

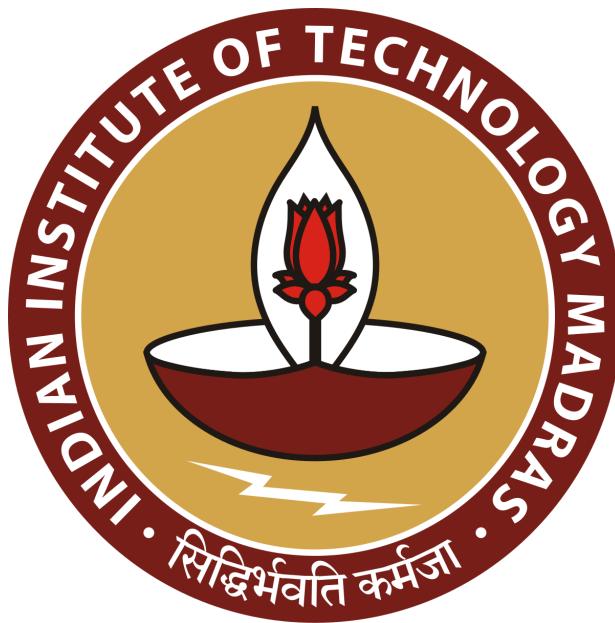
Improving Operational Efficiency through Data Analysis: A Case Study on Bharat Kirana Store

Final Report for the BDM capstone project

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EXECUTIVE SUMMARY

This report details elaborate analysis of demand forecasting and inventory management through which operations at ‘Bharat Kirana’ can be optimised, customer service levels enhanced, and profits increased. The different analyses performed in this study include Data Cleansing, Exploratory Data Analysis (EDA), Trend Analysis, Pareto analysis, Product segmentation, and Economic order quantity (EOQ) inventory optimization.

The data was cleaned thoroughly to ensure accuracy and reliability so that further analysis can be built upon. EDA showed some interesting patterns in sales especially during major festivals. Consequently, future demand could be projected through further trend analysis, and inventory levels could be planned such that needs for all customers are met.

Pareto analysis showed 80% of the revenue comes from top 20% of high-valued products. This highlights importance of focusing inventory management on key products. Through product segmentation we were able to tailor inventory strategy for each product based on its shelf life, sales volume and seasonality. The EOQ model was utilised to calculate optimal order quantities, aimed at minimising inventory holding costs while maximising efficiency.

Our findings show how accurate demand forecasting and strategic inventory management can reduce costs and increase profits. The suggestions in this report can help Bharat Kirana to optimise inventory, reduce costs and improve customer service

Such recommendations should be executed immediately, especially to prepare for peak periods. It can determine high-value items, tailor inventory management based on product attributes, and establish optimal order quantities, provided store maintains a level of stock appropriate for customer demand at lowest possible cost. This way, Bharat Kirana will be able to face challenges and take advantage of opportunity that comes with the season of demand, increase customer satisfaction, and eventually lead to increased profitability.

In conclusion, this report provides actionable steps to enhance inventory management and demand forecasting at Bharat Kirana, positioning the store for sustained success in the future.

DETAILED EXPLANATION OF ANALYSIS PROCESS

The following detailed explanation outlines the systematic approach used to analyse Bharat Kirana's demand forecasting and inventory management processes, ensuring a comprehensive and reliable evaluation of the data.

1. Data Collection and Data Cleaning:

Data cleaning is one of the most important processes as it ensures the data used in any form of analysis is accurate and reliable. As such, we started by collecting data from Bharat Kirana Store, Patna for a Period of April 2023 to April 2024. We received two datasets from the store one for the Overall sales for the period and another for the Stock Details of that period. We then checked if the dataset points to flaws, inconsistencies, and inaccuracies. We went through the set, looking at those areas that had a lack of information or one that is incomplete, empty fields, or null values for correction. Duplicates were deleted, and spelling errors and formatting errors were corrected for uniformity. More importantly, we validated against pre-set criteria to ensure that the data was of standard quality. This was important in ensuring the information presented was accurate, complete, and consistent to enhance the dependability of further analysis.

2. Exploratory Data Analysis (EDA):

Exploratory Data Analysis (EDA) is a very powerful technique employed in summarising and visualising the main characteristics of a dataset. In this project, EDA methods have been used to explore the features of the data by identifying patterns and insights that guided further analysis. EDA techniques were applied, which included frequency distributions using line charts of sales data, histograms with the sales-to-stock ratio to detect products that were under and overstocked, and scatter plots to verify the relationship between variables. This enabled us to point out real patterns and trends in the data from which hypotheses and strategies could be developed for further analysis.

Sales Statistics:

		Received Amount	Credit Amount		Cheque Amount		Card Amount		Net Amount	
count		358.0	358.0		358.0		358.0		358.0	
mean		141445.35754	4.6927374		0.0		6.3687150		141456.41899	
std		58751.249395	63.234838		0.0		120.18404		58745.885245	
min		23656.0	0.0		0.0		0.0		23656.0	
25%		99636.75	0.0		0.0		0.0		99636.75	
50%		133532.5	0.0		0.0		0.0		133532.5	
75%		173480.25	0.0		0.0		0.0		173480.25	
max		366229.0	950.0		0.0		2274.0		366229.0	

Stock Statistics:

