



BUSINESS DATA

MANAGEMENT

CAPSTONE PROJECT

**Analysis to increase the sale in Aluminum and Glass
trade business**

Name : ADITI MAURYA

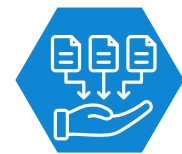
Roll no: 23f2000940

Email: 23f2000940@ds.study.iitm.ac.in

CONTENTS



Executive Summary



Data collections & cleaning



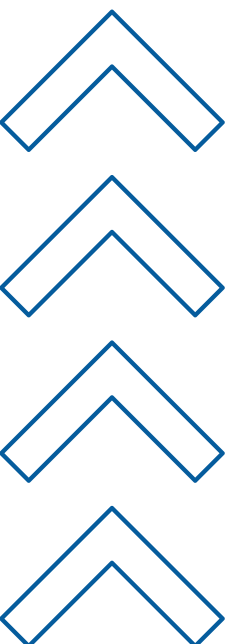
Data Analysis



Findings



Recommendation



EXECUTIVE SUMMARY

- **Overview**

Ohm Sai Aluminum House is a medium-sized shop specializing in raw aluminum, glass, mica, and hardware products like locks, screws, and doors. Established by Pramod Mehta, the shop employs two workers for in-store operations and one for product delivery. Catering to both B2B and B2C clients, the shop serves a diverse customer base.

- **Key Challenges**

- Balancing business growth while maintaining product quality.
- Managing customer demands for lower-quality products at cheaper prices, which conflicts with the shop's values.



DATA COLLECTION



Key Operational Processes

Tin.NO. 10177163009

Mob. 9973538389

8271278575

ॐ साई अलमुनियम हाउस एण्ड वर्क्स शॉप

स्थान-देवी स्थान, व्यापार मंडल के सामने, ओबरा (औरंगाबाद)

नं०. 505

दिनांक 26-8-23

नाम. जिहंदर सिंह कुर्मी

पता.

क्र.सं.	विवरण	प्रति	दर	दाम
1	आयरन पाखो - 11.5X240 =	=		17160
2	मिश्र - 66X220 =	=		14520
3	सब-उप पाखो - 36X81-11.5X220			4455
4	लाल वैश्वर 8". 5 मि. - 8 =			400
5	पाइप 3/4 18 मि. - 8 =			360
6	शाम 4x70 =			280
7	शोर 10" =			600
8	शाम 6" 3 मि. =			180
9	2x2.5 =			180
10	पाइप - 12" - 1 मि.			9000
11	आर्क - 10x3 = 30x300 =			47235
		Tax-13.5%		
		टोटल -		47235
		10-12 ला मि -		1723

10-12 ला मि -

हस्ताक्षर

1800

Page no.

