



SHIVAAY

LUXURY LIVING LLP

Building Sales Lifecycle Visibility &
Strategic Intelligence in High-Ticket
Luxury Retail

Khanjan Patel

Context

Shivaay Luxury Living operates in a distinctive segment of luxury retail — high-value, low-volume interior and lifestyle solutions. Unlike fast-moving retail environments, its sales cycles are long, consultation-driven, and deeply relationship-based. Customers include HNIs, architects, developers, and institutional buyers. Transactions are project-oriented, often involving multiple categories (flooring, lighting, kitchens, furnishings), and are influenced heavily by trust and brand positioning.

Despite strong brand presence and premium positioning, the organization's internal data infrastructure had not evolved in parallel with its business complexity.

Enquiries were spread across Excel sheets, WhatsApp chats, emails, and handwritten records. Quotations were generated independently by sales executives. Follow-ups were relationship-driven but undocumented. Leadership relied on experience and intuition rather than structured analytics.

This created strategic opacity in a business where deal sizes were large and cycles long.

Khanjan Patel

Core Problem

The challenge was not a lack of business — it was a lack of visibility.

Four structural gaps emerged:

1. **Pipeline Opacity:** No standardized sales lifecycle tracking. Leadership had no visibility into where high-intent enquiries stalled.
2. **Channel & Customer Blindspots:** No data-backed understanding of which architects, referral sources, or customer segments drove the most valuable deals.
3. **Product & Brand Performance Uncertainty:** Revenue contribution by category, brand, and margin band was not consolidated.
4. **Forecasting Constraints:** Without structured stage-level data, revenue forecasting and procurement planning were reactive rather than predictive.

The absence of structured analytics limited strategic decision-making in showroom layout, vendor prioritization, and sales discipline.

Khanjan Patel

My Role

As an individual contributor, I was brought in to architect foundational analytics systems without disrupting the luxury, personalized nature of the sales process.

My mandate was clear:

Create structured decision visibility while preserving the relationship-driven DNA of the business.



Khanjan Patel

Intervention 1

Designing the Sales Lifecycle Framework

The first transformation step was structural clarity. I designed a standardized sales lifecycle framework tailored to luxury retail dynamics:

Enquiry → Consultation/Design → Quotation → Negotiation → Order Confirmation → Fulfilment

To operationalize this:

- Introduced standardized data capture fields:
 - Customer type (HNI, architect, developer, institutional)
 - Reference source (walk-in, architect referral, digital, repeat client)
 - Product category
 - Deal value band
 - Expected closure timeline
- Designed structured enquiry logs replacing scattered Excel sheets.
- Implemented lead aging logic to flag stalled opportunities.

Importantly, the system was lightweight. It did not impose CRM-heavy friction but created structured discipline around data capture.

Khanjan Patel

Intervention 2

Business Intelligence Architecture

Once the sales lifecycle structure was in place, I developed Power BI dashboards to create executive-level visibility.
Key dashboards included:

1. Pipeline & Lead Aging Dashboard
2. Customer & Channel Intelligence
3. Product & Brand Performance Analytics



Khanjan Patel

1. Pipeline & Lead Aging Dashboard

- Stage-wise deal distribution
- Value-weighted pipeline view
- Aging buckets (0–30, 30–60, 60+ days)
- Identification of stalled high-value deals

This immediately surfaced negotiation-stage bottlenecks, enabling focused follow-ups.



Khanjan Patel

2. Customer & Channel Intelligence

- Revenue by referral source
- Average deal size by architect
- Conversion rates by channel
- Repeat vs new customer ratio

This revealed concentration patterns:

- A small subset of architects drove disproportionately high-value deals.
- Walk-in enquiries had lower conversion rates but higher variability in deal size.
- Reference-led customers closed faster.
- This insight allowed leadership to strategically deepen high-value architect relationships rather than broadly expanding acquisition efforts.

Khanjan Patel

3. Product & Brand Performance Analytics

- Revenue and margin contribution by category
- Brand-level performance
- Price-band concentration
- Category-level conversion rates

This clarified which luxury brands were consistently contributing to margin versus merely occupying showroom space. The analysis initiated data-backed discussions around:

- Showroom space optimization
- Vendor negotiation leverage
- Brand portfolio rationalization

Khanjan Patel



Strategic Enablement

Beyond dashboards, my contribution centered on enabling strategic conversations.

The system allowed leadership to:

- Move from intuition-based to evidence-backed brand prioritization.
- Allocate showroom real estate to higher-yield categories.
- Identify which sales executives require follow-up discipline reinforcement.
- Develop early-stage revenue forecasts based on weighted pipeline value.

Crucially, the transformation did not attempt aggressive digitization. Instead, it introduced structured clarity while respecting the premium, personalized sales experience.

Khanjan Patel

Impact

The transformation delivered:

- Stage-level visibility across the full sales lifecycle.
- Clear identification of revenue-driving relationships.
- Improved follow-up discipline on high-ticket stalled deals.
- Data-backed procurement and vendor focus discussions.
- Foundational forecasting capability for the first time.

This project established Shivaay's transition from experience-led decision-making to structured luxury retail intelligence — without compromising its high-touch brand ethos.

Khanjan Patel