**Task 4: Storytelling with Data**

**Guidance for Task 4**

**Structure of the Pitch presentation:**

1. **Our understanding of the e-grocery space: 1 slide:**

Identify the key drivers and threats. Write 3-4 points on how you as a consulting company foresee the industry and market grow. Find relevant data from the internet. Use numbers.

1. **Our understanding of e-mandi: 1 slide**

Write information regarding its product portfolio, use numbers from the financial statement, clearly show growth using a graphic. Identify competitors. Here do not identify any red flags.

By the end of slide 2, your aim should be to make the client realise this: "the industry is booming, my company is also on its rise, if my company is strategically and process wise refined, I'll be able to maintain broader margins even while scaling. So it is best time for me to take a strategic initiative in order to stay ahead of my competitors. Also these guys seem to understand the pulse of both the domain and my company very aptly".

1. **Value identification slides: 2-3 slides**

Based on your observations from Task-3. You'll need to assume a ball park 5-10% improvement in each KPI and subsequently calculate the financial benefit based on the financial statement numbers. If you're unable to perform this, it is absolutely fine. If you give it a try, put in the calculation in annexure of the presentation. In the end, create an umbrella slide showing the total value unlock and contribution of each KPI improvement you are aiming for.

1. **Approach slide: 1 slide**

Research on the project execution frameworks available online (DMAIC is one of the most common one), recreate the one you feel is closest to the discounting strategy problem that we want to solve.

1. **Gantt chart: 1 slide:**

Map the steps and sub-steps in the approach process onto a Gantt framework creating a timeline.

Since, credentials, CVs, use cases are all something a consulting company has, you can let them be.

So your submissions will be tentatively 7-10 slides. Try using graphics, charts and numbers wherever deemed significant.