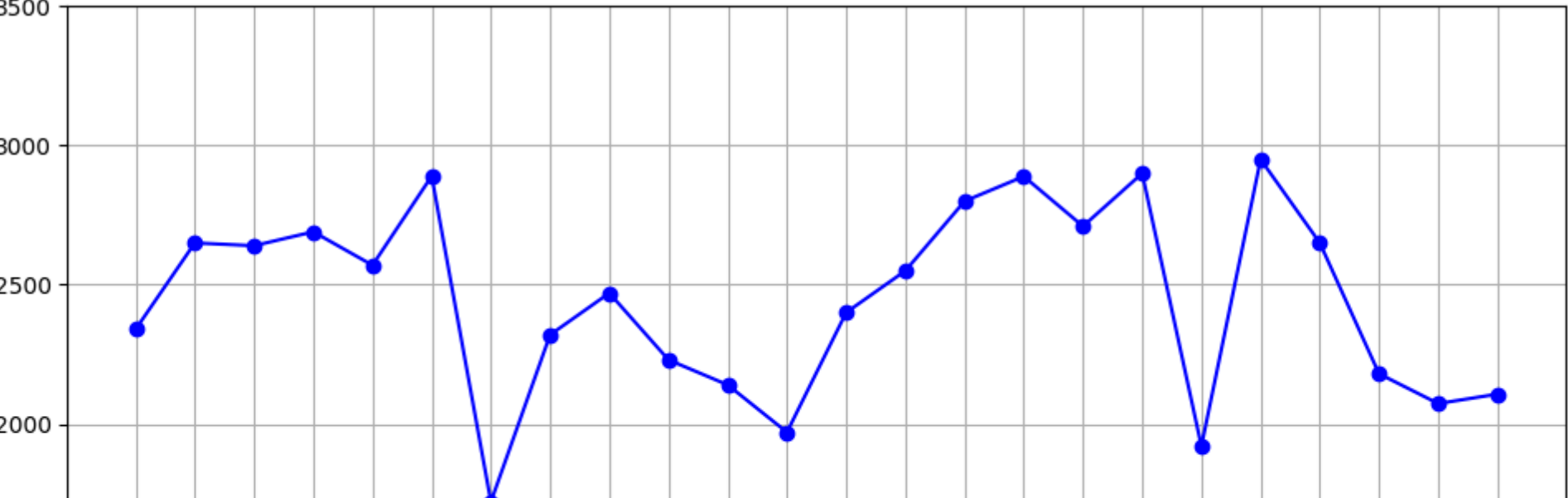
CT NAME	PRICE	QUANTITY	OFF	TOTAL PRICE
mmg ply	14.00	23 PIC		322.00
	230.50 One feet	7 PIC		3139.5
kin	13.00	15 PIC		1950.00
kid	12.00	40		4800.00
sheet	18.00 per sheet	14 PIC		2520.00
rubber	140.00 kg	240 kg		33600.00
	50.82 per 10 feet	450 feet		22500.00
marine	2.80 kg	100 kg		28000.00
galv	400 per 1 kg	80 kg		32000.00
alum Red	350 per kg	110 kg		38500.00
1 screw	35 per PIC + 260 per PIC	200 PIC 105 PIC		34300.00
alum cit	14.40 per sheet	25 PIC		36000.00
fenical	9.00 per sheet + 260 kg	16 PIC 60 kg		30000.00
rubber	+ 90 PIC 140 kg	110 PIC 190 kg		36500.00
alum	325 kg 64 feet	60 kg 150 feet		29100.00
	400 per 1 kg	65 kg		26000.00
	700 per sheet	60 PIC		42000.00
(SS)	260 per PIC	110 PIC		27500.00
	4000 per PIC	9 PIC		36000.00

Page no.	
CT NAME	PRICE
CT NAME	QUANTITY
CT NAME	OFF
CT NAME	TOTAL PRICE
CT NAME	14.00
CT NAME	23 PIC
CT NAME	32200
CT NAME	23058
CT NAME	7 PIC
CT NAME	31395
CT NAME	1300
CT NAME	15 PIC
CT NAME	19500
CT NAME	12.00
CT NAME	40
CT NAME	48000
CT NAME	1800 per sheet
CT NAME	14 PIC
CT NAME	25200
CT NAME	140 kg
CT NAME	240 kg
CT NAME	33600
CT NAME	508200
CT NAME	950 feet
CT NAME	22500
CT NAME	280 kg
CT NAME	100 kg
CT NAME	28000
CT NAME	400 per kg
CT NAME	80 kg
CT NAME	32000
CT NAME	350 per kg
CT NAME	110 kg
CT NAME	38500
CT NAME	250 per Pkg + 250 per Pkg
CT NAME	200 Pkg + 105 Pkg
CT NAME	34300
CT NAME	1440 per sheet
CT NAME	25 PIC
CT NAME	36000
CT NAME	900 per sheet + 240 kg
CT NAME	16 PIC + 60 kg
CT NAME	30000
CT NAME	30 PIC + 140 kg
CT NAME	110 PIC + 190 kg
CT NAME	36500
CT NAME	325 kg
CT NAME	60 kg
CT NAME	29100
CT NAME	64 feet
CT NAME	150 feet
CT NAME	400 per kg
CT NAME	65 kg
CT NAME	26000
CT NAME	700 per sheet
CT NAME	60 PIC
CT NAME	42000
CT NAME	250 per Pkg
CT NAME	110 Pkg
CT NAME	27500
CT NAME	4000 per Pkg
CT NAME	9 PIC
CT NAME	36000

