



INDIAN INSTITUTE OF MANAGEMENT KOZHIKODE



Case Study

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Data Analytics in Sample to Order Conversion – Case of Ratna Saree

Shovan Chowdhury ¹

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Please contact the corresponding author, if you would like to access the full case study.

¹Professor , Quantitative Methods and Operations Management Area, Indian Institute of Management Kozhikode, IIMK Campus PO, Kunnamangalam, Kozhikode, Kerala 673 570, India; Email - shovanc@iimk.ac.in, Phone Number - 0495-2809119

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Abstract:

Sunil, the co-owner of Ratna Sarees is not happy with the performance of its B2B segment. The clients always demand samples of sarees before placing the order not only to visualize the design but also to check the quality of the fabric, laces, linen, ribbon, threads, and other value-added components of the sarees. Crafting new sample designs demands substantial resources in terms of labor, time, and money due to the intricate nature of the saree weaving process. The costs related to the raw materials, cutting, stitching, and dying added to the high expenses. Samples that were supplied to prospective customers frequently did not live up to the expectations which led to depressingly low conversion rates and increased operating expenses. The case emphasizes using data analytics to help Sunil solve the issue.



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Research Office
Indian Institute of Management Kozhikode
IIMK Campus P. O.,
Kozhikode, Kerala, India,
PIN - 673 570
Phone: +91-495-2809237/ 238
Email: research@iimk.ac.in
Web: <https://iimk.ac.in/publications>

