

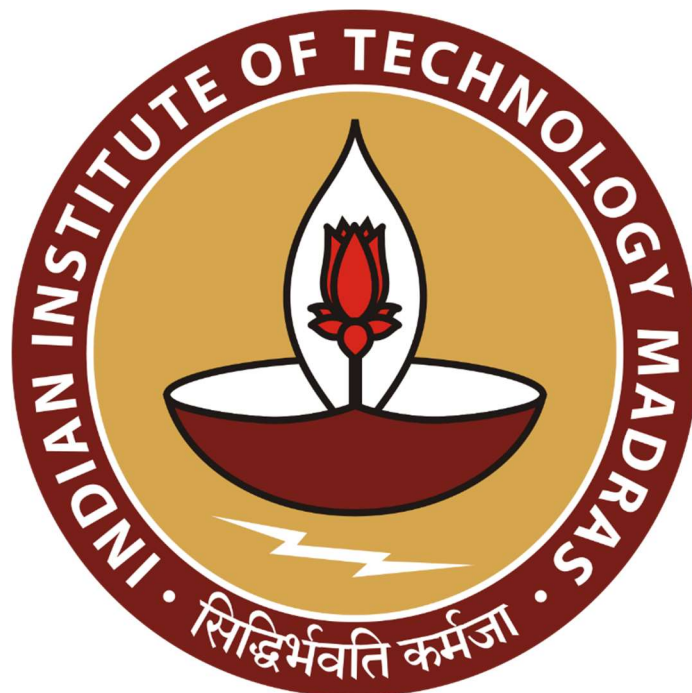
Direct Sell Precision: Data Driven Strategies For Altos

A Proposal report for the BDM capstone Project

Submitted by

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Declaration Statement

I am working on a Project titled “**Direct Sell Precision: Data Driven Strategies For Altos**”. I extend my appreciation to “**Altos Mangalam Enterprises**”, for providing the necessary resources that enabled me to conduct my project.


I hereby assert that the data presented and assessed in this project report is genuine and precise to the utmost extent of my knowledge and capabilities. The data has been gathered from primary sources and carefully analyzed to assure its reliability.

Additionally, I affirm that all procedures employed for the purpose of data collection and analysis have been duly explained in this report. The outcomes and inferences derived from the data are an accurate depiction of the findings acquired through thorough analytical procedures.

I am dedicated to adhering to the principles of academic honesty and integrity, and I am receptive to any additional examination or validation of the data contained in this project report.

I understand that the execution of this project is intended for individual completion and is not to be undertaken collectively. I thus affirm that I am not engaged in any form of collaboration with other individuals, and that all the work undertaken has been solely conducted by me. In the event that plagiarism is detected in the report at any stage of the project's completion, I am fully aware and prepared to accept disciplinary measures imposed by the relevant authority.

I understand that all recommendations made in this project report are within the context of the academic project taken up towards course fulfillment in the BS Degree Program offered by IIT Madras. The institution does not endorse any of the claims or comments.

Signature of Candidate: .

Name: Kunal Kawadkar

Date: 02 February 2024

1 Executive Summary

The business data I have collected belongs to an exclusive store selling ayurvedic products produced by **ALTOS** company. The business shop name is **Altos Mangalam Enterprises** which is located at Chhindwara, Madhya Pradesh.

The following reasons explain my motivation behind selecting this business.

- I have been a frequent customer of this business.
- I can speak on call with the business owner frequently to get my questions answered.

I obtained the data bills from the prior months to collect data. I have collected the two months' data so I can get a better understanding of the business model.

Time series charts and other Excel functions, including PIVOT CHART and TREND, are important tools for solving the problem as they are used to predict sales. I will also be using line charts and histogram for the visualization of data.

2 Organization Background

- I am working on a business known as "ALTOS Mangalam Enterprises". The business is an exclusive store specializing in selling products related to "ALTOS". It was established by **Mr. Sunil Soni** in 2017 and is situated in **Chhindwara, Madhya Pradesh**.
- This shop sells more than 250 varieties of products in their shop and its wide range includes health care, personal care, hair care.
- After successfully working with ALTOS for a decade, the proprietor decided to start his own store. The shop provides employment to 4 people, all of which are full time employees.

3 Problem Statement

I noticed the following problem statements during my interactions with the business owner.

- Improving seasonal profits for business.
- Lowering stockouts, thus increasing customer satisfaction.
- Optimizing promotional efforts leads to broader customer outreach.

4 Background of the Problem

I found that the store was doing well after having a thorough conversation with the owner, but that certain products required specific conditions, leading to a loss of revenue from these products.

Products such as agriculture aid and health care have fluctuations in demand and product expiry is a common issue for these products.

The following are the possible key factors to these problems:

- Certain products might face increased demand during specific seasons. Overstocking during peak seasons can lead to financial losses if the demand doesn't meet expectations, while understocking can lead to lost sales and disappointed customers.
- Due to heavy competition, product prices are often lowered for various items, resulting in possible loss of revenue.
- The business is in a smaller district, leading to a limited client base and restricted access to trends or consumer segments.

