

# REPORT

**Assignment for Business Analyst Intern at:**



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**Reference files and worksheets:**

[https://drive.google.com/drive/folders/1epNYsrUrPt7Bpot\\_WC4Tv-Baxzxa0btn?usp=sharing](https://drive.google.com/drive/folders/1epNYsrUrPt7Bpot_WC4Tv-Baxzxa0btn?usp=sharing)

## Question 1:

### Sales Analysis:

#### Part 1: Sales and Profitability Analysis

##### Top performing category in terms of sales: Electronics

###### Possible reasons:

1. **Tech is a Necessity** – People rely on gadgets like phones, laptops, and accessories for work, entertainment, and daily life, making them a must-have.
2. **Bigger Price Tags, Bigger Sales** – Even with fewer orders, electronics contribute the most to revenue because they're expensive compared to clothing or furniture.
3. **Festive & Online Discounts Drive Demand** – Sales skyrocket during festive seasons, online mega sales, and exclusive deals, making gadgets more affordable and tempting.
4. **Bulk Orders from Businesses** – Companies often buy laptops and devices in bulk for employees, boosting sales significantly.
5. **Upgrades & Brand Loyalty Keep It Going** – People love upgrading to the latest tech, and strong brand loyalty (Apple, Samsung, etc.) ensures repeat purchases.

##### Top performing category in terms of Profit Margin: Clothes

###### Possible reasons:

1. **Cheap to Make, Easy to Sell** – Clothes don't cost much to produce, but brands set high prices, making a solid profit on every sale.
2. **People Always Need New Clothes** – Unlike gadgets or furniture, fashion keeps changing, and people love shopping for new styles, seasons, or just for fun.
3. **Sales Look Big, But Profits Stay Bigger** – Even when brands offer big discounts, they still make money because the original price was marked up a lot.
4. **No Headaches After Buying** – Unlike electronics or furniture, clothes don't need repairs, and even returns can be resold without much loss.
5. **Trends Keep Sales Flowing** – Limited editions, seasonal collections, and new designs mean people always have a reason to shop.

##### Underperforming Category: Furniture

###### Possible reasons:

1. **Expensive to Make & Store** – Furniture requires costly raw materials (wood, metal, fabric) and large storage spaces, increasing overhead costs.
2. **Tough to Move Around** – Unlike clothes or gadgets, furniture is bulky and expensive to transport, adding to logistics costs.
3. **People Don't Buy Furniture Often** – A sofa or dining table lasts for years, so sales are much slower compared to everyday items like clothes or electronics.

4. **Big Discounts Eat into Profits** – To attract buyers, retailers often give heavy discounts, which shrink profit margins.
5. **Returns Are a Nightmare** – Returning a shirt is easy, but a whole couch? The cost of reverse logistics, repairs, or restocking makes returns costly.

## Part 2: Target Achievement Analysis

### Months with the Highest Target Fluctuations:

Sl. No.	Category	Months
1	Furniture	No significant fluctuation observed with little fluctuation observed in Jul'18, Nov'18 and Mar'19. Trend has remained almost stable. This doesn't align with the actual sales trend.

### Strategies for aligning target expectations with actual Furniture sales trends:

1. **Adjust for Seasonal Demand** – Furniture isn't an impulse buy like clothes or gadgets. Instead of increasing targets for festive months, set goals based on when people actually shop for furniture, like home renovation seasons.
2. **Use Past Sales Data** – Don't just increase targets randomly. Look at trends from previous years to see when furniture sales naturally rise and fall.
3. **Boost Sales in Slow Months** – Since people don't buy furniture often, offer discounts, combo deals (like sofa + coffee table), or easy financing options to attract more buyers.
4. **Plan Inventory & Logistics Smartly** – Furniture takes up space and is expensive to transport. Avoid overstocking bulky items, but also ensure fast-moving products are always available.
5. **Motivate Sales Teams for Big Purchases** – Since furniture has a longer decision cycle, encourage sales teams with incentives for closing high-ticket deals, upselling, or providing great customer service.

## Part 2: Regional Performance Insights

### Top 5 states with the highest number of orders:

State	Total Items Ordered	Total Sales	Avg. profit per Order
Madhya Pradesh	340	₹1,05,140	₹16.33
Maharashtra	290	₹95,348	₹21.30
Gujarat	87	₹21,058	₹5.34
Rajasthan	74	₹21,149	₹16.99
Delhi	74	₹22,531	₹40.36

### Observations and disparities in sales or profitability across states:

1. **Delhi is making the most money per order** – Even though it has the lowest number of orders in the top 5, its profit per order (₹40.36) is the highest. This could mean people there are buying more premium products or businesses are keeping costs low.

2. **Madhya Pradesh & Maharashtra are selling the most** – These two states are leading in total sales and number of items sold, but their profit per order is much lower than Delhi's. So, they're moving a lot of products, but not making as much per sale.
3. **Gujarat is struggling with profits** – Sales are decent, but the profit per order is really low (₹5.34). This might be because of higher costs, heavy discounts, or selling lower-margin items.
4. **Rajasthan is steady but not a standout** – It's not doing badly, but it's also not excelling. Sales and profits are stable, but there's no major strength to leverage.
5. **Gujarat & Rajasthan need a push** – Gujarat needs to figure out how to make more money per order, maybe by adjusting pricing or selling more profitable items. Rajasthan could benefit from more aggressive marketing and sales efforts.

#### Where to Focus Next?

1. **Gujarat** – Work on making each sale more profitable, whether by adjusting prices or cutting costs.
2. **Rajasthan** – Push for more sales by ramping up promotions and customer outreach.
3. **Madhya Pradesh & Maharashtra** – They're selling a lot, but profits need improvement. Maybe reducing discounts or selling higher-margin products would help.

