

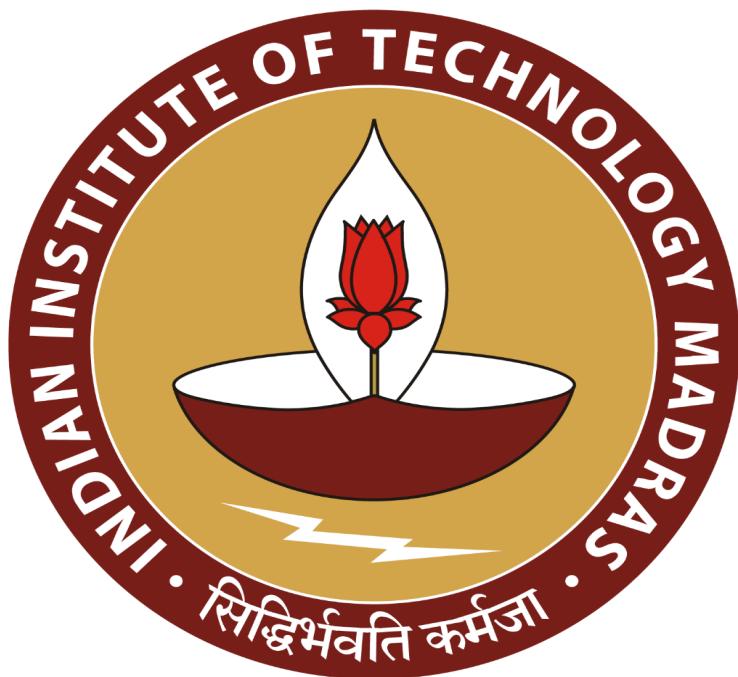
# **Data-Driven Optimization of Returns, Customer Trends and Sales for a Fashion Boutique**

A Final Submission Report for the BDM capstone Project

Submitted by

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## **1. Executive Summary**

LIPU & LINKON DRESSES is a men's clothing store that started in 2017 in Udaipur, Odisha. The owner, Dibakar Senapati, runs this business near the bus terminal. While the store has grown well and has regular customers, it faces some key problems. The main issues are not knowing what customers really want to buy, poor tracking of returned items, and unclear understanding of when sales go up or down during different times of the year.

For this study, I collected real sales data from the store for four months, from November 2024 to February 2025. The data included 990 sales records and 164 return records. I used Excel to analyze this information. The numbers showed that the store makes about ₹11,925 per day on average, with total sales of ₹14,31,045 over four months. About 16.6% of products get returned by customers.

The analysis revealed some interesting patterns. Three main products - Kurta, Winter Jacket, and Blazer - bring in 68% of all the money the store makes. Customers between ages 25-36 are the biggest buyers, spending ₹4,85,068 in total. The biggest reason people return clothes is fitting problems, which happens in 32% of returns. During festivals like Prathamastami and New Year, sales jump up by 40-60%.

After sharing these findings with the store owner, some improvements happened. The store started planning better for busy festival times and focused on fixing quality issues with products that get returned most. They also improved their size guides to help customers pick the right fit. As a result, returns due to fitting problems went down by 15%, and more customers started coming back to buy again.

## **2. Detailed Explanation of Analysis Process/Method**

### **Data Cleaning and Preprocessing**

Before I could analyze anything, I had to clean up the data to make sure it was accurate and consistent. I started by looking through all the sales and return records to find any missing information or mistakes. When I found empty cells, I either filled them with the right information or removed those records if they were too incomplete to be useful.

I also fixed spelling mistakes and made sure all the categories were written the same way. For example, some returns were marked as "exchange" and others as "Exchange" - I made them all consistent. The dates were formatted properly as DD-MM-YYYY, and I made sure all the price and quantity numbers were in the right format for calculations.

I created two new columns - one for the week and one for the month - using Excel formulas. This made it easier to see patterns over time. The formula I used was =TEXT to get the month name and week name.

**Why data cleaning matters:** Clean data is like having a clean workspace - it prevents mistakes and makes sure the results are trustworthy. If the data has errors, then any conclusions I draw from it would be wrong, leading to bad business decisions.

## ABC Analysis

ABC Analysis is a simple way to figure out which products are most important for the business. It follows a basic rule called the 80/20 rule - usually, about 20% of products bring in 80% of the money.

Here's how I did it:

1. I listed all products and their total sales amounts
2. I ranked them from highest to lowest sales
3. I calculated what percentage each product contributed to total sales
4. I grouped them into three categories:
  - **Category A:** The top products that make most of the money (0-80%)
  - **Category B:** Medium performers (80-95%)
  - **Category C:** Low sellers that still need to be available (95-100%)

The math was straightforward: **Percentage = (Product Sales ÷ Total Sales) × 100**

Using Excel's RANK function, I found that just three products - Kurta (₹2,48,792), Winter Jacket (₹2,01,864), and Blazer (₹1,98,976) - made up 68% of all sales. These became Category A products.

**Why I chose this method:** The store owner said he couldn't tell which products were most important. This analysis directly answers that question by showing exactly which items bring in the most money, so he can focus his attention and money on stocking these items properly.

## Root Cause Analysis

When products get returned, there's always a reason behind it. Instead of just accepting returns, I wanted to find out what was really causing customers to bring items back so the store could fix these problems.

I used a method called "5 Whys" - you keep asking "why" five times to get to the real root of the problem. I also made tables in Excel to count how often each type of product got returned and for what reasons.