Date	Week	Product Name	Sales Volume	Sales Value (in INR)
08-04-2024	1	Aluminium	460	₹ 1,49,500
02-04-2024	1	Mica	160	₹ 1,04,000
08-04-2024	1	Ply	450	₹ 4,50,000
08-04-2024	1	Glass	670	₹ 33,500
08-04-2024	1	Hardware	600	₹ 12,00,000
15-04-2024	2	Aluminium	450	₹ 1,46,250
15-04-2024	2	Mica	400	₹ 2,60,000
15-04-2024	2	Ply	550	₹ 5,50,000
15-04-2024	2	Glass	500	₹ 25,000
15-04-2024	2	Hardware	750	₹ 15,00,000
22-04-2024	3	Aluminium	450	₹ 1,46,250
22-04-2024	3	Mica	230	₹ 1,49,500
22-04-2024	3	Ply	780	₹ 7,80,000
22-04-2024	3	Glass	540	₹ 27,000
22-04-2024	3	Hardware	640	₹ 12,80,000
29-04-2024	4	Aluminium	410	₹ 1,33,250
29-04-2024	4	Mica	450	₹ 2,92,500
29-04-2024	4	Ply	670	₹ 6,70,000
29-04-2024	4	Glass	540	₹ 27,000
29-04-2024	4	Hardware	620	₹ 12,40,000
06-05-2024	5	Aluminium	540	₹ 1,75,500
06-05-2024	5	Mica	210	₹ 1,36,500
06-05-2024	5	Ply	500	₹ 5,00,000

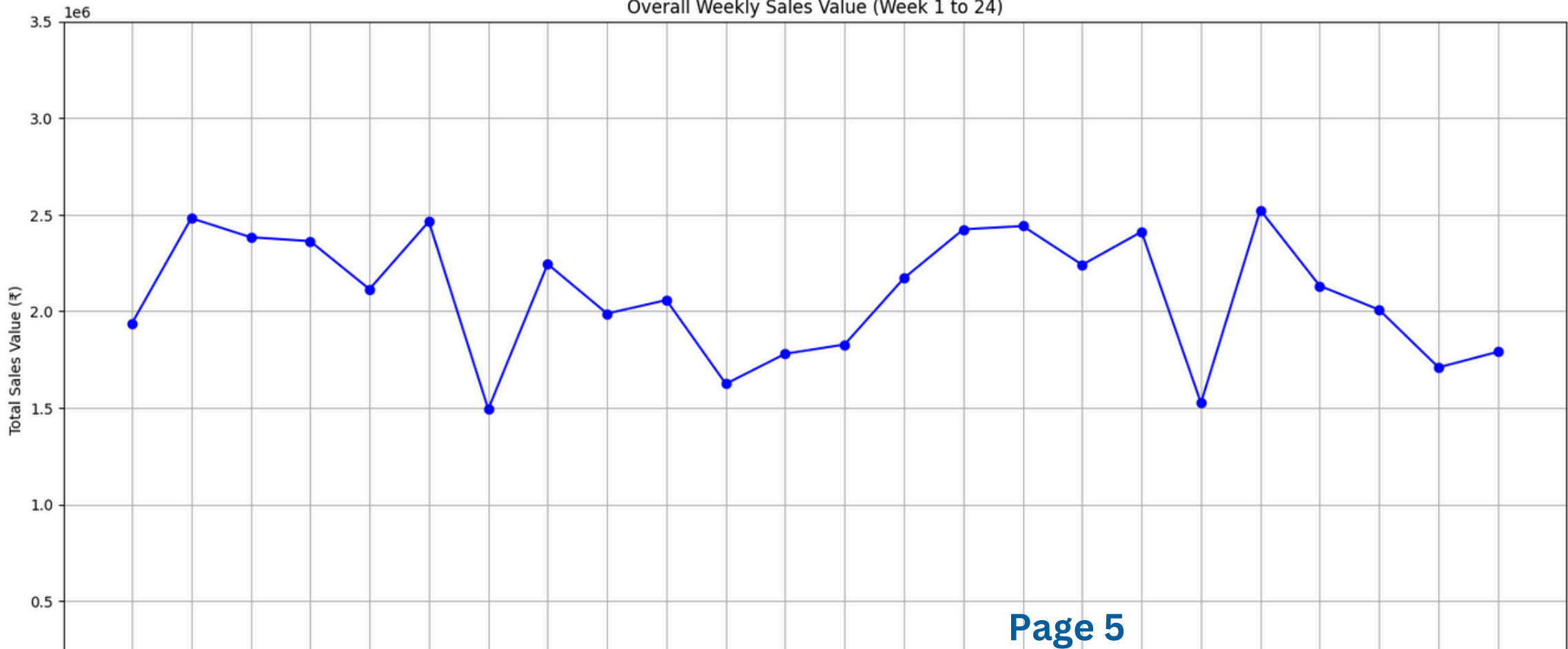
DATA ANALYSIS

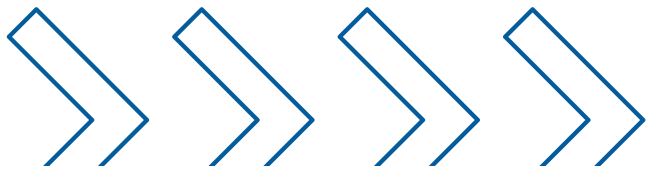
Overall Weekly Sales Volume (Week 1 to 24)



