

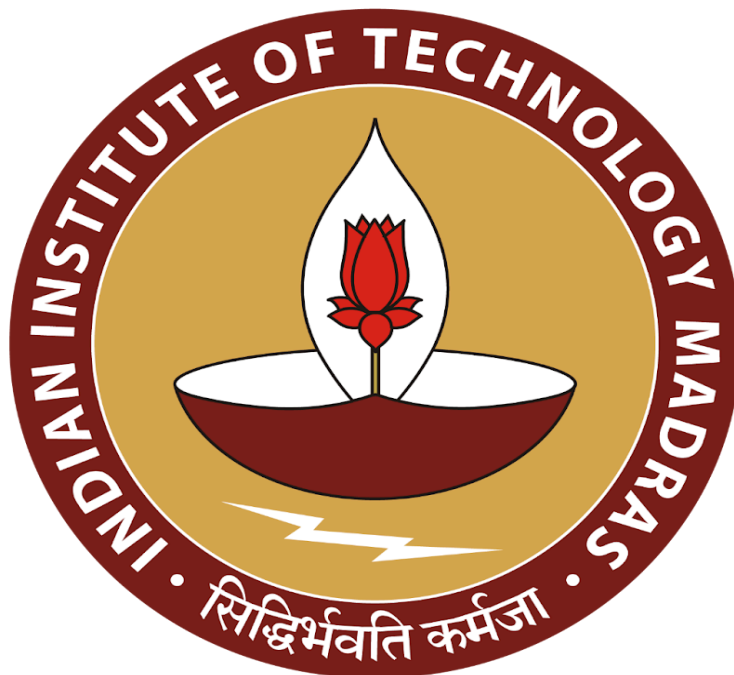
Data-Driven Optimization of Returns, Customer Trends, and Sales for a Fashion Boutique

A Proposal report for the BDM capstone Project

Submitted by

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DECLARATION STATEMENT

I am working on a Project titled “**Data-Driven Optimization of Returns, Customer Trends, and Sales for a Fashion Boutique**” . I extend my appreciation to **LIPU & LINKON DRESSES**, 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 through primary sources and carefully analyzed to assure its reliability.

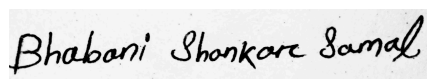
Additionally, I affirm that all procedures employed for the purpose of data collection and analysis have been duly explained in this report. The outcomes and inferences derived from the data are an accurate depiction of the findings acquired through thorough analytical procedures.

I am dedicated to adhering to the information 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 agree that all the recommendations are business-specific and limited to this project exclusively, and cannot be utilized for any other purpose with an IIT Madras tag. I understand that IIT Madras does not endorse this.

Signature of Candidate:

A handwritten signature in black ink that reads "Bhabani Shankar Samal". The signature is written in a cursive style and is placed on a light gray rectangular background.

Name: Bhabani Shankar Samal
Date: 11.06.2025

1. EXECUTIVE SUMMARY

LIPU & LINKON DRESSES is a men's clothing store located near the Bus Terminal in Udala, Odisha. Dibakar Senapati started this business in 2017 to sell trendy clothes to young and middle-aged men at good prices. The store has three people working - the owner, one fashion helper, and one store helper. The shop is small but busy because of its good location near the bus stop.

The store is facing three main problems that are stopping it from growing better. First, they don't know enough about what customers like to buy and when they buy it. Second, when customers return clothes, they don't keep proper records of why items are returned. Third, they can't see which months have more sales or which clothes sell better at different times. These problems make it hard to keep customers happy and make smart business choices.

This project will help solve these problems by collecting and studying the store's sales information, return details, and customer opinions. We will use this information to help the store understand what works and what doesn't. The goal is to help them choose better products, reduce returns, and make customers happier. This will help the business grow in a smarter way and make more money.

2. ORGANIZATION BACKGROUND

LIPU & LINKON DRESSES opened in 2017 when Dibakar Senapati decided to start his own clothing business. He chose a spot near the Udala bus terminal in Mayurbhanj, Odisha because many people pass by there every day. The store sells modern clothes for men between different age groups who want to look trendy and stylish without spending too much money.

The business is well-organized. Dibakar Senapati runs the store and makes all the big decisions. He has two helpers - one person who helps customers pick clothes that look good on them, and another person who handles the cash and keeps the store tidy. Everyone works together to give customers good service.