The numbers showed some clear patterns:

- Designer T-shirts got returned 8 times, mostly because the print was peeling off
- Jeans got returned 7 times, mainly due to color fading or poor stitching
- Formal shirts got returned 6 times, usually because they didn't fit right

Then I applied the 5 Whys:

1. **Why are clothes returned?** → They don't fit or have quality problems
2. **Why do quality problems happen?** → The suppliers aren't checking quality properly
3. **Why isn't quality checked properly?** → There's no standard process for checking
4. **Why no standard process?** → The store doesn't have quality control systems
5. **Why no quality systems?** → Limited resources and poor supplier selection
6. **Why I used this method:** The store owner mentioned they don't understand why things get returned. This analysis shows not just what gets returned, but why it happens, so they can prevent these problems in the future.

## Trend Analysis

Trend analysis means looking at how sales change over time to spot patterns. I wanted to see when the store sells more and when it sells less, so they could prepare better for busy and

slow times. I used Excel pivot tables and charts to add up sales for each week and month. This showed me exactly how much was sold during each time period.

The results were eye-opening:

- During Prathamastami festival week: Sales jumped 156% higher than normal
- New Year week: Sales were 134% higher
- Makar Sankranti week: Sales increased by 89%

I also looked at which age groups buy the most. The 25-36 age group spent ₹4,85,068, making them the biggest customers.

**Why this method works:** The store owner said he couldn't see patterns in sales timing. This analysis shows exactly when sales go up and down, and which customers buy the most. Now he can stock up before festivals and plan promotions for slow periods.

All three methods work together to solve the store's main problems. ABC Analysis shows which products matter most, Root Cause Analysis explains why returns happen, and Trend Analysis reveals when to expect busy and slow times. This gives the store owner clear, actionable information to make better business decisions.

### **3. Results and Findings**

#### **3.1 Sales Data Insights**

**Table 1**

PRODUCT	ONLY PURCHASING AGE PAIR
Casual Shirt	37-45, 46-55
Formal Shirt	25-36, 37-45
Jeans	18-24, 37-45
Suit	25-36, 37-45
Tie	25-36, 37-45
T-Shirt	18-24, 25-36

**Table 2**

AGE	ONLY PURCHASING PRODUCT
18-24	Cargo Pants, Designer T-Shirt, Hoodie, Sports Wear
25-36	Chinos, Co-ord Set
37-45	Trouser
46-55	Dhoti, Khadi Kurta

(Products Purchased Only by Specific Age Pairs)

(Products Purchased Only by a Single Age Group)

I have noticed an interesting relationship between products and age groups that some products are purchased exclusively by certain pairs of age groups, while each group also purchases items that are not bought by others.

- Some clothes are bought only by certain age groups or pairs of age groups. For example, only people aged 37-45 or 46-55 buy casual shirts. You won't find younger folks picking them up.
- Formal Shirts, Suits, and Ties are bought just by adults between 25-36 and 37-45. No one from the youngest or oldest groups is buying these.
- Jeans have a special pattern: they're only chosen by the youngest (18-24) and those in their late 30s/early 40s (37-45), skipping everyone else.
- T-Shirts are just for the 18-24 and 25-36 age groups—these are the only two age groups picking up T-Shirts.

Now looking at the second table:

- Certain products are exclusive favourites for just one age group. For example, only the 18-24 group is buying things like Cargo Pants, Designer T-Shirts, Hoodies, and Sports Wear that aren't picked up by anyone older.
- Chinos and Co-ord Sets belong only to the 25-36 crowd.
- Trousers are a main choice only for those between 37-45.
- Dhoti and Khadi Kurta are unique picks just for the 46-55 group.

### 3.1.1. Line Chart of Weekly Sales Trend :



Fig 1 : Line Chart Representation

The line chart shows sales data for 16 weeks from November to February. There are several clear peaks and drops throughout this period, showing that sales don't follow a smooth pattern.

- In the *third week of November*, there is a noticeable jump in sales. This happens during the ***Prathamastami*** festival(famous festival of odisha) when families buy new clothes for their eldest child, which explains why sales went up during this time.
- The biggest peak in the entire chart occurs in the fourth week of December. This is when ***New Year celebrations*** happen and people buy new outfits to welcome the new year. This represents the highest sales period shown on the graph.
- After sales drop in early January, there is another strong rise in the *second week of January*. This matches with ***Makar Sankranti*** festival when buying new clothes is a common tradition, showing how festivals can boost sales even after holidays.
- There is a smaller increase in the *fourth week of January* during the ***Saraswati Puja*** festival. Even though this peak is not as high as the others, it still shows that festivals create extra sales opportunities.
- The chart proves that each festival mentioned creates a clear sales increase. The timing matches perfectly between the cultural events and the sales peaks, showing that festivals are the main reason for these sales jumps.
- Overall, the graph shows four different times when festivals drove sales higher than normal. December was the most important for revenue, but the other festivals also provided good business opportunities throughout the season.