5 Problem Solving Approach

Details about the methods used with justification.

The information I gathered includes time series data covering a three-month period. It is primary data so, it will be feasible to plot all trend lines and graphs. I will use pivot tables, plotting pie charts and histograms, this will be useful in recognizing trends as well as offering insights into the seasonality of product demand.

Furthermore, I intend to classify customers based on their buying habits and use relevant graphs to demonstrate these habits. I'll also extract more information from the data, such as which products are selling better and worse. This will allow me to analyse the more challenging product types.

To ensure continued alignment with business goals, I will keep in touch with the business owner and schedule periodic reporting sessions throughout the project, this will help me to know business insides better.

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Details about the intended data collection with justification

The vendor offers several product varieties. Thus, I have collected the following factors for a range of products after figuring out which are the most important among many others:

- Cost price
- Selling price

- Quantity sold.
- Product category

From the above variables, I am planning to compute the following.

- Profit margin
- Net profit
- Revenue and expenditure
- Expired products
- Seasonal planning
- Average inventory

In addition to analysing gross profit ratio, net profit ratio and monitoring the performance. To calculate the following different ratios, I also intend to gather information regarding capital invested as well as specifics regarding liabilities, fixed assets, labour, and transportation expenses.

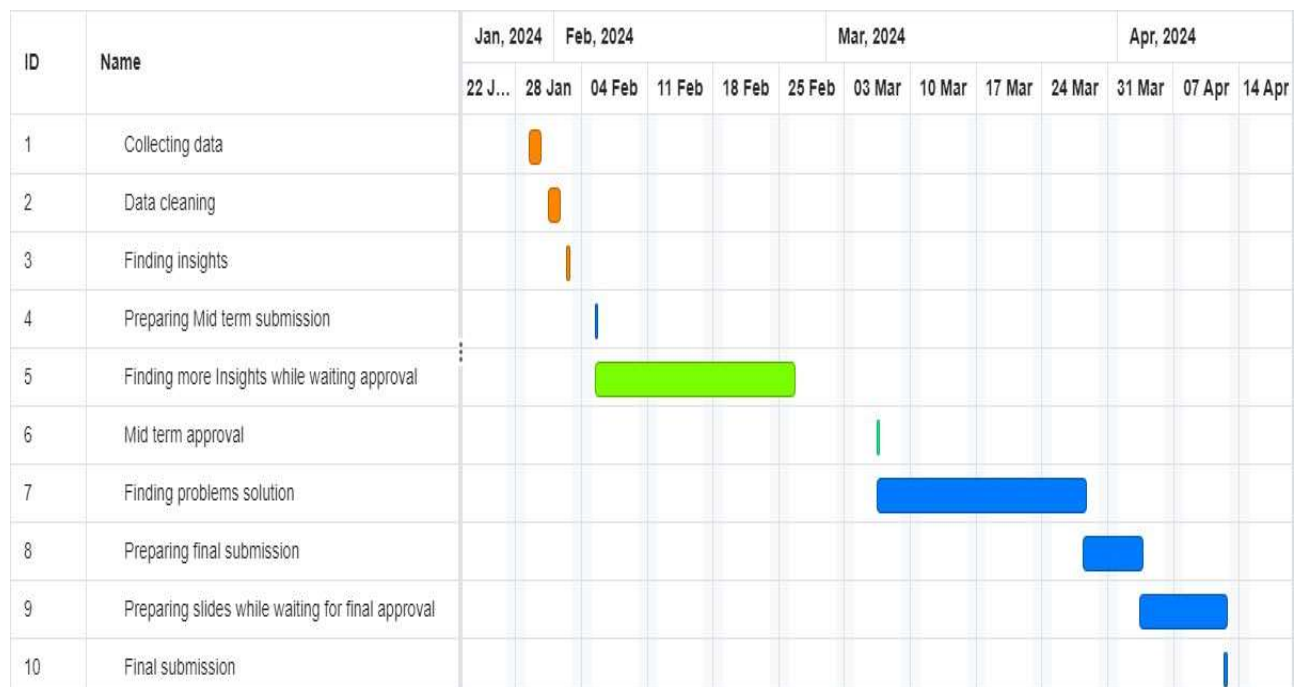
Details about the analysis tools with justification

Since time series data makes up most of the data obtained, I will be using a variety of tools to analyse the data I have collected to draw insightful conclusions and promote well informed decision making.

- Pivot tables to summarize, analyse the data row and column wise.
- Applying a variety of excel functions like AVERAGE, VLOOKUP, TREND, COUNTIFS etc.
- For visualization the data I will use line chart, pie chart, histograms, scatter plots etc.

6 Expected Timeline

My project timetable is outlined in the chart below.



7 Expected Outcome

- It will be helpful for business owners to identify problems of customers.
- Provide a business plan to boost profit margin.
- Identifying the most and least sold product categories.
- Help the business owner make better decisions by providing a variety of charts, including line charts and pivot tables.