	Tax Rate	Prod MRP	ProdSale Rate	OpStock	OpRate	PurchaseQty	PurchaseRate	PurchaseValue	SalesReturnRate	In Stock	In Stock Rate	In Stock Value	SalesQty	SalesRate	SalesValue	Shortage StockRate	Out Stock
count	13170	13170	13170.0	13170.0	13170.0	13170.0	13170.0	13170.0	13170.0	13170.0	13170.0	13170.0	13170.0	13170.0	13170.0	13170.0	13170
mean	12.7148	175.48	157.804	685.59	50.1271	10679.753	105.13660	3615.0391	13.830288	11216.004	118.99116	3731.744245	9892.8594	128.748	3472.0	60.59841	11096.71
std	6.647	504.81	482.860	14147.1	257.58	204012.	1514.32	18666.9	123.3442	206003	1518.3	19111	195586	1962	18236.	300.1189	204830
25%	5.0	50.0	47.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	12.1075	83.6125	1.0	13.3	62.72	0.0	2.0
50%	18.0	99.0	91.0	0.0	0.0	6.0	43.65	396.49	0.0	6.0	54.235	439.29	4.0	59.25500	360.24	0.0	6.0
75%	18.0	199.75	181.0	3.0	52.2975	24.0	110.0	1519.525	0.0	24.0	122.5575	1584.6	20.0	133.34	1419.375	65.0	25.0
max	28.0	11000.	11000.0	598800.0	26000.0	114834.00	170000.0	523526.23	9260.0	115392	17000	52352	118357	2200	500504	26000.0	118552

Using EDA, we got to know about details about the given datasets. The statistics reveal that the **average daily sales amount** at Bharat Kirana is ₹141,456.42, with a **median value** of ₹133,532.50, indicating that sales are slightly skewed towards higher amounts. The variability in daily sales is captured by a **standard deviation** of ₹58,745.89, with sales amounts ranging from a minimum of ₹23,656.00 to a maximum of ₹366,229.00. This indicates significant fluctuations in daily sales, likely influenced by factors such as seasonality and promotions. On the other hand, the **stock data analysis** shows that the **average product MRP** is ₹175.48, with a **median MRP** of ₹99.00, suggesting a wide range of product prices. The **standard deviation** of ₹504.82 further underscores this variability, with product MRPs ranging up to ₹11,000.00. These insights into both sales and stock data provide a crucial foundation for optimising pricing

strategies, inventory management, and sales forecasting, ensuring that Bharat Kirana can effectively meet customer demand while managing costs.

3. Trend Analysis:

Trend analysis refers to the process of identification and analysis of patterns in historical data over time with the motive of predicting future trends. In this project, forecasted future demand was made with the help of a trend analysis, which could assist in the inventory management strategy that will be used in the future. We are thus able to detect trends, cycles, and seasonality by applying techniques such as time series analysis to our statistical studies. For example, the analysis of historical sales data made it possible for one to identify the trends in sales volumes and revenues, from which future demand levels could be forecast. The analysed information made us devise optimum inventory management strategies to meet anticipated customer demand.

4. Pareto Analysis:

Pareto analysis is a prioritisation technique applied to focus inventory management efforts on products with high value. This project consequently involved using Pareto analysis to identify the top 20% of products responsible for 80% of sales contribution. Focusing on these higher-valued items enables us to optimise inventory management strategies, thus setting and maintaining appropriate inventory levels to meet customer demand. For instance, the analysis exposed high-value products that were always out of stock, forcing us to endeavour to maintain improved inventory levels for such items in an effort to enhance customer satisfaction and improve sales performance.

5. Item Segmentation:

Item segmentation allows the categorization of goods based on their characteristics, which will thereby enable the adoption of different inventory management strategies in different categories. This project segments products based on their demand pattern, customer preferences, and the production process followed for that item. These categories lead to the development of explicit inventory management strategies for each category regarding optimal levels of inventory. In ensuring that the levels were managed efficiently and effectively, we aligned tactics of inventory management with the distinct needs of each product category.

6. Optimization of EOQ Inventory Management:

The Economic Order Quantity (EOQ) model is an approach by which a rational balancing can be made between the cost of holding inventory and the cost of ordering. This project applied the EOQ model in determining the optimum order quantity that would minimise total costs of inventory, including holding and ordering costs. Calculating EOQ for each of these types of products has enabled us to manage inventory more efficiently, thereby controlling costs incurred due to overstocking or ordering frequently. For companies that face constraints like space and financial resources to keep the inventories in place, the EOQ model can be advantageous and can help them reduce such avoidable costs.

6.1 Sensitivity Analysis of EOQ Model:

A Sensitivity Analysis was conducted to observe how the fluctuation in the key variables, both ordering cost and holding cost, would impact EOQ. In doing so, we were able to examine the robustness of the EOQ model when these costs are varied and to observe which factors mostly affect inventory management.

6.2 Comparative Analysis of Seasonal vs Non-Seasonal Products:

We carried out a Comparative Analysis of Seasonal vs Non-Seasonal Products, which served to guide us in tuning inventory strategies in response to demand patterns of such diversely demanded products.

7. Demand Forecasting:

As we attempted to predict future sales based on historical sales data, demand forecasting was one of the most critical aspects. Using some of the very complex statistical tools available, like regression analysis, and making an attempt to predict future trends in the sales of its products, from actual sales data, our predictions underwent measuring errors. This comparison then enabled us to fine-tune our forecasting model, thereby affecting the right inventory level. Forecasting demand correctly allowed Bharat Kirana to keep an optimum level of inventory, reducing stockouts and over-inventory situations, hence cutting costs and bettering customer satisfaction.

The above methodologies of analysis make it possible for us to understand the demand forecasting and inventory management at Bharat Kirana in totality. Conclusively, the learning from the same guided us in deriving strategies where optimization levels, costs reduction, and customer satisfaction are enhanced so that the store is enabled to move ahead on the path of success.