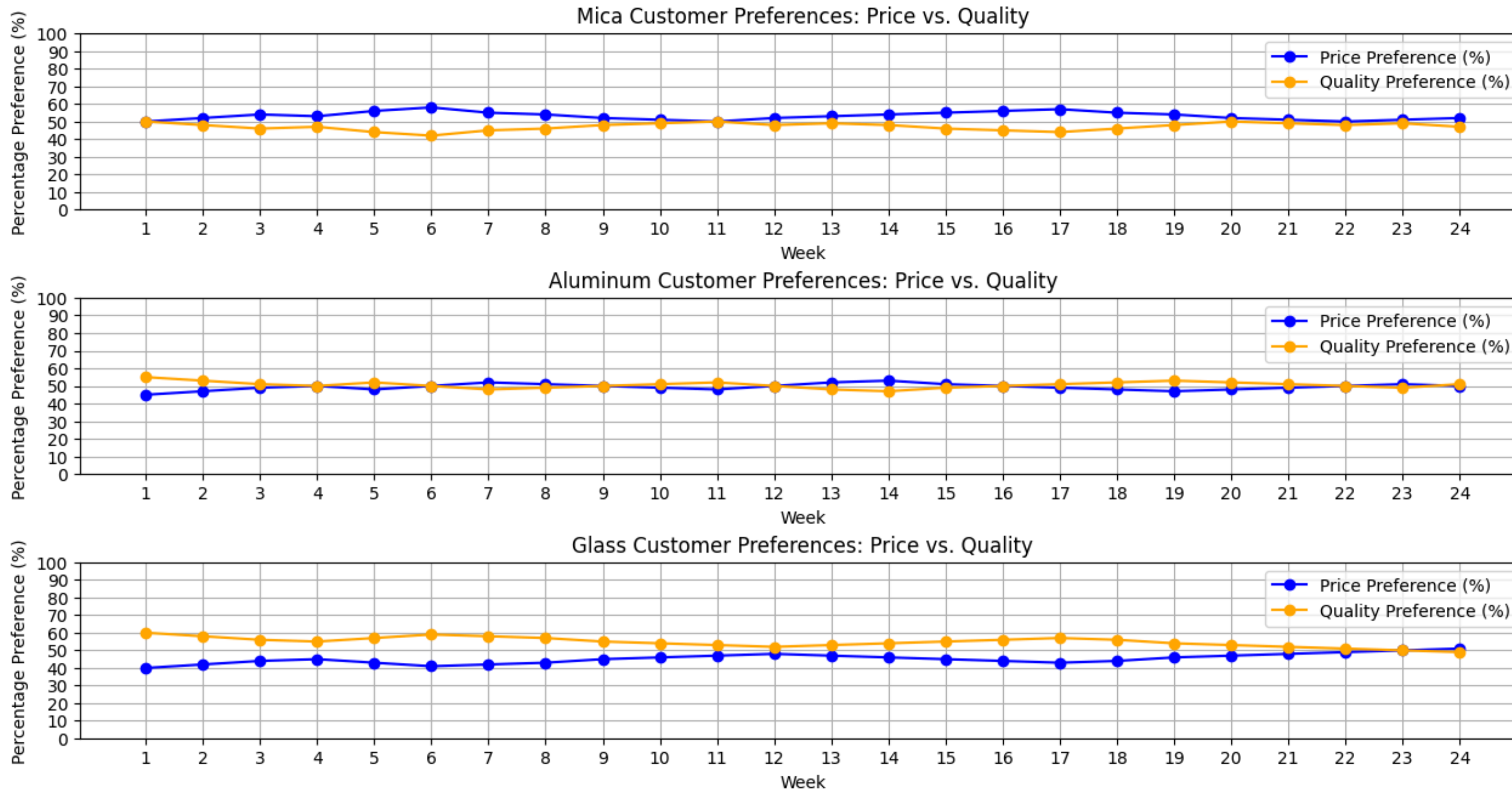
Fluctuating market

Overall Weekly Sales Value (Week 1 to 24)