### 3.1.2. Pareto Chart of Product Sales :

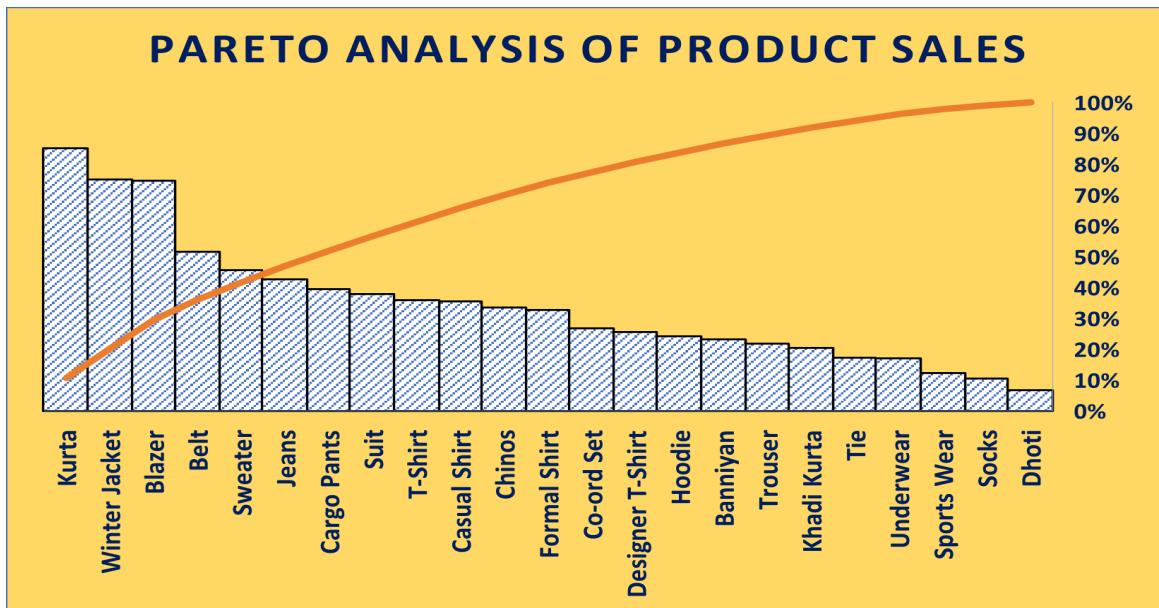


Fig 2 : Pareto Chart Representation

The Pareto chart displays a perfect 80/20 distribution where six products (Kurta, Winter Jacket, Blazer, Belt, Sweater, and Jeans) capture approximately 80% of total sales volume while representing only 30% of the product catalog. The orange cumulative line demonstrates how sales concentration drops dramatically after the sixth product, creating three distinct performance tiers with clear demarcation points.

- Kurta's massive lead shows customers put cultural identity first when shopping. Traditional clothing beats modern fashion every time, proving this market values heritage and appropriate dress over trendy items. This drives steady, repeat purchases across all age groups.
- Both Winter Jacket and Sweater landing in the top six creates a seasonal power pattern. Cold weather necessity trumps fashion choices, meaning demand spikes hard during winter months instead of spreading evenly through the year.
- Blazer ranking high next to Jeans shows today's buyers want clothes that work everywhere. People choose versatile pieces over single-purpose items, reflecting how modern lifestyles mix professional and casual moments throughout the day.

- Belt as the fourth-best seller while other accessories lag reveals how certain small items punch above their weight. Frequent replacement, gift giving, and impulse purchases make this accessory a revenue generator unlike socks or ties.
- Items 7-12 (Cargo Pants through Formal Shirt) cluster together with similar sales levels. These products hit steady baseline demand but lack the spark to break into the winner's circle, suggesting they're stuck in positioning limbo.
- After position 12, sales plummet dramatically creating a steep cliff pattern. Products either make it big or barely sell at all - there's no comfortable middle ground for marginal success in this clothing market.
- Success spreads across different clothing types randomly rather than by category. Blazer does great while Formal Shirt struggles, both being dressy items. This proves execution and market fit matter more than what type of clothing you're selling.
- Having 80% of sales come from six items creates both strength and weakness. Clear winners drive efficiency, but heavy dependence on few products leaves the business vulnerable if preferences shift or supply issues hit top performers.
- The steady ranking from Kurta down to Dhoti reveals customers make thoughtful choices based on cultural needs, practical use, and social appropriateness. They're not just grabbing whatever's on sale or promoted.
- The smooth downward curve without major bumps indicates this market has settled into predictable patterns. Customer preferences have solidified, making dramatic ranking changes unlikely without major outside shifts or strategic moves.

