BUSINESS DATA MANAGEMENT CAPSTONE PROJECT

Project on:

Navigating Challenges: A Data-Driven Boost for 99 Market Mall

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OUTLINE

- About 99 Market Mall
- Problem Statement
- Analysis on Collected Data of Products and their Details
- Recommendations

99 MARKET MALL

99 Market Mall, located in the heart of Maharajganj, Siwan, Bihar (Pin Code: 841238), has long been a local favorite for shoppers seeking a wide range of quality products under one roof. Known for its customer-centric approach, the mall provides a convenient and enjoyable shopping experience to the community.

Offering everything from fashion essentials to daily groceries, 99 Market Mall caters to diverse customer needs. The mall's commitment to excellence in service and product selection has made it a trusted name in the region, consistently delivering value with each transaction.

With an average monthly revenue of around ₹2,00,000.00 Market Mall has established itself as a central hub for shoppers in the area. It is more than just a retail space; it's a vibrant part of Maharajganj's local culture, fostering lasting relationships with its patrons while consistently meeting their shopping needs.

PROBLEM STATEMENT

99 Market Mall's constrained resources limit its ability to innovate, expand, and enhance customer experience.

Facing intense competition from bigger retailers, 99 Market Mall must differentiate itself and strengthen its unique value to retain customer loyalty and market position.

ANALYSIS ON COLLECTED DATA OF PRODUCTS AND THEIR DETAILS

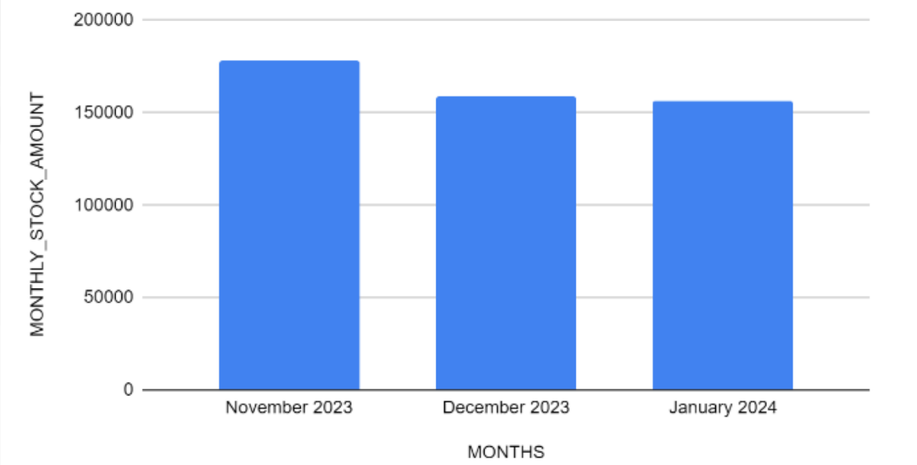
99 MARKET MALL			
ITEMS, STOCK, PURCHASING PRICE AND THEIR SALES			
ITEMS	RATE	QUANTITY	SELLING PRICE/PIECE
SOAP	30	10	36
T-SHIRTS	320	30	384
JEANS	900	20	1080
SKIRTS	480	20	576
JARS	300	30	360
SOCKS	80	40	96
PURSE	240	20	288
SHAMPOO	210	30	252
WALL WATCH	150	20	180
SCHOOL BAG	450	20	540

99 MARKET MALL			
CATEGORY WISE			
CATEGORY NAME	NUMBER OF VARIETY	STOCK AMOUNT	SALE AMOUNT
MASON JARS	1	9000	10800
PLASTIC	1	9000	10800
PERSONAL CARE	2	6600	7920
APPAREL	2	27600	33120
CLOCK	2	9000	10800
BACKPACK	2	33000	39680
HOME ACCESSORIES	2	10500	12600
DENTAL CARE	3	1650	1980
ACCESSORIES	3	6800	8080
WOMENS WEAR	4	36000	43200

- Collecting relevant data from the shop's sales records and inventory systems.
- After collection, the data underwent thorough cleaning.
- The data will be presented visually using appropriate charts, graphs, and tables to enhance comprehension.

