



The IMI student team demonstrated commendable professionalism, strategic thinking, and a proactive approach. Their work helped us enhance core areas of our operations, digital presence, and customer engagement.



+919330723331



help@artsty.com



4A, Wood Street, Kolkata- 700016



www.artsty.com



Key Contributions and Highlights:

- **Operational Efficiency:** Introduced simplified tracking systems and automation tools to streamline order management and artist coordination.
- **Marketing and Brand Revamp:** Supported the relaunch of our visual identity and led campaigns that improved brand recall and audience interaction.
- **Customer & Sales Growth:** Designed influencer outreach programs and localized digital campaigns that boosted website traffic and conversion rates.

Outcomes Delivered:

- A 30% increase in website traffic and a marked improvement in engagement metrics across social platforms.
- Successful launch of our “Artsty Stories” series, showcasing artisan journeys, which significantly improved customer trust and retention.
- Strengthened backend operations, enabling faster fulfillment and improved customer satisfaction ratings.
- Enhanced vendor and artist onboarding workflows, contributing to a wider and more diverse product range.

This collaboration has had a tangible impact on our growth trajectory and reaffirmed the importance of academic partnerships in the entrepreneurial ecosystem.

On behalf of the entire Artsty team, I extend heartfelt thanks to IMI Kolkata and look forward to more such meaningful engagements in the future.

Warm regards,

Pooja Sarin

Founder, ARTSTY