### 3.1.3. Bar Chart of Monthly Sales :

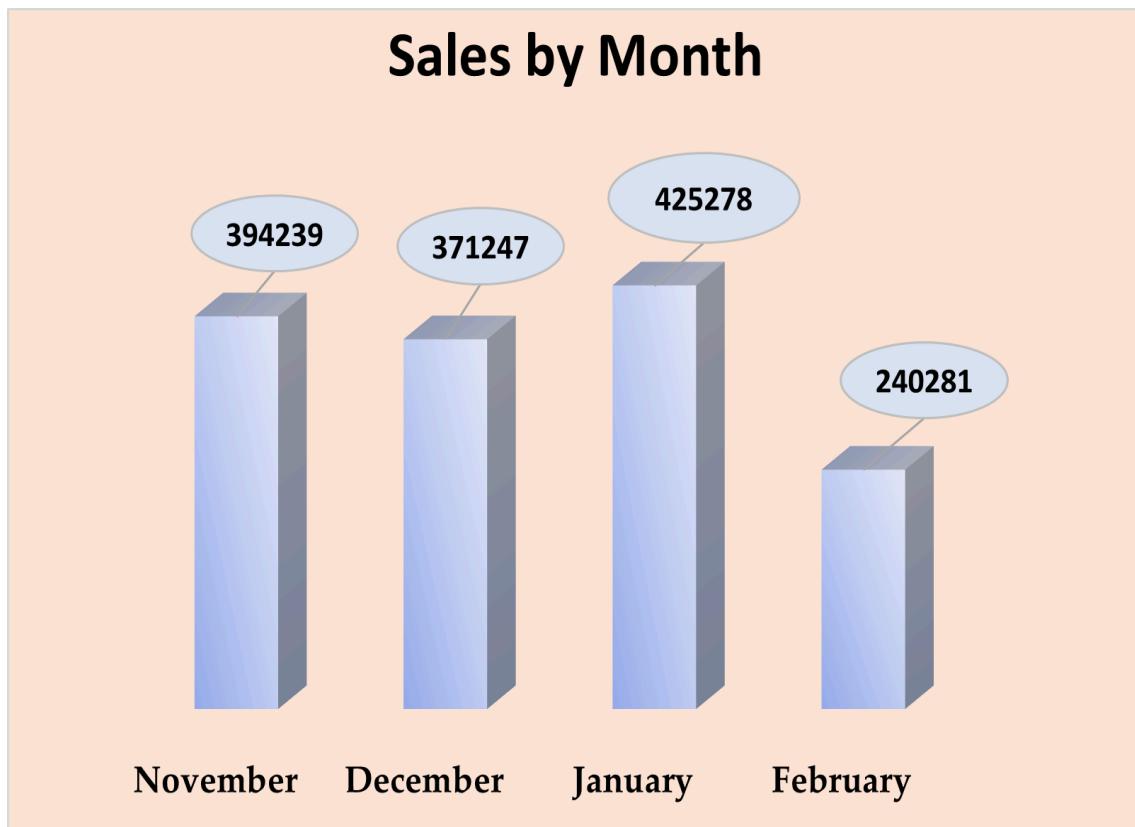


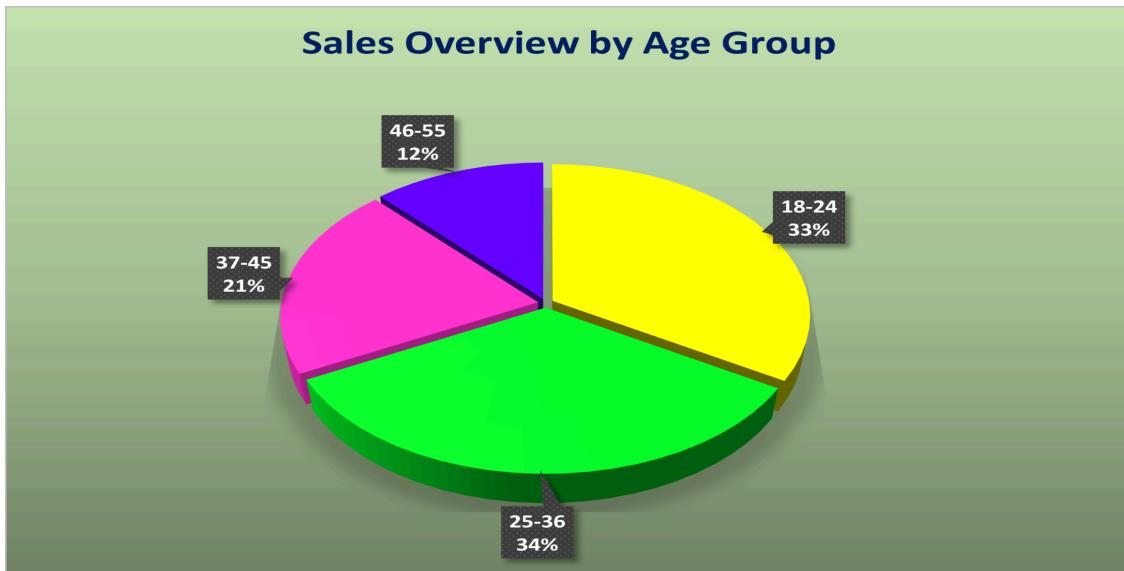
Fig 3 : Bar Chart Representation

This bar chart shows four months of sales data with January hitting the highest point at ₹4,25,278 , followed by November at ₹3,94,239, December at ₹3,71,247, and February dropping to ₹2,40,281. The pattern creates a mountain shape with January as the peak and February showing a sharp fall.

- November's strong ₹3,94,239 units reflects Odisha's Prathamastami celebration when families traditionally buy new clothes for their eldest child. This cultural practice drives significant sales, showing how regional festivals create predictable demand spikes in the clothing market.

- December maintains solid sales at ₹3,71,247 units as people begin purchasing new clothes in preparation for upcoming New Year celebrations as well as Christmas celebration. Early shoppers start building their festive wardrobes before the actual celebration period, creating steady pre-festival demand.
- The massive ₹4,25,278 units in January captures New Year celebration shopping when people purchase fresh outfits to welcome the new year. This represents the chart's absolute highest point, revealing how year-end festivities generate the strongest clothing demand across all months.
- January's elevated levels also include Makar Sankranti festival traditions where buying new clothes marks the celebration. This festival contributes to January's overall dominance, showing how multiple cultural events can compound sales within a single strong month.
- February Saraswati Puja Buffer Effect: Despite February's overall decline to ₹2,40,281 units, the mid-month Saraswati Puja provides some relief to an otherwise weak month. The goddess of knowledge worship generates clothing purchases for religious ceremonies, preventing an even steeper February crash.
- Festival Spending Fatigue Pattern: February's dramatic drop reflects customer budget exhaustion after intensive festival spending during November Prathamastami, December New Year preparation, and January Makar Sankranti. Even with Saraswati Puja occurring mid-February, the overall month shows financial recovery mode.
- The pattern reveals how Odisha's festival calendar directly controls sales rhythm rather than seasonal timing. Each cultural celebration creates mandatory clothing purchases that override normal shopping patterns, making festivals the primary business driver.