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#### Question 2:

#### App Exploration:

Five things that are particularly effective and user-friendly are:

1. **Flexible Savings Options (Daily, Weekly, Monthly)** - You can choose how often you want to save—daily, weekly, or monthly—based on your comfort. Whether it's setting aside ₹10 every day, saving a fixed amount (min ₹50) every week, or making a larger deposit (min ₹100) once a month, the app adjusts to your financial situation and habits.
2. **Live Gold Price Display** - The app provides real-time gold prices, ensuring you always know the current market value before making a purchase or sale. This transparency helps you make informed investment decisions without the need for additional research.
3. **Buy Gold Jewellery (Nek Store)** - The app has an integrated Nek Store, where users can easily browse and buy gold jewellery directly. This makes purchasing gold jewellery hassle-free, without the need for a separate jeweller visit or large upfront payments.
4. **Saving & Returns Calculator on 24k Gold Investment** - Jar includes a Savings Calculator and a Returns Calculator on 24k Gold Investment that helps users estimate their future earnings based on their daily contributions. This feature provides clarity on how much they can accumulate over time, motivating them to stay consistent with their savings.

5. **The Hamburger menu** - The Hamburger menu at the top left corner in the Jar App offers a tile-based dashboard for quick access to key features. It also includes shortcuts to the 'EMI Calculator', 'Daily Savings', and 'Refer and Earn', 'Get Help' and many more options ensuring a seamless and organized user experience.

#### **Areas where improvements could be made:**

1. **Improved Customer Support Access** – I experienced a technical glitch while accessing the "Get Help" section. Ensuring a smoother support experience with faster response times and multiple contact options (chat, call, or email) would greatly benefit users facing urgent issues.
2. **AI-Powered Chatbot for Instant Assistance** – Introducing a smart chatbot can provide instant solutions to common queries, helping users with transactions, withdrawals, and troubleshooting without needing to wait for human support.
3. **Use Savings to Buy Jewellery from Nek Store** – I couldn't find an option to use my saved gold balance for jewellery purchases in the Nek Store. Adding this feature would allow seamless conversion of savings into jewellery, eliminating the extra step of withdrawing funds first and making the process more convenient.
4. **Better Expense Insights by introduction of a dashboard**– A simple breakdown of where money is spent can help users adjust spending habits while saving effortlessly.
5. **Custom Round-Off Savings** – Instead of fixed round-offs, if users are able to choose how much extra they want to save (₹5, ₹10, ₹20), it would make this more **budget-friendly**.

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### **Question 3: (10 marks)**

#### **Product Exploration:**

**Some new business opportunities Jar could venture into, to expand its offerings and enhance user engagement:**

Jar has already made it super easy for people to save in digital gold without even thinking about it. To take things to the next level, it can use its strengths—automation, simple design, and trust—to bring in more features that help users manage money better. Here's how:

1. **Small Investments in Mutual Funds** - Just like saving spare change in gold, Jar can help users invest small amounts daily or weekly into mutual funds. The app can suggest funds based on user preferences and make the process smooth, so even first-time investors feel comfortable. Since people already trust Jar with their gold savings, they'd feel secure growing their money here too.

2. **Instant Small Loans** - Users who save regularly could get quick, small loans when needed—without long paperwork. The app can check their savings history and approve loans instantly. A simple repayment option can help users borrow responsibly while also improving their credit scores. Since people already rely on Jar for savings, adding a borrowing option would make it a go-to app for financial needs.
3. **Smart Budgeting & Expense Tracking** - The app can analyze spending habits and suggest ways to save more. A clear, easy-to-understand dashboard can help users track their money and even set up auto-savings when they spend less than expected. This makes managing money effortless, without having to do the math manually.
4. **Saving for Big Goals & Insurance** - Whether it's a vacation, a wedding, or a home, Jar can allow users to set goals and save for them automatically. Small amounts can be deducted regularly without users feeling the pinch. The app can also introduce tiny insurance payments, so users stay protected without spending a lot at once. Since Jar is already seen as a trusted savings app, users would feel safe planning their future finances here.
5. **Pay with Gold Savings** - Instead of just keeping gold as an investment, Jar can allow users to spend their digital gold directly through UPI payments. The app can convert gold to money instantly, so users can pay for things whenever they want. This makes gold savings even more useful in daily life.
6. **Stock & Crypto Investments in Small Amounts** - Just like gold, users can start investing small amounts in stocks or crypto without worrying about big risks. The app can recommend options based on trends and automate purchases so users can build wealth over time. Since Jar is already trusted, people might feel more comfortable exploring these investments here rather than on complex trading platforms.
7. **Buy Jewellery in Instalments (BNPL)** - Users should be able to buy jewellery from Jar's Nek Store in easy monthly payments. The app can approve instalment plans instantly and deduct small amounts automatically. This makes buying gold more affordable without needing to pay everything at once.
8. **Earn Money from Gold Savings** - Instead of just holding gold, users can lease it and earn extra money without selling it. The app can show clear details about how much they'll earn and when, making it easy to understand. This gives users another way to benefit from their gold without touching their savings.
9. **Gold Subscription Plans** - Users can set up a monthly auto-deduction to gradually buy gold over time. A simple progress tracker can show how much they've saved and when they can

redeem it. Since Jar already has user trust, this can be a great way for people to build wealth without actively managing it.

10. **Community & Money Tips** - The app can add a learning section where users get easy-to-understand finance tips and join discussions with others about saving and investing. Personalized money advice based on their spending and saving habits can help users make better financial decisions. This would make Jar not just a savings app, but a financial guide for everyday users.

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