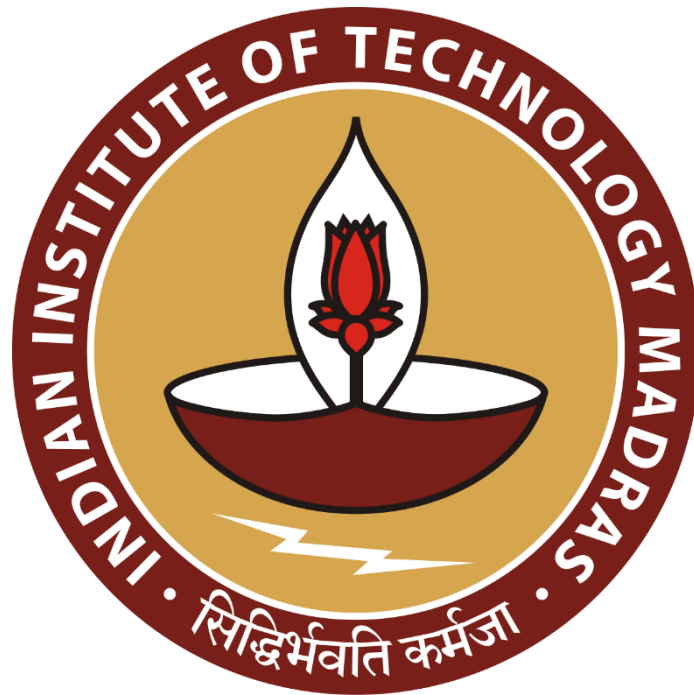# Analyzing stock sales of Retail Clothes seller

Proposal report for BDM capstone Project

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Declaration Statement

I am working on a Project titled "Analyzing stock sales of Retail Clothes seller". I extend my appreciation **New Dolly DressLok**, 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 analysed to assure its reliability.
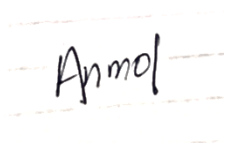
Additionally, I affirm that all procedures employed for the purpose of data collection and analysis have been duly explained in this report. The outcomes and inferences derived from the data are an accurate depiction of the findings acquired through thorough analytical procedures.

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 fulfilments in the BS Degree Program offered by IIT Madras. The institution does not endorse any of the claims or comments.

Signature of Candidate:

Anmol

Name: Anmol Sarraf

Date: 20 April 2025

1. Executive summary: -

This project focuses on challenges faced by a readymade clothes store which is located at Madhubani, Bihar. This store sells Traditional Indian clothes. This business Primarily deals in B2C.

The focus of this business is increasing its sales by moving online and challenges are to control its **revenue loss** and **overstocking.** This comes because there is no record how many successful sales owner made today, nor he has even paid attention to how many people comes leave his shop empty handed because of this, owner does not even know how much he is losing a day.

To tackle this problem at "New Dolly Dress Lok", I am planning to collect the data about all the clothes that are being sold at the shop daily and data about what did customers didn't buy and why. My project aim will get clear understanding of finances of business. Secondly, also creating a list of all major stocks at the shop to solve the overstocking problem. The expected outcome helps shop to reduce its revenue loss and solve problem of Overstocking

2. Organisation Background: -

Name of the Shop: "New Dolly DressLok"

Address of the Shop: "Bara Bazar, Madhubani, 847211"

Owner of the Shop: "Mr. Deepak Sarraf" (My Father)

New Dolly Dresslok is one of the oldest shops in town of Madhubani and they had been selling clothes well above 25 years established in 1999. This shop is in city's main bazzar called bara bazzar. This business was started by My father with support of my grandfather who is also running another clothing store. This business primarily deals with B2C. This shop sells all traditional Indian clothes and Local clothes those which are especially wearied in Bihar like salwar suit, T-shirt, Pant, Dhoti-kurta, Frock. This Shop is currently having 3 people, my father and 2 staff. This is a well-established business that has strong customer bound and contributing their presence in Bara bazzar of madhubani.

3. Problem Statement: -

I.   As stated above, the owner does not have any record of all the sales in day neither have taken any feedback from the people that have not bought anything. He is struggling to maintain accurate record of all Stocks in his shop which in result creates overstocking for some Stocks and out of stocks for some.

II.   Another issue is that owner want to increase his sales by minimise his revenue loss and moving towards online business.

4. Background of the problem

The problem faced by owner of the "New Dolly Dresslok" due to the nature of all small business. In this case as owner does not maintain any record how much sales does in day and nor have taken any feedback from customer who didn't buy anything. All they do is count money which they earn in whole day and calculate sum in weeks which also not recorded.

Due to this, the owner is struggling to determine which stock is selling more and which one less. Without clear stock details, we see overstocking issue. He also told me that lot of stock end up in his warehouse *(godown)* either eaten by rats or lose their colour with time which also contributes to revenue loss.

Secondly, he told me many customers leave without buying anything. As we can see not analysing why customers leave or not taking feedback from customers to improve itself. This also a loss of opportunity and another potential revenue loss.

Moreover, he asked me emphasized more on increasing sales and profit which is very common demands from all business.

5. Problem Solving Approach

To address the problem faced by store, here is how I planned to procced that hinders growth of store.

Methods Used: -

❖   Collecting data of day-to-day sales

  Methods: - I will collect data about all the stock that being sold on daily basis on notebook and further writing it on excel sheets

  Justification: - As there are no records/bills of purchases so, this will help me to find out which stock was sold more and less. This will help store to find out which stock have to ordered.

❖   Collecting feedback from customers who didn't buy anything.