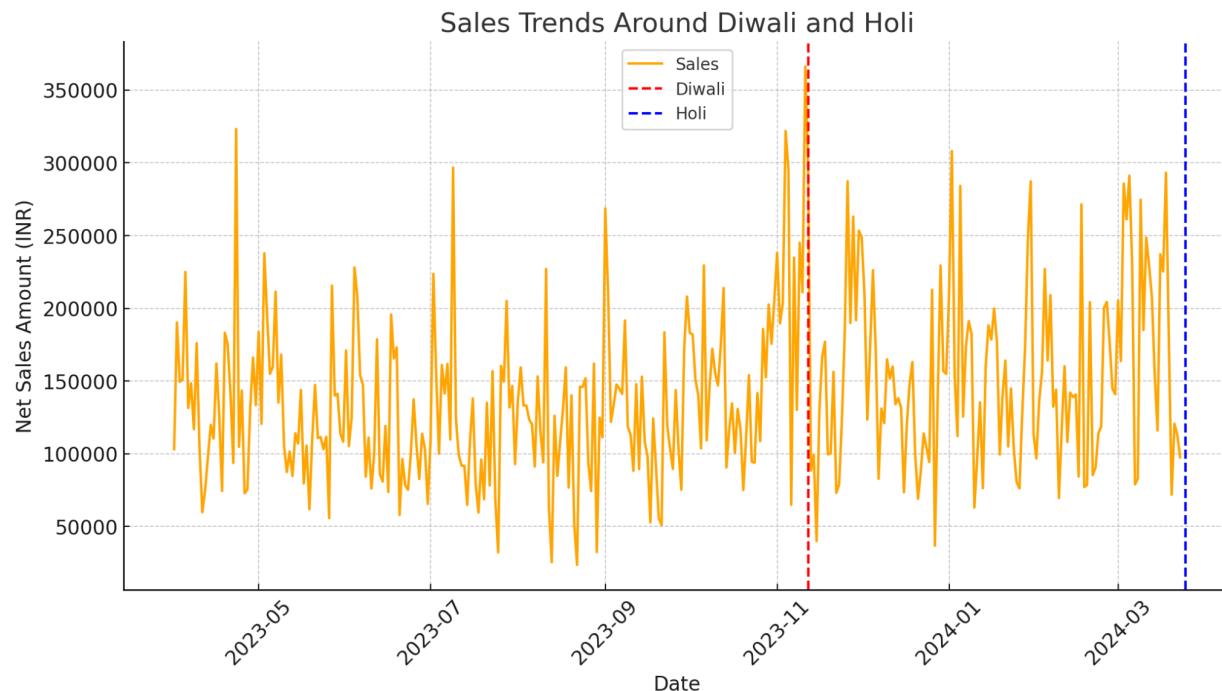
RESULTS AND FINDINGS

Our in-depth analysis of the demand forecasting and inventory management processes at Bharat Kirana throughout the festive seasons led to several significant conclusions that will guide the store's strategy moving forward.

Our first key finding emphasised the critical role of data cleansing in ensuring the accuracy and reliability of the analysis.. By identifying and correcting errors, removing duplicates and inconsistencies we were able to clean up the data and make it ready for analysis. This was the foundation for all the subsequent analysis so that the insights generated were based on clean data and not garbage in.

Exploratory Data Analysis (EDA) Insights

Exploratory Data Analysis (EDA) showed us some interesting patterns and trends in the data like seasonality of demand for certain products and impact of sales promotions on customer buying behaviour. For example we saw huge sales during Diwali and hence we needed to adjust inventory levels to meet the surge in demand. These insights helped us to form hypotheses and refine inventory management strategies.

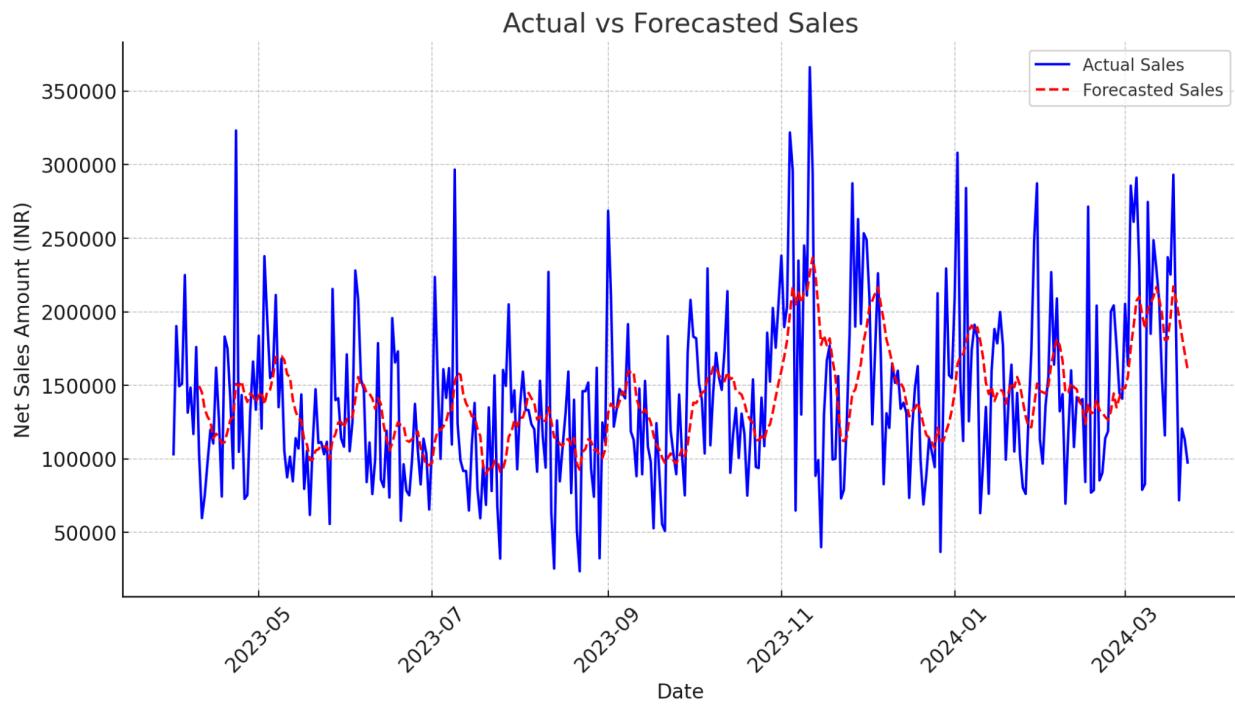


(FIG 1.1)