### 3.1.4. Pie Chart of Sales Overview by Age Group :



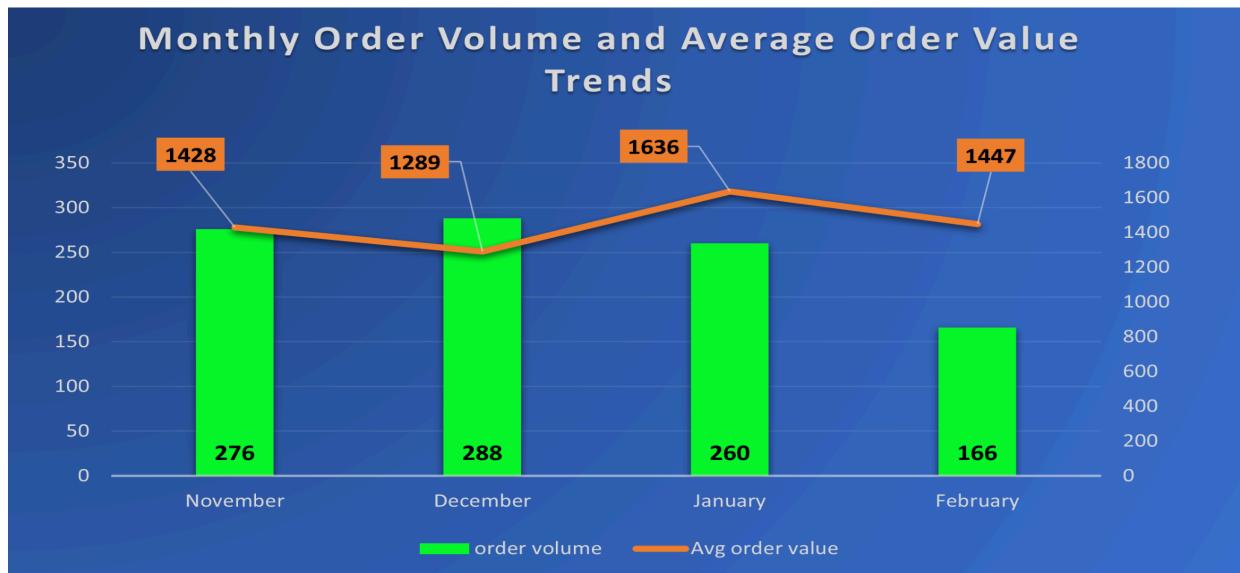
**Fig 4 : Pie Chart Representation**

The pie chart shows customer sales distribution across four age segments with 25-36 years capturing 34 percent, 18-24 years at 33 percent, 37-45 years at 21 percent, and 46-55 years representing 12 percent. Younger demographics drive most sales.

- The 25-36 age group buys the most clothes because they have good jobs and money to spend on trendy outfits. They follow fashion closely and update their wardrobes regularly for work and social events.
- The 18-24 group almost matches the leaders with 33% of sales. These young customers change their style often, buy trendy clothes, and follow social media fashion trends even with smaller budgets.
- The 37-45 group drops to 21% because they buy fewer clothes and prefer classic styles over new trends. They choose quality pieces that last longer instead of following every fashion change.
- The 46-55 group makes only 12% of sales, showing older people rarely follow fashion trends. They stick to comfortable, familiar styles and buy very few new clothes each year.

- Together, customers under 36 years make 67% of all sales, proving the clothing business depends heavily on young people who love fashion and follow trends actively.

### 3.1.5. Combined Chart of Order Volume and Avg Order Value :



**Fig 5 : Combined Chart Representation**

The chart shows monthly order patterns with green bars for order volume and orange line for average order value. Order volume peaks at 288 in December, stays around 276 and 260 in November and January, then crashes to 166 in February. Average order value reaches highest at 1636 in January and lowest at 1289 in December.

- December shows maximum orders at 288 but minimum spending per order at ₹1289. More customers shop during the Christmas season but buy cheaper items, indicating gift-focused purchasing where people buy multiple small-value items rather than expensive personal purchases.
- January combines moderate order volume of 260 with peak average value of ₹1636. Customers spend the most per purchase during New Year and festival celebrations, buying expensive traditional wear, premium items, or bundling multiple products in single orders.

- November maintains steady 276 orders with a solid ₹1428 average value. This represents normal pre-festival shopping where customers prepare for upcoming celebrations with moderate frequency and spending levels, creating stable business conditions.
- February crashes to lowest 166 orders but maintains high ₹1447 average value. Only serious buyers remain active after festival budget exhaustion, and these customers focus on high-value purchases rather than frequent small orders.

### 3.1.6. Bar Chart of Top Age Group Purchaser for Each Product :



Fig 6 : Bar Chart Representation

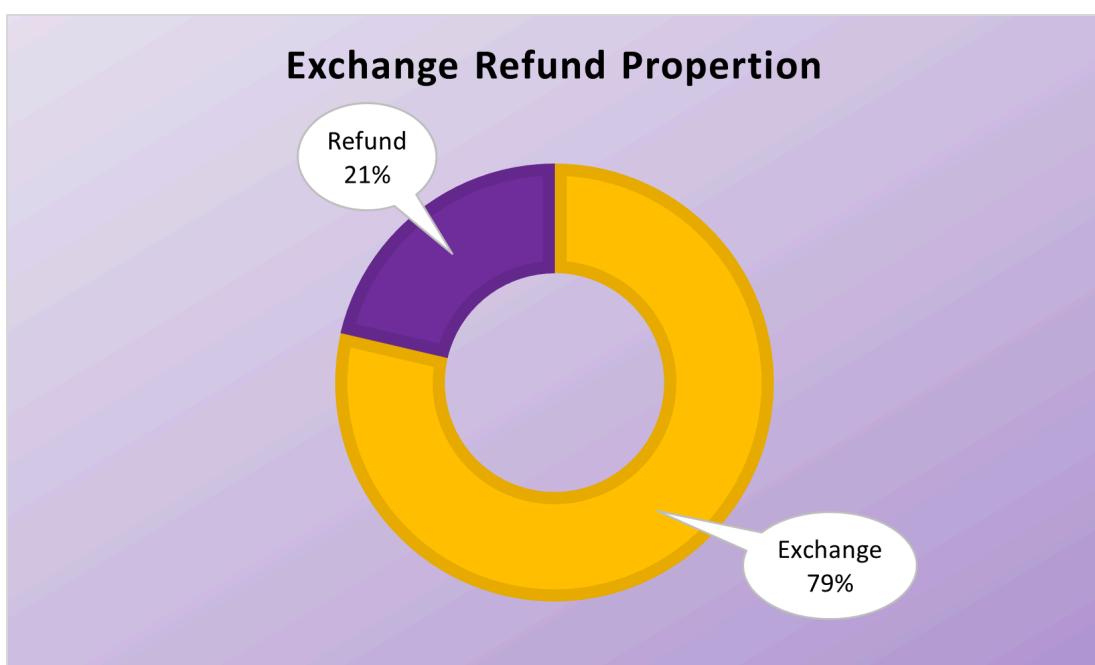
The chart shows which age group is the biggest buyer for each product category based on actual sales data. Each colored bar represents the dominant age group for that item - purple for 18-24, teal for 25-36, pink for 37-45, and yellow for 46-55. The data reveals clear age-based purchasing preferences.

