Chandigarh University

Case Study

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BONAFIDE CERTIFICATE

Certified that this project report **"Electronics case study"** is the bonafide work of "**Anish Chadda"** who carried out the project work under supervision of **Mr. Arvinder Singh**

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TABLE OF CONTENTS

INTRODUCTION

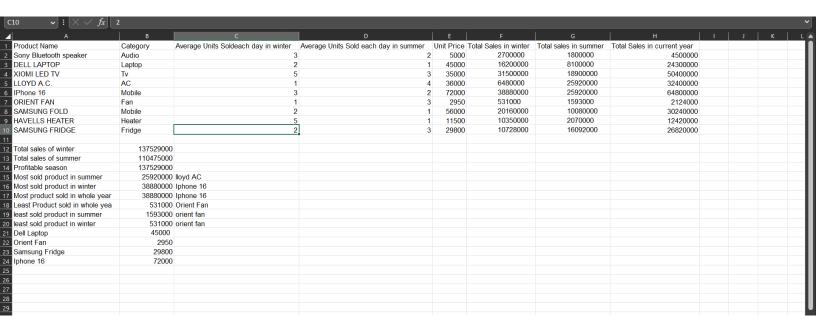## Electronics Sales Management System

The **Electronics Sales Management** table serves as a comprehensive record of product performance across various categories in the current financial year. It contains detailed information about each product, including its **name and associated category**—such as televisions, laptops, audio systems, and home appliances—allowing for organized tracking and easy analysis. A significant aspect of the table is that it captures **seasonal sales data**, clearly distinguishing between **sales during the winter and summer seasons**. This breakdown provides valuable insights into customer buying behavior and product demand patterns throughout the year. Additionally, the table includes a column summarizing the **total sales for each product** in the **current year**, enabling management to quickly identify top-performing products and those that may need promotional support. By integrating product categorization, seasonal trends, and annual sales performance, the Electronics Sales Management table acts as a powerful decision-making tool for optimizing inventory, marketing strategies, and business growth.

Product Specifications in the table:

1. SONY BLUETOOTH SPEAKER: SONY New ULT Field 1 Wireless Portable Bluetooth Speaker with ULT Button for Massive Bass, Hands-Free Calling,12hrs Battery Life, Waterproof, Dustproof - Black

2. DELL LAPTOP: Dell 15 Thin & Light Laptop, Intel Core i5-1235U Processor/16GB DDR4 + 512GB SSD/Intel UHD Graphics/15.6" (39.62cm) FHD Display/Win 11 + MSO'21/15 Month McAfee/Carbon Black/Spill Resistant KB/1.69kg

3. XIOMI LED TV: Xiaomi 138 cm (55 inches) X Pro 4K Dolby Vision IQ Series Smart Google LED TV L55M8-5XIN (Black)

4. LLOYD A.C.: Lloyd 1 Ton 5 Star Inverter Split AC (5 in 1 Convertible, 100% Copper, Anti-Viral + PM 2.5 Filter, 2023 Model, White with Graphic Design,) (GLS12I5FWBEV)

5. IPhone 16: iPhone 16 128 GB: 5G Mobile Phone with Camera Control, A18 Chip and a Big Boost in Battery Life. Works with AirPods; Black

6. ORIENT FAN: Orient Electric 1200 mm Zeno BLDC | BLDC energy saving ceiling fan with Remote |BEE 5-star rated | Saves up to 50% on electricity bills | 3-year warranty by Orient

7. SAMSUNG FOLD: Samsung Galaxy Z Fold6 5G AI Smartphone (Silver Shadow, 12GB RAM, 256GB Storage) with Other Offers

8. HAVELLS HEATER: Havells 11 Fin Hestio Straight Fin OFR (Oil Filled Radiator)|Room Heater|2900 W|3 Heat Settings & PTC Fan Heater|Inclined Control Panel|Retractable Wheels| Comfortable Breathing|360° Heating (Black)

9. SAMSUNG FRIDGE: Samsung 236 L, 3 Star, Convertible, Digital Inverter with Display Frost Free Double Door Refrigerator (RT28C3733S8/HL, Silver, Elegant Inox)