Fig 1.1 Shows the sales trend around Major Festivals Diwali and Holi which is significantly higher than the sales amount of normal days

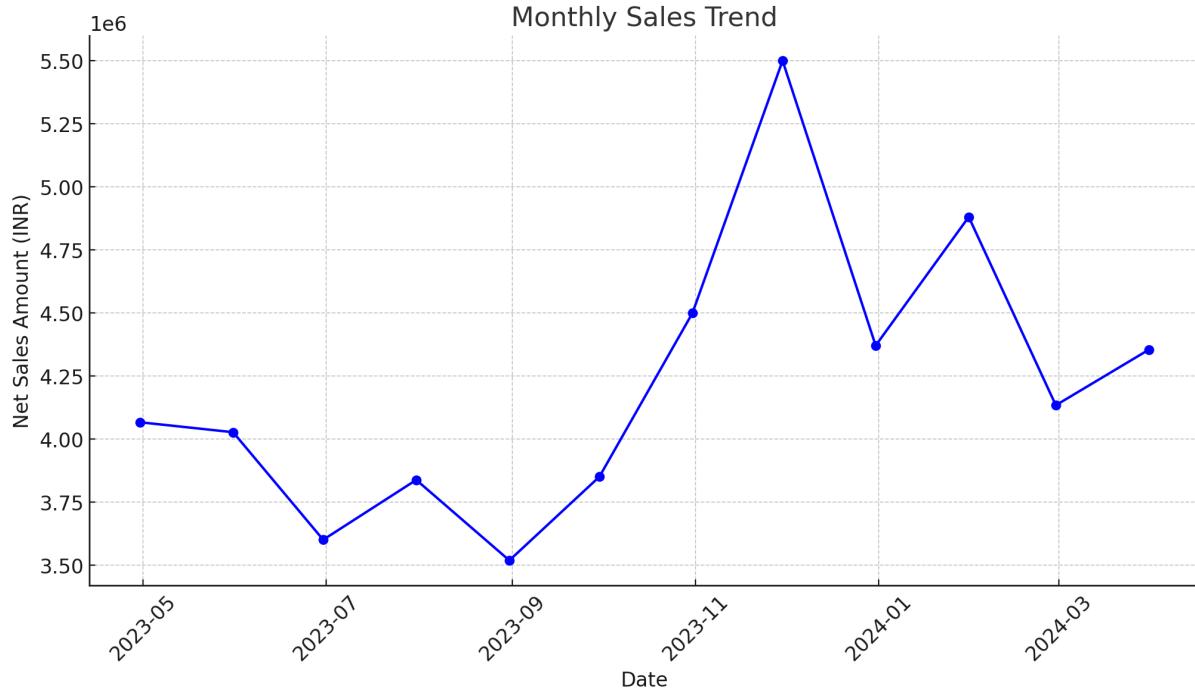
Trend Analysis and Demand Forecasting

We did trend analysis on historical sales data to identify long term patterns and forecast future demand better. We detected trends and seasonal cycles and set inventory levels that matched customer demand better, reducing the risk of stockouts or overstocking. This gave us a solid foundation for inventory management.



(FIG 1.2)

