

# Mass Customization Best Practices from Case Studies using a Text Analytics

**Dr Kottala Sri Yogi**

Associate Professor

[e-mail: dr.sriyogi@outlook.com](mailto:dr.sriyogi@outlook.com)

**Pranavi Bhaskar Obbu<sup>1</sup>, Satvika Ananthagiri<sup>2</sup> and Anurag Patil<sup>3</sup>**

E-mail: [pranavi.obbu@gmail.com](mailto:pranavi.obbu@gmail.com), E-mail: [satvika.ananthagiri@gmail.com](mailto:satvika.ananthagiri@gmail.com)

E-mail: [anuragpatil606@gmail.com](mailto:anuragpatil606@gmail.com)

KLH Global Business School,  
Koneru Lakshmaiah Education Foundation  
(Deemed- to-be University)  
Hyderabad, India

## Abstract

Mass customization merges the expertise of mass production and ability to modify every single product. This paper objective is a detailed view about mass customization and how various processes are linked with various other domains while improving the efficiency. It provides a positive view to the process as its beneficiary for both customers and businesses. Mass customization provides customers with better product choices, product costs, and the ability to use the right products. Mass customization combines the know-how of mass production with the ability to modify individual products. It also validates how mass customization is useful in businesses from the customer point of view as an added advantage to the businesses. We made an attempt to understand the value of mass customization from various case studies viz., DELL, MiniCooper, STARBUCKS and IKEA from the existing literature. Common terminology found using text analytics – A Bigram in all cases considered are confusing selection, augmented reality, consumed publicly, environmental concerns, designers self-confidence, extremely customizable, economically feasible, LED door, reported scales, novice users.

### Keywords :

Mass Customization ,IT Industry, Automobile, Furniture, Case Study& Text analytics

---

<sup>1,2,3</sup>. Final Year Bachelor of Business Administration Students