The store became popular quickly because they sell nice clothes at fair prices and treat customers well. They try to keep up with new fashion trends so young people like shopping there. The store wants to become the best place to buy men's clothes in the Udala area. They also want to get more customers by giving even better service and selling clothes that people really want to buy.

3. PROBLEM STATEMENT

- I. **Limited Customer Insights:** At present, it's difficult to clearly identify which clothing styles or products are most popular among customers, what time of the year they prefer to shop, or how different age groups respond to different types of items. This limits the store's ability to plan targeted offerings and improve customer satisfaction through more personalized service.
- II. **Returns-Related Issues:** Some products are being returned more frequently than others, but the reasons behind these returns are not clearly analyzed. This makes it harder to understand whether customers are facing issues with sizing, fabric quality, or something else, and in turn, it prevents the boutique from taking proactive steps to reduce return rates.
- III. **Unclear Sales Patterns:** Sales tend to rise and fall at different times, but without a structured view of these patterns, it's challenging to prepare for busy shopping periods or notice drops in demand early. This affects the shop owner for decision-making around inventory planning and promotional strategies.

4. BACKGROUND OF THE PROBLEM

LIPU & LINKON DRESSES has grown well over the past two years and now has many regular customers. The store is doing good business and handles many sales every day. But with more customers and more clothes to sell, some new problems have come up that need better understanding of the business.

The main problem is understanding customers better. The store has sales records, but it's hard to see patterns like which age groups buy what clothes, Time period when people shop more, or which styles are most popular. Knowing these things would help the store choose better clothes to buy and understand what customers really want.

Another problem is with returns. The store gets many returns each month, but it's difficult to see if there are patterns for the shop owner. No proper analysis of which types of clothes get returned more often and for what reason. Understanding these patterns would help the store make better choices about which clothes to stock

The store also can't see patterns in their sales. They don't know if they sell more clothes during festivals, which months are slow, or if certain types of clothes sell better at specific times. This makes it hard to plan when to buy new stock, when to have sales, or when they might need extra help in the store.

5. PROBLEM SOLVING APPROACH

5a. Methods Overview

Quantitative Methods:

- **Sales Pattern Analysis:**
 - Track daily and seasonal buying trends
 - Identify peak sale periods
 - Map product performance cycles
- **Return Assessment:**
 - Monitor return trends across product categories
 - Identify common return reasons
 - Analyze Return Status

Qualitative Methods:

- **Owner Interviews:**
 - Understand current processes
 - Identify pain points
 - Gather historical insights
- **Customer Feedback Analysis:**
 - Review return reasons
 - Capture style preferences
 - Document overall experience before and after the purchase

5b. Data Collection Strategy

I approached the shop owner to discuss the necessary information related to business challenges and data. They have agreed to share the spreadsheet file containing sales and return data from September 2024 to February 2025, covering a four-month period.

Primary Data:

- **Sales Records:**
 - Daily transaction details
 - Product category performance
 - Style preferences across different age groups etc.
- **Returns Data:**
 - Return reasons
 - Product categories affected
 - Customer feedback etc.