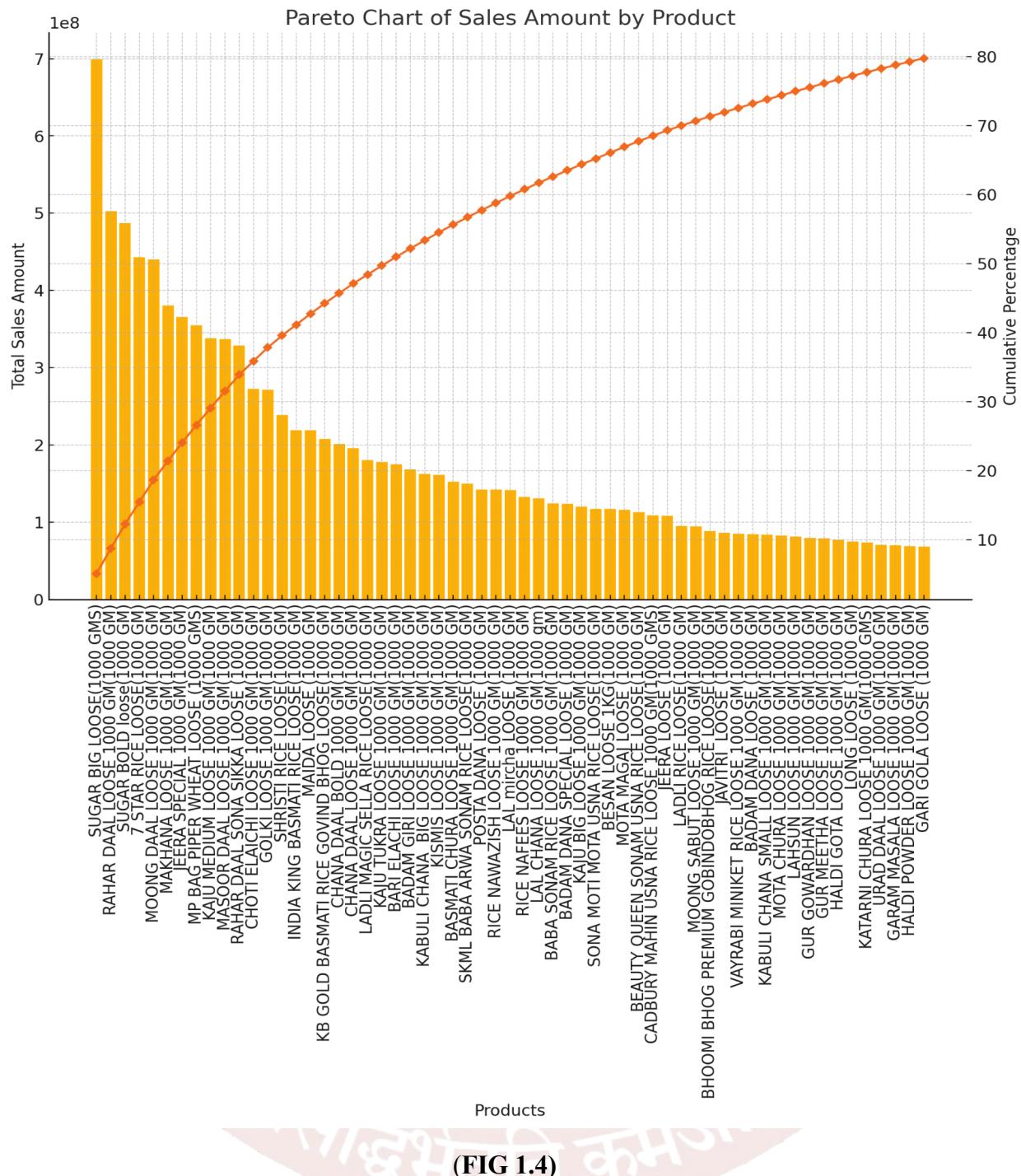
Fig 1.2 shows comparison between Actual and Forecasted Sales, The forecasted sales closely follow the overall trend of the actual sales, indicating a generally accurate forecasting model. However, there are some deviations where actual sales significantly differ from the forecast, suggesting that the model may miss sudden, unpredictable fluctuations. Overall, the forecast provides a good basis for inventory planning, but real-time adjustments are necessary to address unexpected sales changes.



(FIG 1.3 depicting the monthly sales trend of Bharat Kirana)

Pareto Analysis for Inventory Prioritization

Our Pareto analysis showed that a small subset of high value products accounted for a large chunk of sales or profits. We focused on these key products and optimised inventory management to ensure these high priority items were always available to meet customer demand. This targeted approach streamlined inventory processes and maximised revenue.