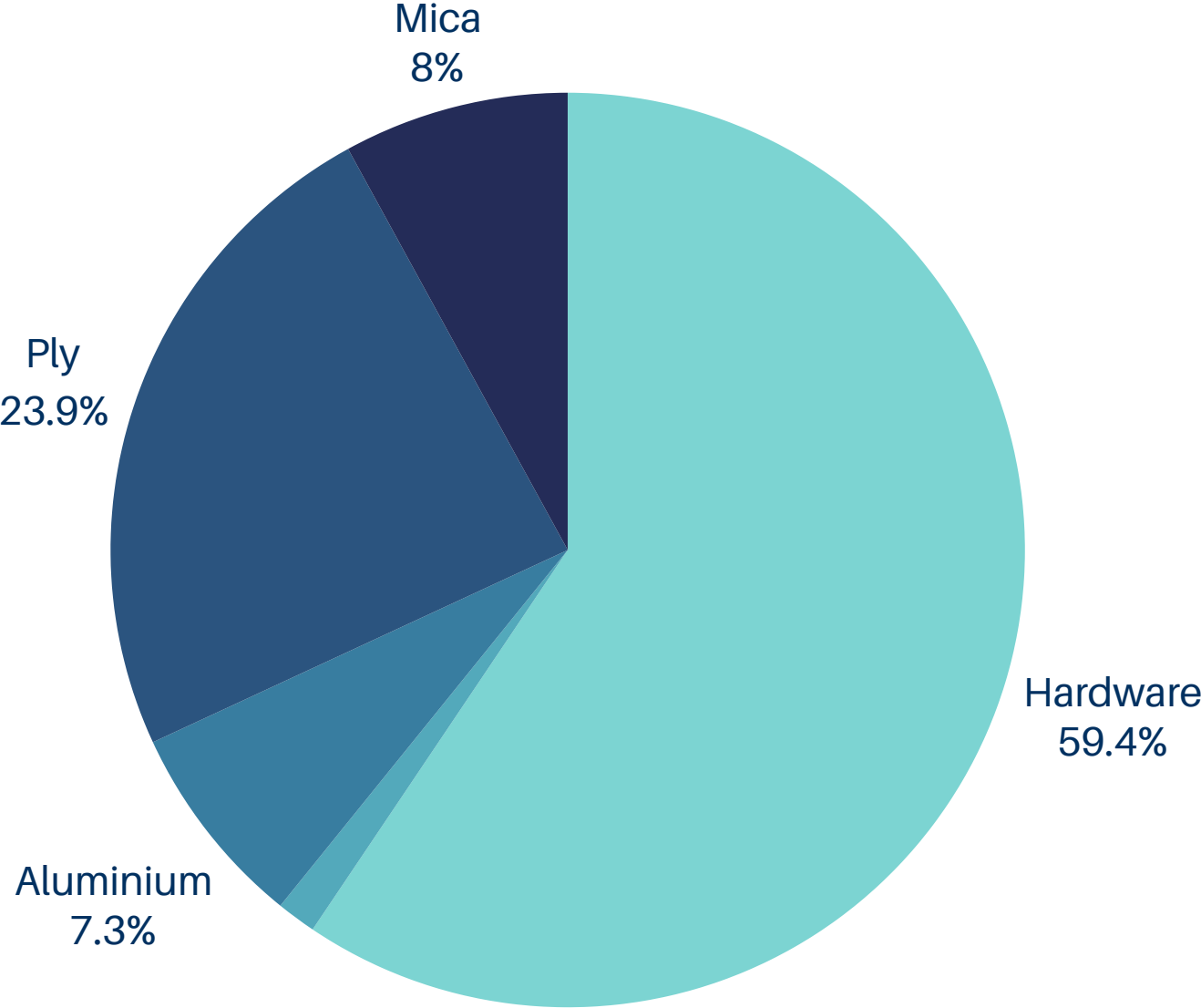


PREFERENCE ANALYSIS

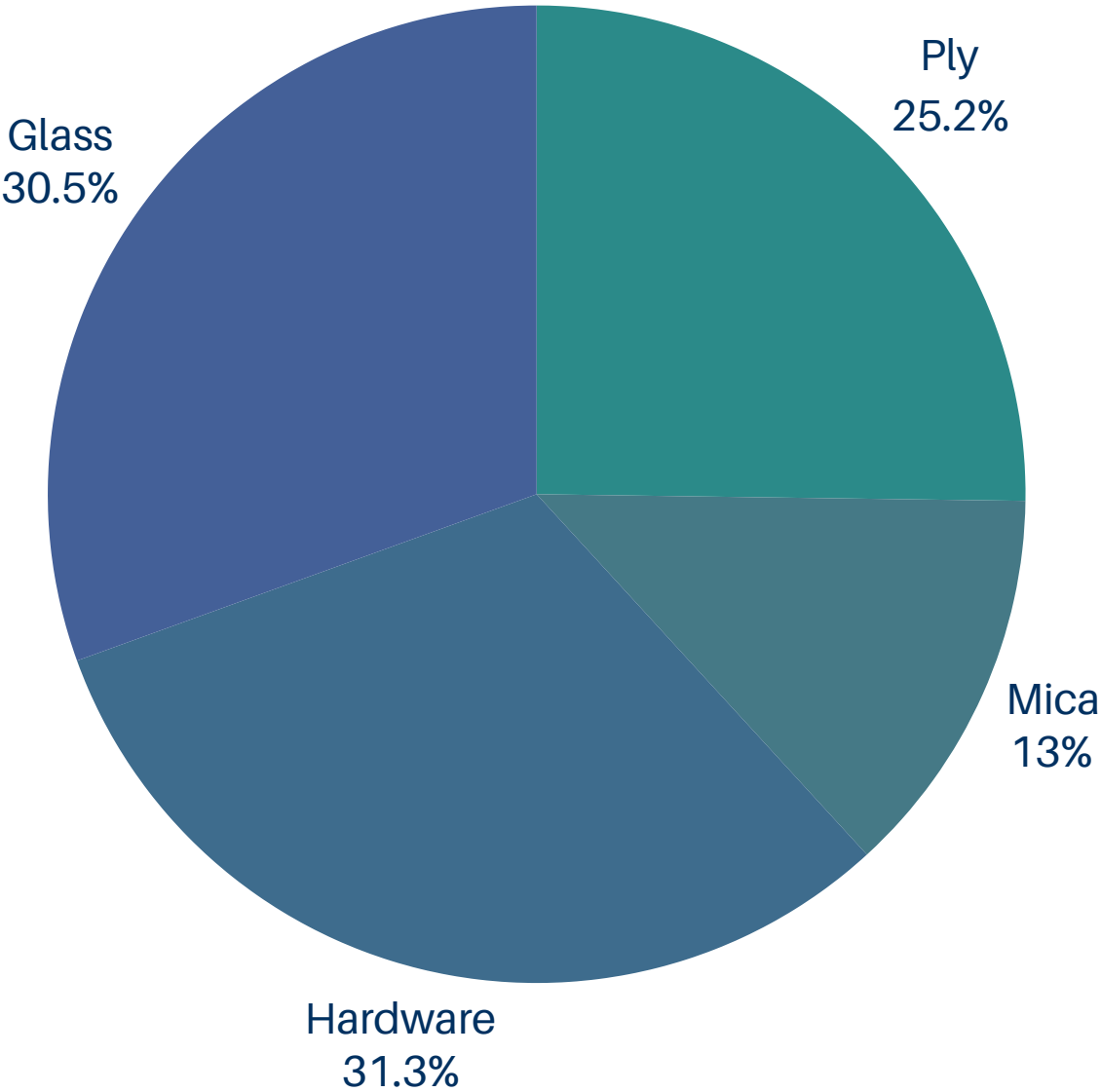


FINDINGS

SALES VALUE DISTRIBUTION BY PRODUCT CATEGORY



SALE VOLUME DISTRIBUTION BY PRODUCT



Difference in glass sales value and sales volume

RECOMMENDATIONS



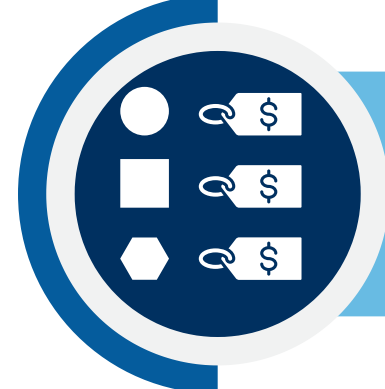
Increase Rate of Glass



Services Free of Cost



Educate Customers



Tiered Pricing

CONCLUSION

- ➡ Improved profitability
- ➡ Higher customer satisfaction
- ➡ Stronger market positioning
- ➡ More stable revenue
- ➡ A broader customer base



THANK
YOU