IMPLEMENTATION

C10		2									
	A	B	C	D	E	F	G	H	I	J	K
1	Product Name	Category	Average Units Soldeach day in winter	Average Units Sold each day in summer	Unit Price	Total Sales in winter	Total sales in summer	Total Sales in current year			
2	Sony Bluetooth speaker	Audio	3	2	5000	2700000	1800000	4500000			
3	DELL LAPTOP	Laptop	2	1	45000	16200000	8100000	24300000			
4	XIOMI LED TV	Tv	5	3	35000	31500000	18900000	50400000			
5	LLOYD A.C.	AC	1	4	36000	6480000	25920000	32400000			
6	IPhone 16	Mobile	3	2	72000	38880000	25920000	64800000			
7	ORIENT FAN	Fan	1	3	2950	531000	1593000	2124000			
8	SAMSUNG FOLD	Mobile	2	1	56000	20160000	10080000	30240000			
9	HAVELLS HEATER	Heater	5	1	11500	10350000	2070000	12420000			
10	SAMSUNG FRIDGE	Fridge	2	3	29800	10728000	16092000	26820000			
11											
12	Total sales of winter	137529000									
13	Total sales of summer	110475000									
14	Profitable season	137529000									
15	Most sold product in summer	25920000	lloyd AC								
16	Most sold product in winter	38880000	Iphone 16								
17	Most product sold in whole year	38880000	Iphone 16								
18	Least Product sold in whole yea	531000	Orient Fan								
19	least sold product in summer	1593000	orient fan								
20	least sold product in winter	531000	orient fan								
21	Dell Laptop	45000									
22	Orient Fan	2950									
23	Samsung Fridge	29800									
24	Iphone 16	72000									
25											
26											
27											
28											
29											

Sales Table:

Description (What it consist):
- α. Product Name
- β. Category
- χ. Average Unit Sold in Winter
- δ. Average Unit Sold in Summer
- ε. Unit Price
- φ. Total Sales in Winter
- γ. Total Sales in Summer
- η. Total Sales of Current Year

Case Study:

1)   Calculate the total sales of each product in

Winter. Solution: Query which will be used is:

$=((C2*E2) *30) *6$

2)   Calculate the total sales of each product in

Summer Solution: Query which will be used is:

$=((D2*E2) *30) *6$

3) **Calculate the total Sales of each product of a whole year**

Solution: Query Which will be used is:

=SUM(F2+G2)

4)   Calculate the Total Sales of Winters and Summers Solution:

a) calculating total sales of winter:

=SUM(F2:F10)

b) calculating total sales of summer:

=SUM(G2:G10)

5) Calculate which is the most sold product of summer and winter

Solution:

a) calculating the most sold product of winter:

=MAX(F2:F10)

b) calculating the most sold product of summer:

=MAX (G9:G17)

6) Calculate the most and the least sold product in the whole year?

Solution: Queary to Find these are:
a) The most sold Product in whole year:
=MAX (F2:G10)
B) The least sold Product in whole year:
=MIN (F2:G10)

7) Calculate the Least Sold Product in Summer and Winter?

Solution: Query to Find These are:
a) Least Sold Product in Winter:
=MIN (G2:G10)

b) Lease Sold Product in Summer:
=MIN (F2:F10)

8) Using VLOOKUP Find the Base Price of the Following
Product:
a) Dell Laptop
b) Orient Fan
c) Samsung Fridge
d) Iphone 16

Solution: Query that will be used here are:

a) Dell Laptop:
=VLOOKUP(A3,A2:H10,5,FALSE)

b) Orient Fan:
=VLOOKUP(A7,A2:H10,5,FALSE)

c)Samsung Fridge:
=VLOOKUP(A10,A2:H10,5,FALSE)

d)Iphone 16:
=VLOOKUP(A6,A2:H10,5,FALSE)

CONCLUSION

The **Electronics Sales Management** table served as a comprehensive resource for analysing seasonal and annual sales trends across a wide range of electronic products. Through our case studies, we gained valuable insights into product performance, pricing distribution, and seasonal profitability.

1. By calculating the **total sales of each product in both winter and summer seasons**, we identified fluctuations in consumer demand. Cooling products like **air conditioners** and **coolers** dominated summer sales, while **heating appliances** and entertainment products like **room heaters** and **LED TVs** saw higher sales during the winter season.
2. The calculation of **yearly total sales for each product** helped us evaluate overall product performance and market popularity across all categories.
3. Comparing **total sales between seasons**, we determined which season was more profitable overall, providing critical insights for future inventory and promotional strategies.
4. Identifying the **most sold product in both summer and winter** gave clarity on seasonal customer preferences and highlighted best-performing items that drive revenue.
5. The table also helped determine the **most and least sold**

products in the entire year, which provided insight into which items need focus for promotion or reconsideration in stock planning.

6. The study of **least sold products in both summer and winter** offered a clear picture of underperforming items during specific seasons.
7. Lastly, by applying the **VLOOKUP function**, we were able to quickly find the **base prices** of important products such as the **Dell Laptop, Orient Fan, Samsung Fridge, and Iphone 16**, demonstrating how efficiently data can be retrieved from a large table using Excel functions.

Final Remark:

Overall, this table and the case studies helped us draw meaningful conclusions about product trends, seasonal demands, pricing strategy, and annual performance. It has enabled better strategic decision-making for future planning, inventory management, and sales forecasting in the electronics retail business.