ‘Suitability check for professionals’ provided by wdc is mainly utilized by the low income , private sector employees; despite its intended purpose of assisting professionals from all income levels and sectors.



Data and Approach

Income

	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	17000
3	01-03-2023	5	3	3	16000
4	01-04-2023	7	2	4	15500
5	01-05-2023	5	3	3	16000
6	01-06-2023	6	2	4	15000

Expenditure

	A	B	C	D	E	F
1	Date	Office running	Staff payment	Career report generation	Suitability check report	Total
2	01-02-2023	1190	4500	1500	4000	11190
3	01-03-2023	1220	4500	1500	3000	10220
4	01-04-2023	1300	4500	1000	4000	10800
5	01-05-2023	1390	4500	1500	3000	10390
6	01-06-2023	1190	4500	1000	4000	10690

- Data was collected for the month January-March and was entered manually to the google sheets.
 - Few interviews were conducted with the employee and the owner.
 - Basic Career guidance cost Rs.500.
 - Detailed Career Guidance cost Rs.3000 (Rs.500 for Report Generation)
 - Suitability check for professionals cost Rs.1500.(1000 Suitability report).
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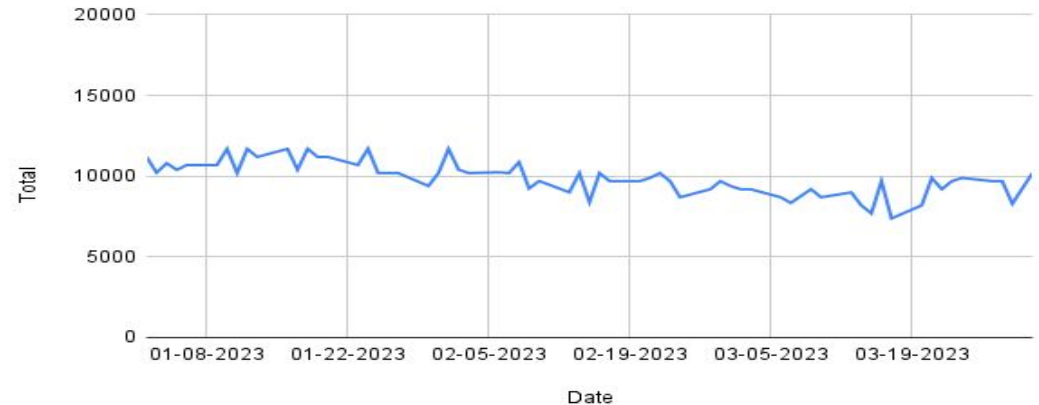
General Analysis

- Line graph is used to show the change of the sales and expenditure over time.
- Here we can see that the total Sales is showing a negative trend.
- The expenditure line graph is fairly linear trend and only slight decrease with the sales.