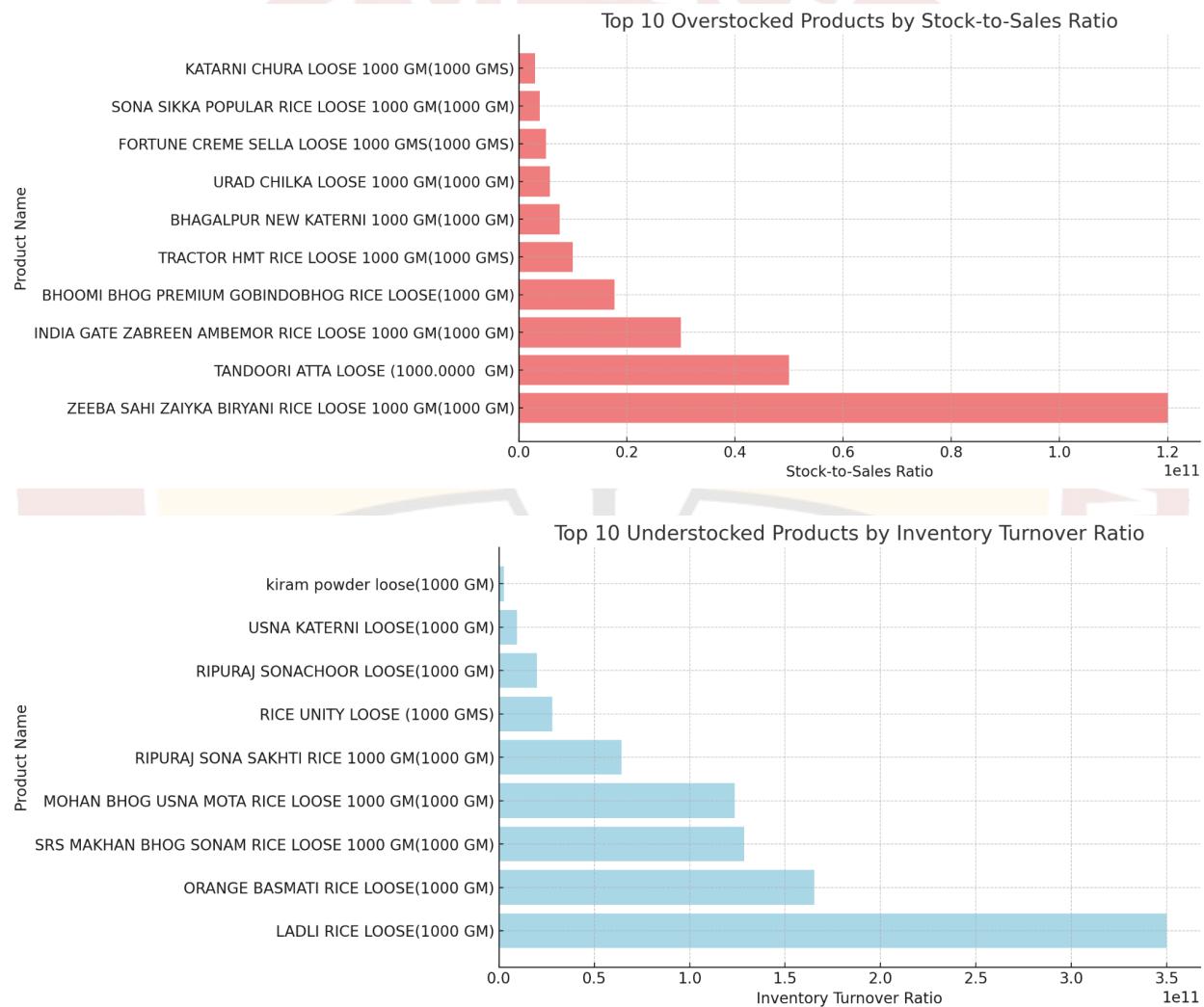


(FIG 1.4)

Fig 1.4 showing Pareto chart that reveals that a small number of products contribute to the majority of sales (eg. Sugar Big Loose 1000gms and Rahar Daal Loose 1000gms), with the top products generating the highest revenue. The steep slope at the beginning indicates that focusing on these top-performing products is crucial for maximising sales. The cumulative percentage line reaching 80% reinforces the importance of these key items in driving the store's overall revenue.

Item Segmentation and Tailored Inventory Strategies

Item segmentation allowed us to categorise products based on demand patterns, customer behaviour and production processes so we could develop inventory strategies for each category. For example, fast moving consumer goods needed a different inventory approach compared to slow moving items. This segmentation ensured inventory levels were optimised for each product group and overall efficiency and customer satisfaction.

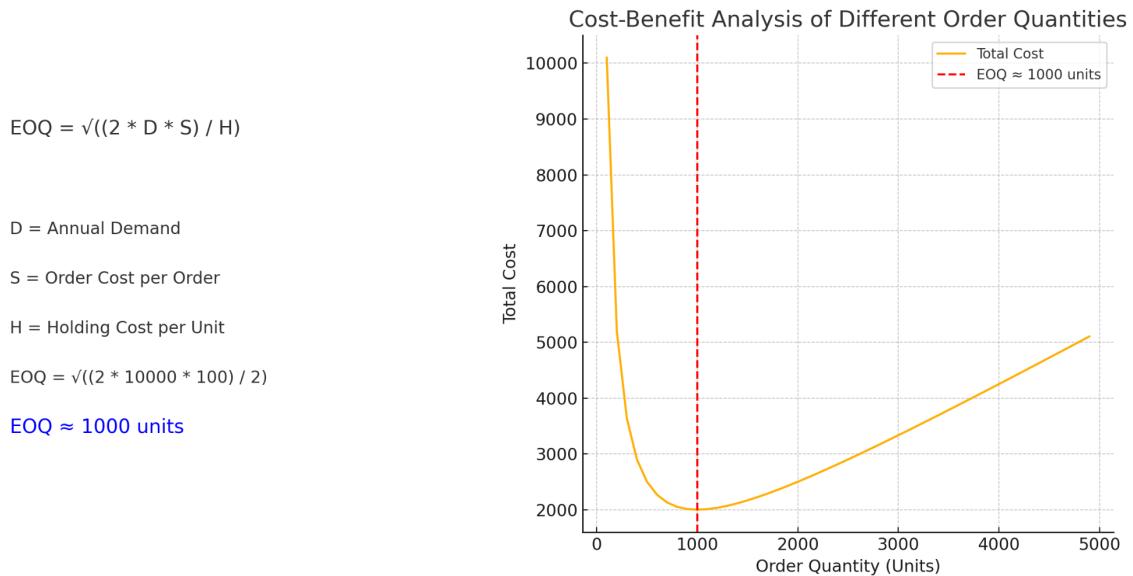


(FIG 1.5 and 1.6 depicting Top 10 Overstocked and Understocked Products respectively)

EOQ Inventory Management Optimization

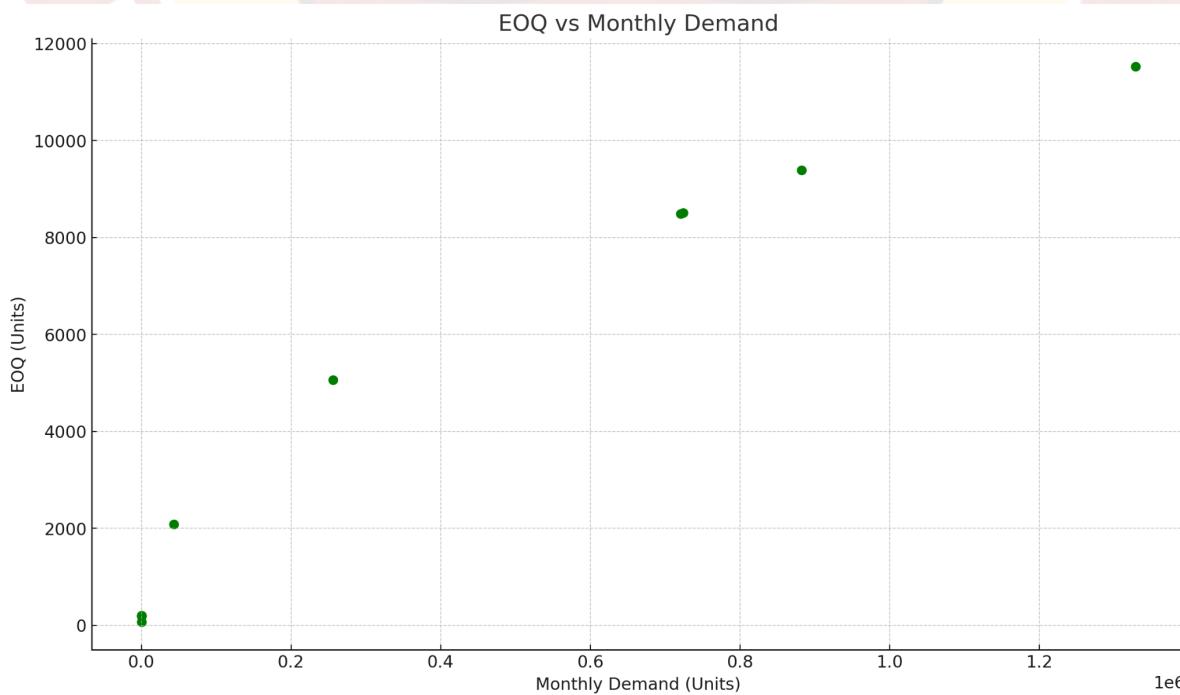
The Economic Order Quantity (EOQ) model gave us a structured way to balance the costs of holding and ordering inventory. By determining the optimal order quantity we could maintain

