BDM CAPSTONE PROJECT

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Executive Summary and Title

WDC(We Do Clever) Career Guidance and Counseling - Business Study

This capstone project focuses on analyzing and improving the career guidance and counseling services provided by WDC (WE DO CLEVER) in Kochi, Kerala. This is the proposal for the project submitted as part of the Capstone Project for course Business Data Management of the Diploma in Data Science offered by Indian Institute of Technology, Madras. The proposal is done by Suvarna K(roll no:21F1003502).WDC is a leading organization in the field of career development and education, assisting individuals in making informed career choices. This project aims to identify areas of improvement within WDC's current practices and develop strategies to enhance the effectiveness and reach of their service.

Through extensive research, including surveys, interviews, and data analysis, this project aims to gain a comprehensive understanding of the needs and expectations of the target audience in Kochi. 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.

Organization Background

The organization was started in 2018 as a startup initiative and is one of the trusted career guidance and counseling institutions in Kochi. It is located in Vyttila, Ernakulam which is a 4 minutes walk from Vyttila junction.They provide 3 main services, namely Basic Career Guidance, Detailed Career Guidance and Suitability Check for Professionals. WDC(We Do Clever) career guidance started providing career counseling online during the pandemic and had a pretty good number of satisfied customers.They have 4 permanent employees and a security staff and few others working remotely. Apart from the employees working there,they also seek services from outside private firms for generating reports based on certain tests.Its open on all week days from 10 am to 10 pm.

Problem Statement

1. Find how the seasonal demand (high demand during school vacations and scattered during exams and working days) for 'Basic career guidance' offered by WDC is affecting its revenue stream,resource utilization and customer satisfaction.

2. WDC relies on a private firm for the generation of reports containing personalized career recommendations for the 'Detailed career guidance'. How this reliance on an external firm for an essential aspect of their service raises concerns.

3. The 'Suitability check tool' provided by WDC (We Do Clever) is mainly utilized by low-income private sector employees, despite its intended purpose of assisting professionals from all income levels and sectors.

Background Of The Problem

Problem 1 : We Do Clever is a career guidance platform that offers Basic career guidance services to individuals seeking assistance in making informed decisions about their professional paths. However, WDC has observed that their services experience significant demand only during school vacations, while experiencing a decline in demand during exam periods and scattered in school days.

Problem 2 : WDC (We Do Clever) heavily relies on a trusted private firm to generate data-driven reports for their detailed career guidance services. However, this reliance poses challenges for WDC's business and profitability, as the costs associated with acquiring and maintaining the services of the private firm can impact their financial bottom line and overall profitability.

Problem 3 : We Do Clever is a platform that offers a suitability check for professionals, aimed at assisting individuals in assessing their career compatibility. However, WDC has observed that their suitability check service is predominantly attracting individuals employed in low-income private sector jobs, while failing to engage a broader range of professionals across different industries and income brackets. This limited appeal poses challenges for WDC in terms of market reach, diversification of user base, and overall business growth.

Problem Solving Approach

Details about the methods used with Justification

- The data is being collected from the soft copy of receipts they kept, it contains details about date and the type of service they avail and its cost.The income they generate can be collected with this data.
- An interview with the owner and the employees along with my own observation of the business helped in collecting the data related to the daily expenditure.

- The data needs to be cleaned to avoid missing values, outliers,and errors by tools in excel sheets or python.Then the data needs to be studied with the help of tools in Economics and math.
- It include studying through plots and graphs to get the trends and patterns in the data
- Issues and remarks will be made based on the data and the study.Weak and strong areas of business and areas of maximum profit could be identified through these studies.

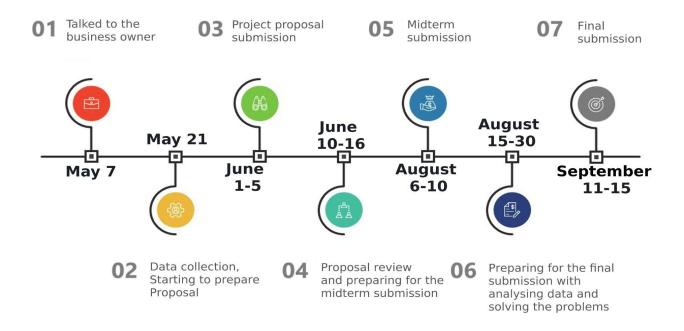## Details about the intended data collection with Justification

- The data is in the form of soft copy of bills and records
- They need to be organized and processed to .csv or some other compatible format for ease of use
- 3 month's data has been provided for the study by the owner of the institution
- Few interviews with the employees and the owner is planned to conduct to get a better picture about the business

Details about the analysis tools with Justification

- The data cleaning and preprocessing is done with the help of Google Sheets.
- Softwares could be used to study data, plot graphs and do mathematical operations on them.
- The patterns and trends of sales, profit of different products can be found with the help of these tools
- Programming languages like Python with libraries like numpy and pandas are used to clean,preprocess and derive patterns and trends from the data

Expected Timeline

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01 Talked to the business owner

03 Project proposal submission

05 Midterm submission

07 Final submission

May 21

May 7

June 1-5

June 10-16

August 6-10

August 15-30

September 11-15

02 Data collection, Starting to prepare Proposal

04 Proposal review and preparing for the midterm submission

06 Preparing for the final submission with analysing data and solving the problems

Expected Outcome

- Analyze results about the business from the data of given period
- Trends and patterns shown in the data
- Summary of the data provided
- Solution to the given problems
- Suggestions of improvements to increase the profit.

Proposal by Suvarna K (21f1003205)