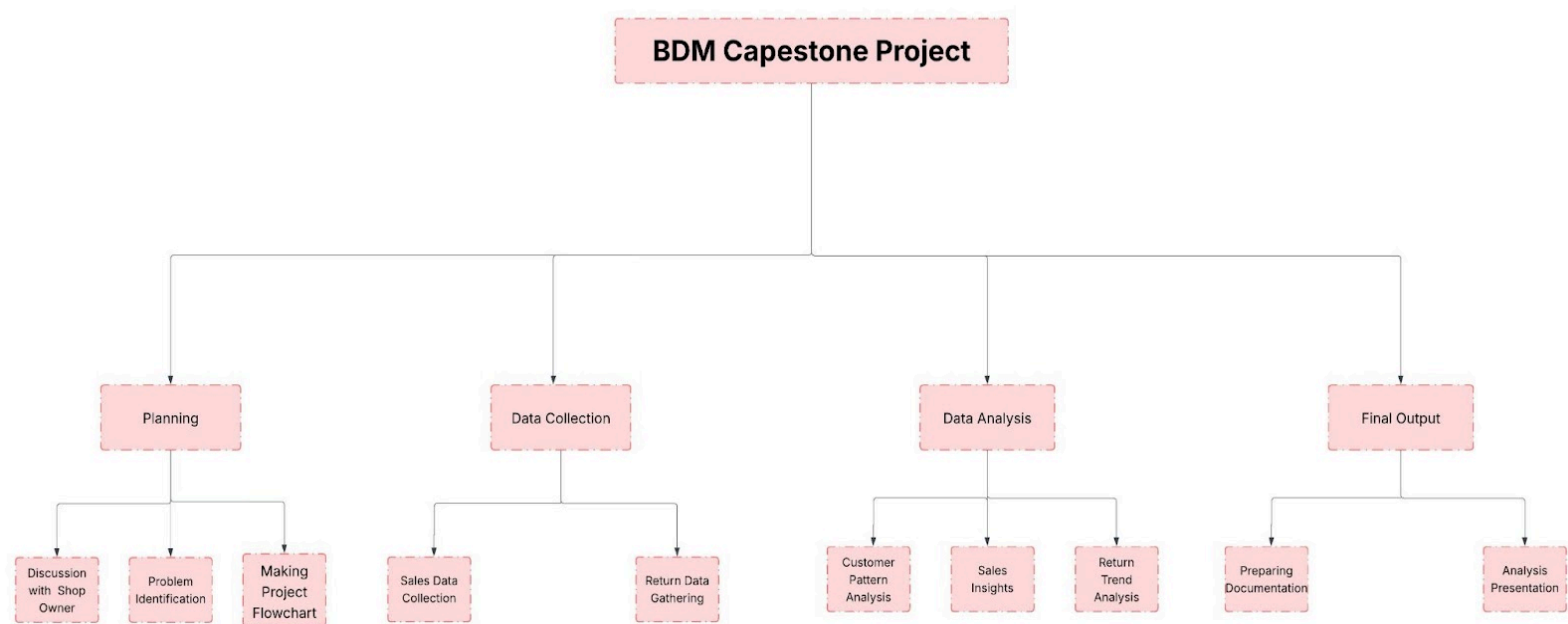
5c. Analysis Tools

- **Google Sheet:**
 - Data cleaning and organization
 - Data summarization using pivot table and pivot chart
 - Visual Representation through charts for trends analysis

This approach combines simple yet effective tools with advanced analytics. Google Sheet handles day-to-day tracking and enables deeper insights into customer behavior, sales patterns and effective return management.

6. EXPECTED TIMELINE

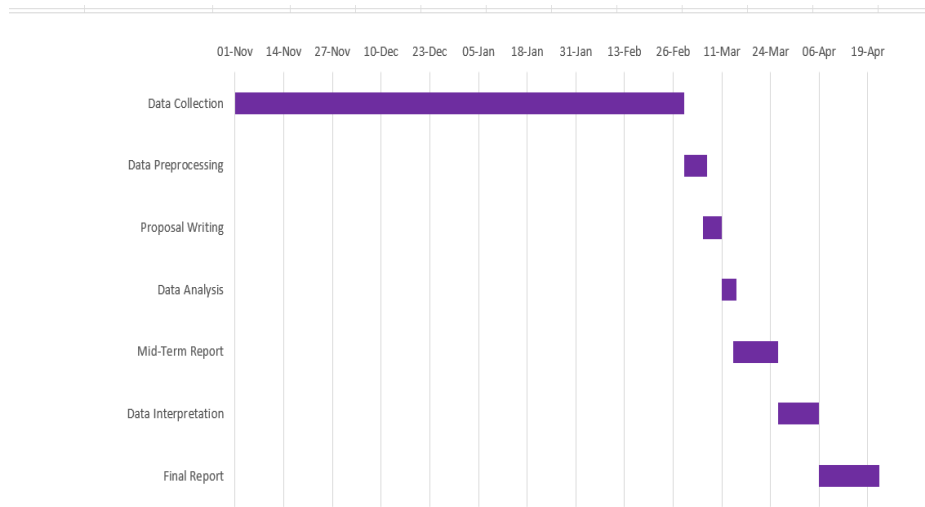
WORK BREAKDOWN STRUCTURE



Project Timeline

Name	Start Date	End Date	Duration
Data Collection	01-Nov	28-Feb	120
Data Preprocessing	01-Mar	06-Mar	6
Proposal Writing	06-Mar	10-Mar	5
Data Analysis	11-Mar	14-Mar	4
Mid-Term Report	14-Mar	25-Mar	12
Data Interpretation	26-Mar	05-Apr	11
Final Report	06-Apr	22-Apr	17

Gantt Chart



7. Expected Outcome

The expected outcome of this project is to enhance the fashion boutique's sales and business performance thereby increasing customer satisfaction and reduce return discrepancies. This project will also help the business in minimizing its operational costs. This will ensure that they stay profitable in the market for a long term.