Total Sales

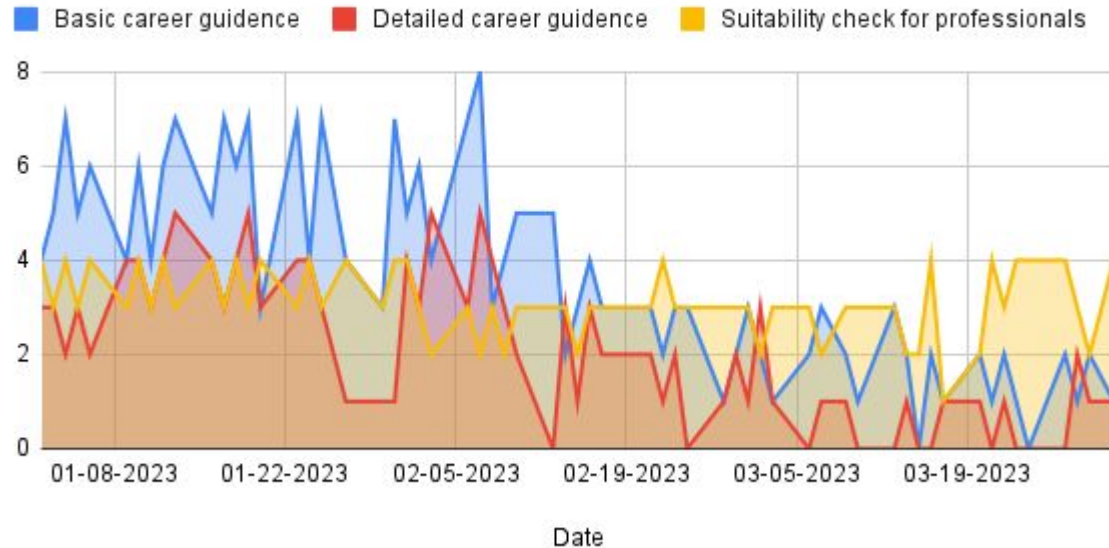


Total Expense

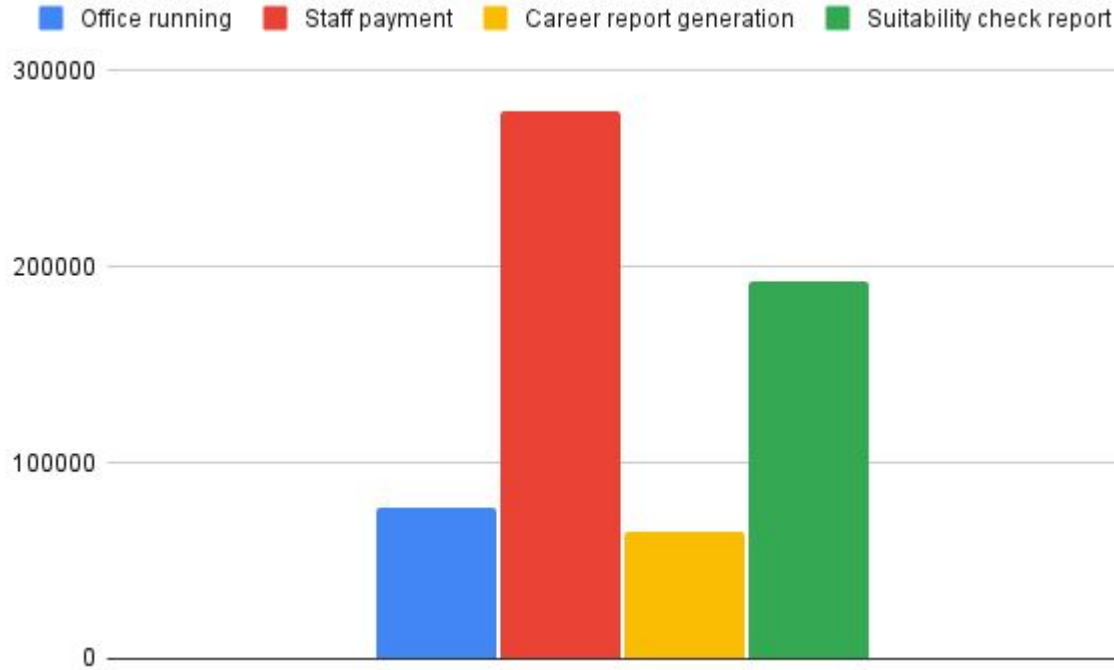


Seasonal Demand

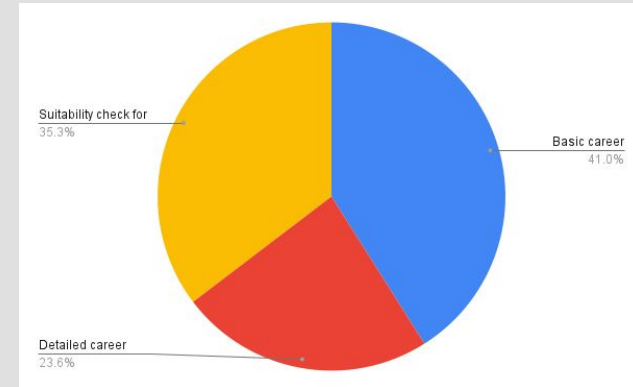
Basic career guidance, Detailed career guidance and Suitability check for professionals



Report generation cost



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 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.

Findings

1. Total income for the three months is Rs.7,88,500 and the total expenditure is Rs.6,13,574. So there is a profit of Rs.1,74,926.
2. There is a decrease in the sales over the month of middle of February to March.
3. Depending on the external firm for Report generation is the factor that contribute most to their expense.
4. Based on interview and observation the suitability check for professionals was made use by the lower income private sector professionals, despite its intended purpose of assisting professionals from all income levels and sectors.

Recommendations

- **Client Engagement:** During off-peak periods, engage clients through newsletters, webinars, or workshops that provide value and maintain their interest in career development services.
- **Discounts during off seasons:**
- **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.
- **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.

Conclusion

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.