ideal inventory levels without incurring unnecessary costs. This was particularly useful for high demand items so we could meet customer demand while minimising holding and ordering costs.



(FIG 1.7)

Fig 1.7 shows a diagram illustrating the EOQ calculation, followed by a graph showing the cost-benefit analysis of different order quantities. The Optimal Order Quantity comes out to be of 1000 units, which means by ordering exactly 1,000 units at a time, the store is operating at its most cost-efficient level for inventory replenishment



(FIG 1.8)

Fig 1.8 shows a scatter plot having the relationship between EOQ and monthly demand for various products. As monthly demand increases, the EOQ also rises, indicating that products with higher demand require larger order quantities to minimise inventory costs while maintaining sufficient stock levels. The positive correlation suggests that EOQ calculations effectively scale with demand, optimising inventory management.

Steps in EOQ Calculation:

Demand Rate: Calculate average demand over a period.

Order Cost: Calculate the cost of an order including admin costs.

Carrying Cost: Calculate the cost of holding stock including storage, insurance and opportunity cost.

EOQ Calculation: Apply the EOQ formula to get the optimal order quantity:

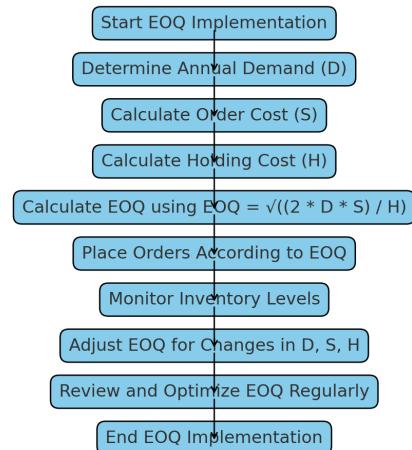
$$EOQ = \sqrt{\frac{2DS}{H}}$$

where, D is the annual demand rate, S is the ordering cost, and H is the carrying cost.

Reorder Point Calculation: Calculate the inventory level at which to order to ensure stock is always available based on lead time and daily demand.

Review and Adjustment: Set a plan to review and adjust the EOQ every now and then to account for changes in demand, costs and other variables.

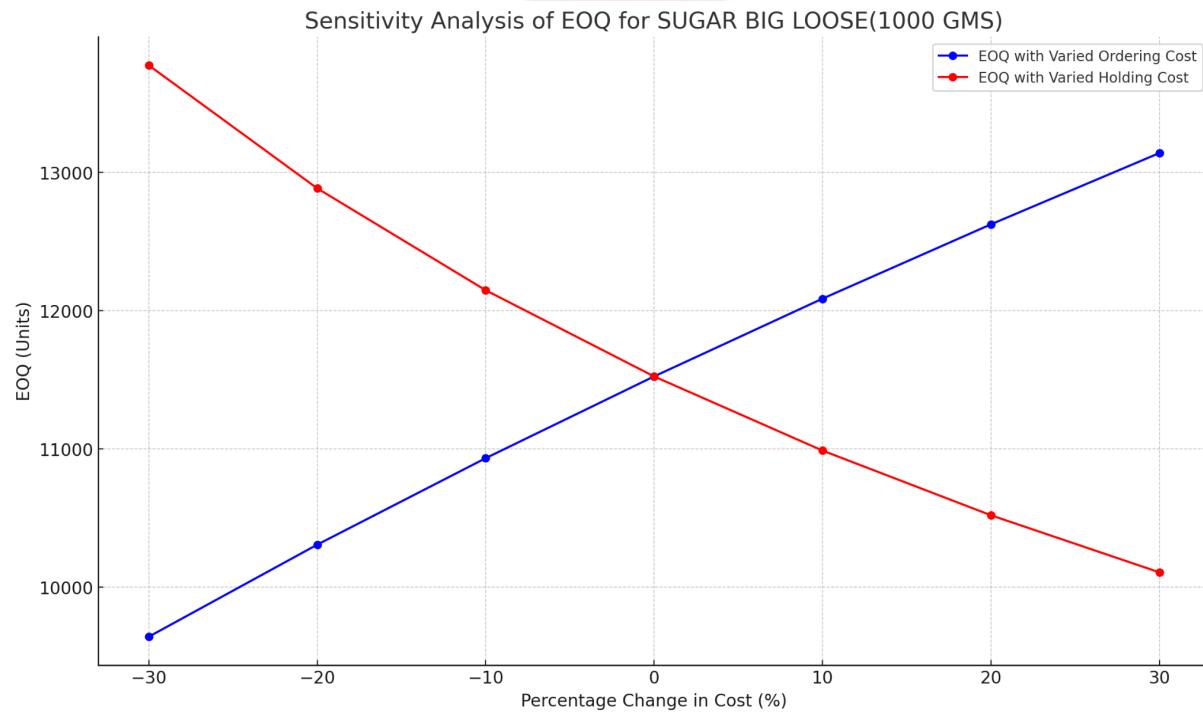
EOQ Implementation Process



(FIG 1.9 Shows a flowchart showing the EOQ implementation process.)