  Methods: - I will collect feedback data from customers about why they didn't buy anything through verbal medium.

  Justification: - As owner has not taken any feedback from customers so, this helps the store establish a reason why most people leaving empty handed. This help to minimize the revenue loss.

- ❖ Collecting data of all major stock in the shop

    Methods: - I will collect the data of all major stock in the shop

    Justification: - As there is no record of sales nor total list of all the stocks so this will help me address the issue of overstocking.

- ❖ Helping in increasing the revenue.

    - ➢ I will provide him some ideas about moving his business online. Some E-commerce like Amazon offer online selling

    - ➢ I am planning to engage more with Owner, Mr. Deepak Sarraf on this issue about how he generates more revenue.

Data that needs to be collected: -

- ▪ **Sales data:** - Date, Stock sold, quantity, price.

    Justification: - Sales data is important as stock sold, date, quantity and price help me to record all the details of sales transactions which will be useful later in-depth analysis.

- ▪ **Customer's feedback: -** Date, looking for, reason for not buying, budget of customers.

    Justification: - This data is important to find out what more customers are looking for and why they are not buying like Price too high, less variety etc.

- ▪ **Stock data: -** stock name, quantity

    Justification: - This data will be used to record all the stock in the shop and will be used to compare with sales data to find out which stock is less quantity which must be ordered.

Analysis tools: -

I will be using Microsoft excel for data collection, data processing and data cleaning. I will also take use of pivot tables to do. I can also use of pareto Analysis to find out exact source of problem. I will use some bar charts, pie charts to represent my data. I will also take use of Python pandas' library and matplotlib to represent data and to do detail analysis.
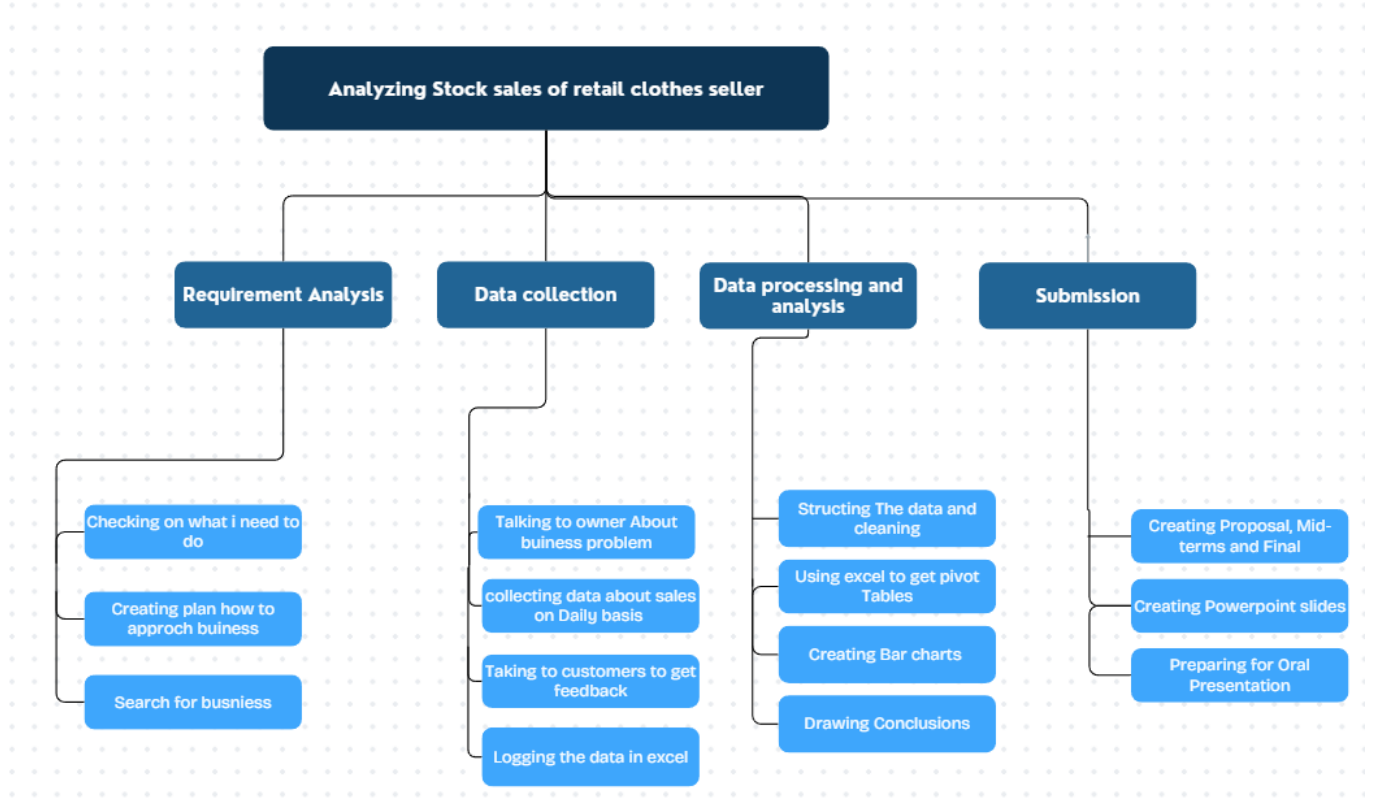
6. **Expected Outcome**

This study will help the store to understand about: -

- ▪ What is importance of collecting data and analysing it.

- ▪ This will help it solve problems of revenue loss and overstocking.

- This will help store how to increase its sales.

  Further this project will help me understand and apply all theoretical Knowledge I learned in BDM course. It will help me understand how to analysis data and learning excel.

7. Expected timeline (Work Break down Structure)

- **Gnatt-chart**