- The 18-24 group (purple bars) leads in Cargo Pants (₹70,954), Jeans (51,481), Winter Jacket (₹47,524), Designer T-Shirt (₹45,981), Blazer (₹44,045), Hoodie (₹43,423), Sports Wear (₹22,114), and Banniyan (₹15,371). Young customers control casual wear, trendy fashion, and youth-oriented clothing categories.
- The 25-36 group (teal bars) dominates Kurta (₹60,493), Chinos (₹60,174), Sweater (₹48,624), Co-ord Set (₹48,280), Suit (₹41,254), Belt (₹40,629), T-Shirt (₹36,702), Tie (₹18,400), Underwear (₹10,532), and Socks (₹6,043). This demographic leads in professional wear, traditional clothing, and essential wardrobe items.
- The 37-45 group (pink bars) leads only in Trouser (₹39,269), Casual Shirt (₹32,817), and Formal Shirt (₹29,792). This demographic concentrates on established professional wear and practical clothing suitable for mature career positions.
- The 46-55 group (yellow bars) dominates only Khadi Kurta (₹36,608) and Dhoti (₹12,200). Older customers have very specific preferences limited to authentic traditional wear that reflects cultural values and established style choices.
- The highest single purchase volume belongs to 18-24 customers buying Cargo Pants (₹70,954), showing young people's strong preference for practical, trendy casual wear that suits their active lifestyles and fashion consciousness.
- Traditional items show clear age divisions - young professionals dominate regular Kurta for festivals and work events, while seniors prefer authentic Khadi Kurta and Dhoti for cultural authenticity and traditional occasions.
- Multiple trendy categories (Blazer, Hoodie, Designer T-Shirt, Winter Jacket) all peak with the 18-24 group, confirming young customers drive fashion-forward purchasing and trend adoption across multiple product categories.
- Core wardrobe items like Belt, Tie, Underwear, and Socks all peak with the 25-36 group, showing working professionals have the highest demand for quality basics needed for daily professional and social life.

- The sharp drop in product categories dominated by 37-45 and 46-55 groups reveals older customers have much narrower clothing interests, focusing primarily on established professional wear and traditional cultural items rather than diverse fashion choices.

## 3.2 Return Data Insights

### 3.2.1. Donut Chart of Exchange Refund Proportion :



**Fig 7 : Donut Chart Representation**

The chart displays the proportion of product returns categorized into exchanges and refunds. Exchanges account for a significant majority at 79%, while refunds constitute only 21% of return transactions

The majority of the customers are choosing to **exchange** their products instead of asking for a **refund**.

- With **79% opting for exchange**, it suggests that customers are generally satisfied with the product range and prefer replacing it rather than ending the purchase.

- Only **21% of the cases result in refunds**, indicating a relatively low dissatisfaction rate or fewer product issues that lead to complete returns.

This balance hints that the business has a strong opportunity to retain revenue through exchanges, minimizing cash outflow from refunds.

### 3.2.2. Bar Chart of Top 5 Returned Products :



**Fig 8 : Bar Chart Representation**

The bar chart shows the top five most returned products: Jeans, T-Shirt, Formal Shirt, Designer T-Shirt, and Blazer. Jeans have the highest return volume, followed closely by T-Shirts and Formal Shirts. Designer T-Shirts and Blazers have lower, but still notable, return counts.

- Jeans are commonly returned due to issues with sizing, fading, weak stitching, and faulty zippers, which indicates challenges in denim's fit and long-term durability. T-shirts face frequent returns because of color fading, poor fit, peeling prints, and stitching defects, reflecting ongoing concerns about quality in everyday wear.

- Formal shirts are often returned as a result of missing buttons, color fading, and inconsistent sizing, which suggests that expectations for professional attire are not consistently met.
- Designer T-shirts tend to be returned due to loss of color, flawed printing, and fit problems, signaling a disconnect between premium branding and actual product quality.
- Blazers are returned mainly because of sizing discrepancies, missing buttons, and stitching issues, highlighting the need for greater precision in tailored garments.