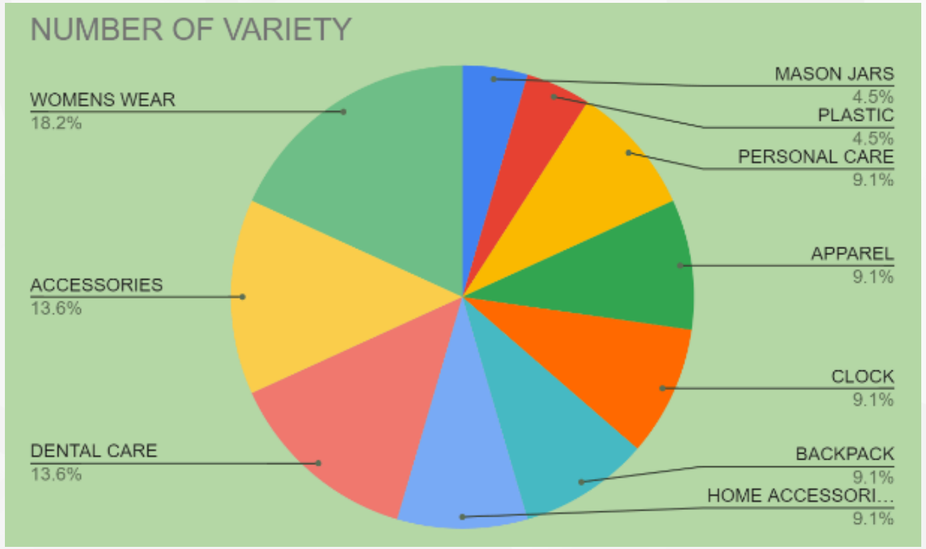
OVERALL MONTH WISE SALE		
MONTHS	DURATION	SALES AMOUNT
November 2023	1-11-2023 to 30-11-2023	213600
December 2023	1-12-2023 to 31-12-2023	198250
January 2024	1-01-2024 to 31-01-2024	195021

Monthly Stock Amount



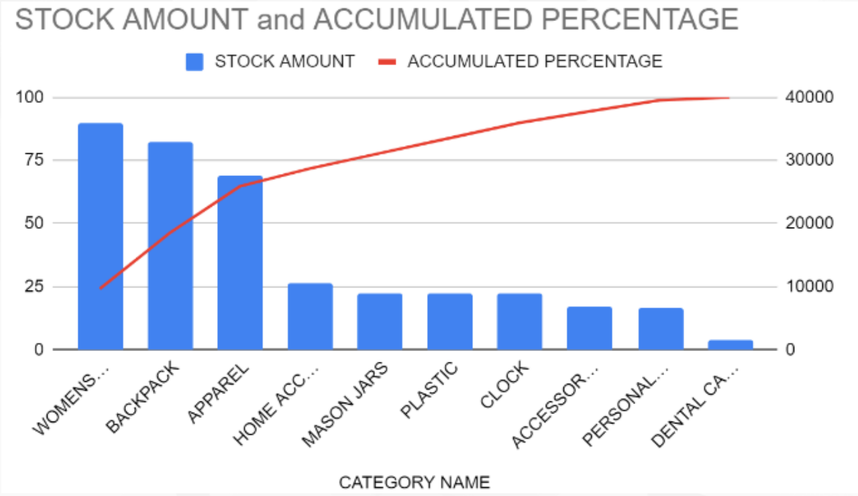
The Monthly Combined Bar Chart illustrates the quantities of different items in stock across months, aiding in identifying trends and potential inventory imbalances.

Stock Pie Chart



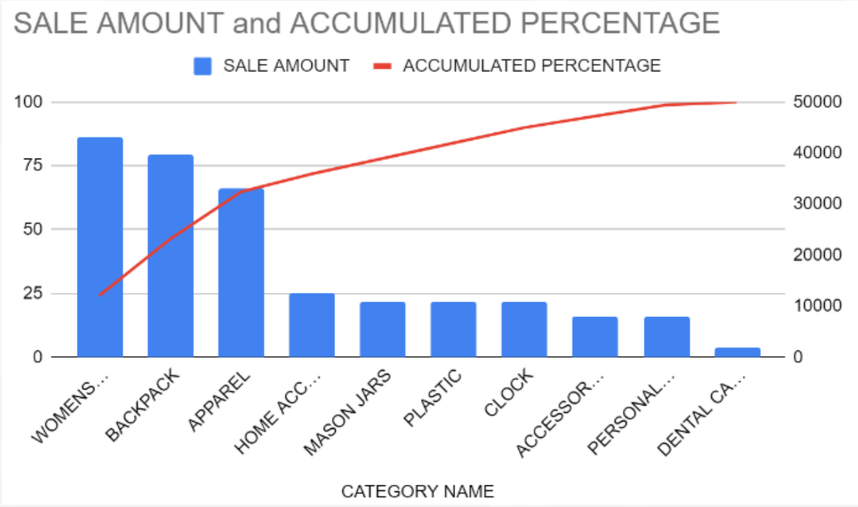
The Stock Amount Pie Chart visually depicts the allocation of total stock values among various items, emphasizing each product's contribution to the overall inventory value. This aids in efficient prioritization and allocation of resources.

