



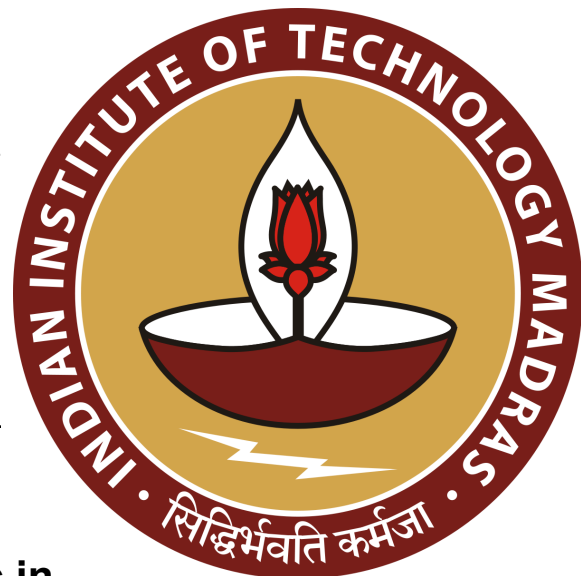
Business DataManagement Project Proposal

Case Study of Mysteria Cafe and Gaming

Name : Aryan Pratap Maurya

Email : 22f1000559@ds.study.iitm.ac.in

Roll No. : 22f1000559



Declaration Statement

I am working on a Project Title “ **Business DataManagement Project Proposal**”. I extend my appreciation to **Mysteria cafe and gaming**, 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:

https://drive.google.com/file/d/1XfkyE2dumSIUDxt4LW4VxWdDGuQzA1NH/view?usp=drive_link

Name: Aryan Pratap Maurya

Date: 05/02/2024

❖ Executive Summary :

The store from which I have collected the data is a cafe and gaming which is located in Varanasi, Uttar Pradesh . The main reasons for me to select that particular store are:

- Cafe is present in my city
- Size and scale of business are in my range
- Owner and we known each other very well
- The owner is a highly educated to understand my project

Data Collection :

For data collection I personally have collected the data from the cafe owner by using

- Cafe record books
- Previous bills

Till date, I have collected around 30 days of data and will continue to do so until a meaningful conclusion can be arrived by the business model.

The following are the products whose data I have collected:

- Salad
- Soup
- Burger
- Sandwich
- Pizza
- Tandoor
- Momos
- Pasta etc....

❖ Organization Background :

Name : Mysteria Cafe and Gaming

Owner : Mr. Vivek Srivastav

Address : First Floor, Plot no B27/93-D-A, above Royal Jewellers, near Murikatta baba Mandir, Bhelupur, Varanasi, Uttar Pradesh 221010

InstaId : Mysteria.ig

- Mysteria cafe and games is a restaurant type shop where it provides dessert, dinner, beverages along with the facility of gaming. It is for both children and family.
- This shop took more than a year for its establishment which was started in nearly 2023 and completed in the end of 2023. It took more than 5 lakh rupees for its completeness. It always keeps it modifying as I see in the past month which takes lots of expenditure in this cafe and so on.
- As we see how the fast world is changing in the direction of social media, internet is discussed there related to online delivery and ads of this shop which will help fast growth of the cafe and gaming.



Pictures of Cafe and Gaming

❖ **Problem Statement (Listed as objectives):**

Based on my discussions with the cafe owner and my extensive observations of both the cafe environment and gaming activities over an extended period, several areas have emerged as potential areas of concern despite the cafe's success in establishing strong customer relationships and achieving commendable sales figures. These points include:

- Gaming is performing less up to expectations when we analyzed the net profit.
- Cafe inventory is always filled up to the huge raw material which can cause problems like food wastage , product damage etc .. which can also cost a lot of money to the business.

Hence problem statement can be comprised of the following

- Optimization of the cafe inventory and gaming accessories, i.e the net profit of the restaurants through cafe and gaming.
- How to increase reach in public by comparing store performance from its competitors.

❖ **Background of the Problem:**

- In the area of gaming, after a detailed discussion with Owner, I concluded that the accessories are being damaged with time. And it should be updated along with time. Day by day new features are coming in the market and how to be always updated with the time so that we will not be back in comparison to the other competitors and so on.
- In the cafeteria area, after a long discussion with the owner, I concluded that how to increase the sales and attract the customers towards this cafe and provide a good service to them so that they do not have any complaints regarding the quality and taste of food for them.

After careful consideration, I've reached the conclusion that effectively utilizing the knowledge, abilities, and resources imparted in the course involves identifying suitable and feasible solutions by conducting a comprehensive analysis of the business.

❖ **Problem Solving Approach:**

Details about the methods used with Justification:

The predominant form of data I gathered consists of raw time-series data, offering ample opportunities for generating various trend lines and scatter plots. I can employ pie charts and stacked histograms to extract insights from the dataset. Additionally, leveraging the robust capabilities of pivot tables, I intend to analyze the data comprehensively. Furthermore, applying the ratios covered in the course, I aim to calculate essential financial metrics, which I anticipate will contribute to resolving the issue at hand.

Details about the intended data collection with Justification:

While the seller offered numerous products, I opted to streamline the data collection and analysis process by focusing solely on specific products. The collected variables for these products include:

- Cost price
- Quantity
- Selling Price

In addition to the aforementioned variables, I intend to gather data on capital investment and details concerning liabilities, fixed assets, variable assets, labor, and transportation costs. These additional metrics will be crucial for calculating various ratios. Furthermore, I aim to compute key financial quantities such as revenue, expenditure, gross profit, net profit, profit margin, average inventory, and wastage due to damage. Additionally, I plan to derive key financial ratios including the gross profit ratio, net profit ratio, and others to provide a comprehensive analysis.

Details about the analysis tools with Justification:

Since the type of data collected is majorly time series data, I am using Excel to process the data. Tools that are being used for the entire analysis are:

- For data visualization, I will primarily use: Pie charts, Stacked Histograms, Histograms, Scatter plots, Heat maps, etc.
- Pivot Tables for filtering and computing row/ column wise
- Various Excel functions like VLOOKUP, COUNTIF, COUNTIFS, boolean operators, etc.

❖ Expected Timeline:

I've acquired a dataset spanning 50-60 days, which will undergo initial cleaning and analysis. Based on this analysis, if necessary, I'll gather additional data to facilitate further examination and refinement.

BDM project timeline	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8
Raw data collection								
Proposal preparation								
Data cleaning								
Data Analysis								
Mid term preparation								
End term preparation								

Gantt chart

❖ Expected Outcome:

- Assist the owner in organizing the business more effectively by creating pivot tables and graphs
- Suggest the best possible solution for profit
- Suggest the business plan to increase profit margin and solve the above mentioned problems