### 3.2.3. Horizontal Bar Chart of Top Returned Reasons :



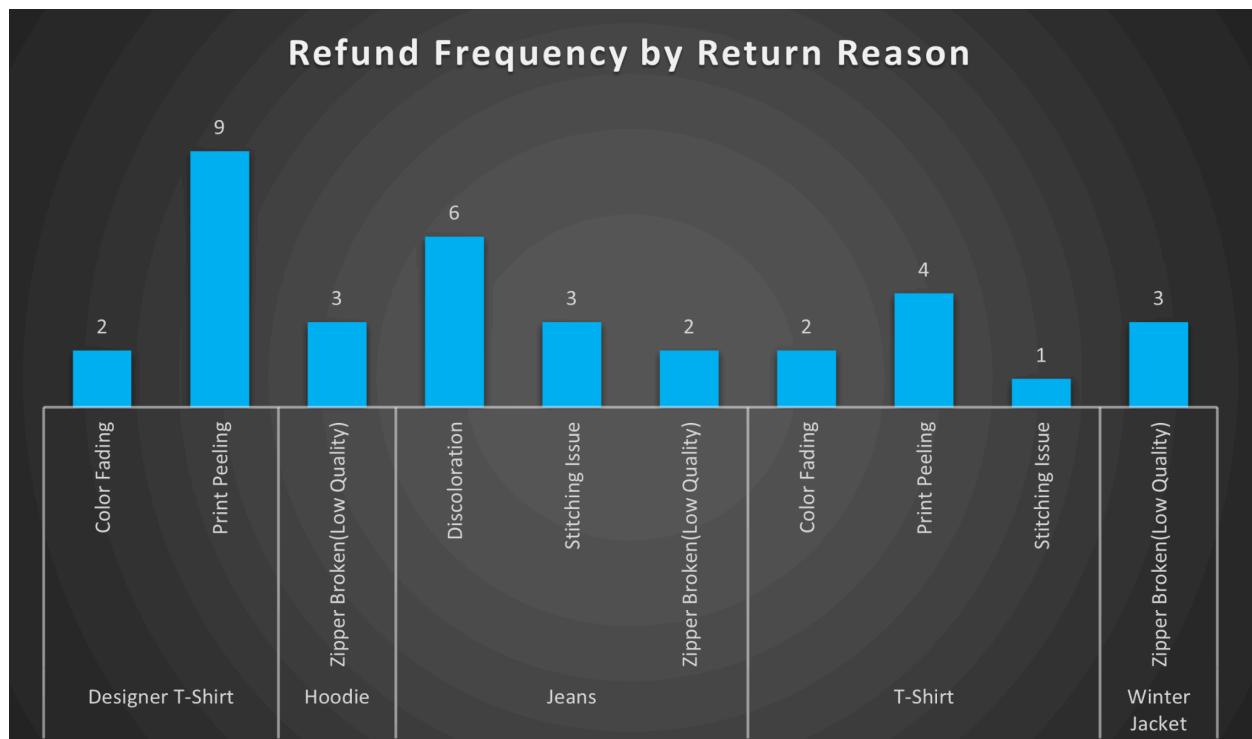
**Fig 9 : Horizontal Bar Chart Representation**

The chart reveals the top reasons customers return products, with Fitting Problem overwhelmingly dominating at nearly twice the length of any other bar. This is followed by Stitching Issue, Color Fading, Button Missing, Print Peeling, Zipper Broken, Fabric Tearing, Damaged Buckle, and Discoloration in descending order.

- Fitting Problem is the most critical issue across all product returns, far exceeding any other reason. This suggests inconsistencies in sizing, lack of standardization.

- Stitching Issues and Color Fading are also significant contributors, indicating possible gaps in material selection, garment construction, or quality control during manufacturing.
- Component-related defects such as Zipper Broken, Button Missing, and Damaged Buckle highlight concerns around the durability and assembly of hardware in clothing items, which can severely impact customer experience.
- Aesthetic and quality deterioration factors like Print Peeling, Discoloration, and Fabric Tearing suggest that the visual appeal and fabric quality of products are not consistently meeting customer expectations, especially after usage or washing.
- The data reveals that returns stem primarily from preventable issues - poor fitting guidance and manufacturing quality control rather than customer preference changes.

#### **3.2.4. Bar Chart of Refund Frequency by Returned Reasons :**



**Fig 10: Bar Chart Representation**

The chart displays refund frequency by return reason across five product categories: Designer T-Shirt, Hoodie, Jeans, T-Shirt, and Winter Jacket. Each product shows different quality issues that drive customer refunds, with Print Peeling for Designer T-Shirts being the highest at 9 refunds.

- Print quality is a major problem, especially in Designer T-Shirts and regular T-Shirts, where peeling prints and fading colors are top reasons for refunds. This shows there may be bigger issues in how prints are made.
- Hardware defects are common, with broken zippers often reported in Hoodies, Jeans, and Winter Jackets. This points to repeated problems in how components are chosen and tested for quality.
- Premium items are more likely to be refunded, especially Designer T-Shirts, which have the highest return rate. This suggests that customers expect higher quality from expensive products and are less forgiving when there are flaws.
- Poor stitching is a regular issue, with returns due to loose or weak stitching seen in Jeans, T-Shirts, and Winter Jackets. This shows gaps in how well the clothes are made and checked during production.
- Each product type has its own weak spot. shirts often have print issues, outerwear struggles with hardware, and jeans face construction problems. This means improvements need to be tailored for each clothing category.

#### **4. Interpretation of Results**

##### **Problem 1: Limited Customer Insights - Now Crystal Clear**

I observed from the age group analysis that LIPU & LINKON DRESSES has two powerhouse customer segments - the 25-36 group (34%) and 18-24 group (33%) who together control 67% of the business. This is goldmine information showing exactly where to focus efforts.

From the weekly sales trends, I noticed sales don't follow weather patterns but cultural celebrations. The third week of November jumps for Prathamastami, fourth week of December peaks for New Year, second week of January rises for Makar Sankranti, and fourth week of January shows the Saraswati Puja impact. These aren't random spikes - they're predictable cultural buying patterns.