Items Stock Pareto Chart



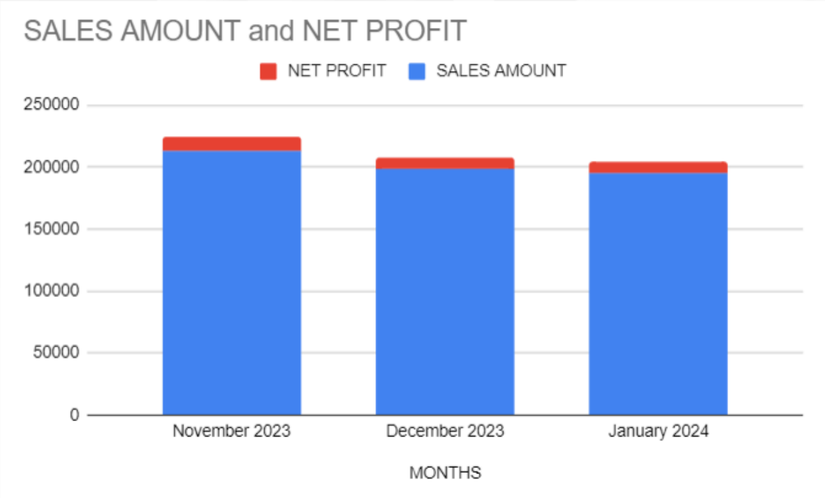
The Stock Pareto Chart displays products in descending order of stock quantities, helping identify the key items and their respective categories that contribute the most to inventory levels. This enables a focus on targeted inventory management strategies.

Sales Pareto Chart

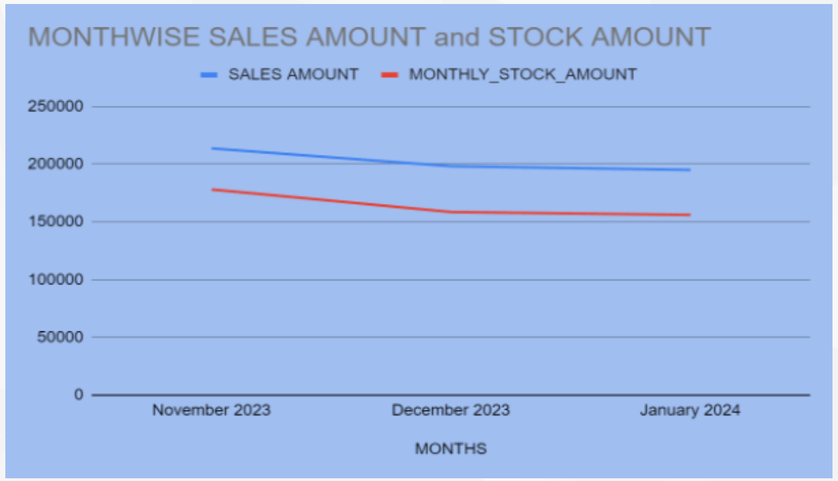


The Sales Quantity Pareto Chart organizes products based on descending sales quantities, helping identify the key items by categories that significantly drive most of the sales. This aids in focusing efforts to enhance sales for these particular items.

Monthly sales & profit trends



Monthly stock and sales



Sales Trends:

- Monthly sales exhibit fluctuations, with November marking the highest at ₹2,13,600.
- Consistently stable profit margins indicate steady profitability.

Insights into Customer Preferences:

- Festival Season influences buying patterns, notably higher sales during November and lowest in January(extreme cold) followed by December(less cold as compared to January).
- January's sales surge is attributed to the onset of the Winter season, influencing the number of customers in the market.

Top-Selling Products and Categories:

- Women’s Wear dominates both sales and stock, followed by Accessories and Dental Care.
- Women’s Wear, Backpack and Apparel collectively drive 70% of total sales.

Customer Preference Patterns:

- Women’s wear diverse product range holds a substantial share in customer preferences.
- Backpack and Apparel products closely follow in popularity.
- November emerge as favored months for 99 Market Mall, with less cold and festive season resulting in more customers.

RECOMMENDATIONS

FOR LIMITED RESOURCES

1. **Audit**: Conduct an audit to identify cost-saving opportunities and focus on enhancing customer experience.

2. **Partnerships**: Partner with local businesses and suppliers to share resources and reduce costs.

3. **Efficiency**: Apply lean management principles to improve efficiency and reduce waste.

4. **Experience**: Enhance the in-store experience through simple changes and customer service training.

5. **Technology**: Adopt low-cost technologies like cloud tools to improve operations.

6. **Data**: Use data to make smart decisions and identify ways to optimize resources and boost performance.

RECOMMENDATIONS

FOR COMPETITION WITH LARGE RETAILERS

1. **Differentiation**: Highlight unique aspects like personalized service and exclusive products to stand out from competitors.

2. **Engagement**: Strengthen local ties through events and partnerships to attract community-minded customers.

3. **Experience**: Deliver exceptional customer service and use feedback to adapt and improve continuously.

4. **Marketing**: Create targeted campaigns and promotions to appeal to specific customer groups.

5. **Exclusivity**: Host special events and offer unique products to create excitement and draw in customers.

6. **Online**: Boost online presence with a user-friendly website and active social media engagement.

7. **Loyalty**: Implement loyalty programs to reward repeat customers and foster long-term relationships.

Thank you!

THANK YOU FOR YOUR TIME AND ATTENTION.