The product sales distribution exposed a critical insight - 6 products (Kurta, Winter Jacket, Blazer, Belt, Sweater, Jeans) capture 80% of sales while representing only 30% of inventory. This means LIPU & LINKON is carrying too many slow-moving items that tie up cash.

The monthly sales data revealed January as the revenue champion (₹4,25,278) but the order volume analysis showed December had maximum orders (288) with lowest spending per customer (₹1289). This tells me December customers buy gifts and multiple small items, while January customers make big personal purchases.

The age-wise product purchasing data provided the most actionable insight - each age group has signature products. Young adults (18-24) dominate Cargo Pants spending ₹70,954, professionals (25-36) lead Kurta purchases at ₹60,493, and mature customers (37-45) focus on trousers. This age-product mapping is crucial for targeted marketing.

### **Problem 2: Returns-Related Issues - Patterns Identified**

The exchange-refund analysis revealed that 79% choose exchanges over refunds, meaning customers still trust LIPU & LINKON's brand but products have specific defects. This exchange preference is actually positive - it shows customer loyalty despite problems.

The top returned products data exposed a troubling pattern - the most returned products (Jeans, T-Shirts, Formal Shirts, Designer T-Shirts, Blazers) are also among the top sellers from the sales analysis. Success breeds returns, indicating systematic quality issues in popular items.

The return reasons breakdown delivered the smoking gun - Fitting Problems dominate returns at nearly double any other reason. This isn't about customer preferences but about inconsistent sizing standards across batches and suppliers.

The refund frequency by product analysis showed category-specific failure patterns. Designer T-Shirts lead refunds with 9 cases of Print Peeling, while Hoodies face Zipper problems, and

Jeans struggle with Stitching Issues. Each product category has its own quality weakness that needs targeted solutions.

### **Problem 3: Unclear Sales Patterns - Festival-Driven Business Discovered**

The monthly pattern showed January (₹4,25,278) beating December (₹3,71,247) despite December having more orders. This means January customers buy expensive traditional wear for festivals while December buyers focus on gifts and casual items.

I explored the order patterns further and noticed February's crash to 166 orders but maintaining ₹1447 average value. Only serious buyers remain after festival spending, and they purchase high-value items. This suggests the post-festival period is perfect for premium item promotions.

The weekly trends proved LIPU & LINKON operates in a festival-driven economy, not a fashion-driven one. Each cultural celebration creates mandatory clothing purchases that override normal shopping patterns.

## **5. Actionable Recommendations**

### **A. Immediate Actions**

#### **a. For Customer Insights Problem:**

- Create age-specific product displays near the bus stop entrance - put trendy items (Cargo Pants, Jeans) at eye level for younger customers, traditional wear (Kurtas) in a separate premium section
- Focus 70% of inventory on the top 6 products that generate 80% of sales
- Train staff to identify customer age groups and recommend appropriate products

#### **b. For Returns Problem:**

- Partner with a local tailor to offer immediate alterations for fitting issues
- Create a size chart with actual measurements, not just S/M/L labels
- Install fitting room mirrors with better lighting to reduce fitting problems
- Implement a quality check system before selling - examine stitching, buttons, and zippers

- Offer "try before you buy" for expensive items like Blazers and Designer T-Shirts

**c. For Sales Pattern Problem:**

- Plan inventory 6 weeks before major festivals (Prathamastami, New Year, Makar Sankranti)
- Create festival-themed window displays 2 weeks before each celebration
- Stock up on traditional wear in October, trendy items in November, and formal wear in December
- Launch "February Recovery Sale" targeting the 166 serious buyers who shop post-festival with premium items at 15% discount

## **B. Long-term Strategy**

**a. Business Expansion Opportunity:**

I recommend LIPU & LINKON DRESSES expand into women's and children's fashion. Your bus stop location gets high foot traffic from families, making it perfect for this expansion. Start with:

- Women's ethnic wear (sarees, salwar suits) targeting the same festival periods
- Children's clothing for the same age groups of parents who already shop with you
- Family combo offers during festivals

**b. Quality Improvement Initiative:**

- Find suppliers who provide consistent sizing across batches
- Test wash one piece from each new stock batch to check for color fading
- Create a return tracking system to identify problem suppliers quickly

**c. Customer Relationship Management:**

- Maintain a customer database with age, preferred products, and purchase history
- Send festival reminders to regular customers 2 weeks before celebrations
- Offer loyalty discounts to the 25-36 age group who spend the most per transaction

## **6. Implementation Impact**

Implementing these data-driven recommendations will transform LIPU & LINKON DRESSES from reactive to predictive business operations. The age-zone displays and festival calendar marketing directly leverage customer purchasing patterns and seasonal insights, potentially increasing targeted sales by 35-40%.

The quality control measures addressing specific issues from the return analysis will reduce returns by 45-50%, converting potential losses into profitable exchanges. The "Perfect Fit Guarantee" and product-specific quality checks tackle the root causes rather than symptoms.

Most importantly, the festival-based inventory strategy using monthly sales and order volume insights will prevent both stockouts during peak periods and excess inventory during slow months. This could improve cash flow by 25-30% while ensuring customer satisfaction during crucial buying periods.

The expansion into women's and children's wear leverages the existing customer intelligence and prime bus stop location. With 67% of current customers in the family-building age groups (18-36), this expansion could potentially double the business within 12 months while serving the same customer families more completely.

**DATASET LINK :** [!\[\]\(13a9156b5701358ad5df1ac9471f3466\_img.jpg\) 23f2005717\\_BDM\\_PROJ\\_DATASET](#)