Sensitivity Analysis

The Sensitivity Analysis showed that the EOQ is more sensitive to changes in order cost than holding cost. This means we should review order cost and negotiate with suppliers to keep inventory cost low.



(FIG 2.0)

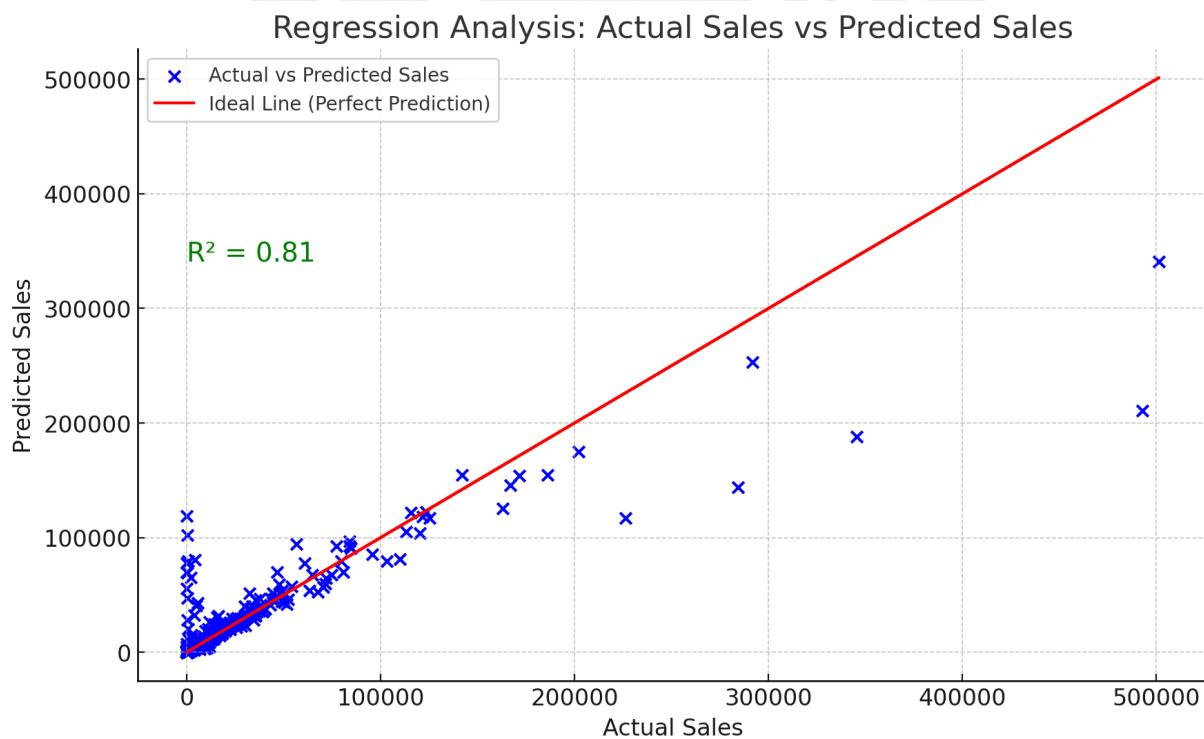
In Fig 2.0 sensitivity analysis graph shows how changes in ordering and holding costs affect the EOQ for "SUGAR BIG LOOSE (1000 GMS)." As ordering costs decrease (blue line), the EOQ increases, meaning larger order quantities become more cost-effective. Conversely, as holding costs decrease (red line), the EOQ decreases, suggesting smaller, more frequent orders are optimal. The graph highlights the importance of balancing these costs to optimise inventory management.

Comparative Analysis of Seasonal vs. Non-Seasonal Products

The Comparative Analysis showed that non-seasonal products have higher total sales quantity and require stable inventory throughout the year. Seasonal products require more dynamic inventory management, with stock levels adjusted according to peak demand period.

Demand Forecasting

Demand forecasting was an important part of our analysis where we tried to predict future sales based on historical data. We used statistical techniques like Regression models to forecast future trends. We compared actual sales data with forecasted values to see how accurate our forecast was. This helped us to fine tune our forecasting model and adjust inventory accordingly. By forecasting demand accurately we ensured that Bharat Kirana could maintain optimal inventory levels, avoid stockouts and excess inventory and reduce costs and improve customer satisfaction.



(FIG 2.1)

In FIG 2.1 This scatter plot shows the relationship between the actual sales and the sales predicted by the model for the grocery store. The closer the blue dots are to the red line, the more accurate the predictions are. With an R^2 score of 0.81, the model is highly effective, meaning it can reliably forecast sales based on the store's inventory and pricing data. This helps Bharat Kirana to make better decisions on stocking and pricing to maximise revenue.

Overall Impact on Inventory Management

Data cleansing, EDA, trend analysis, Pareto analysis, item segmentation and EOQ optimization worked well to refine Bharat Kirana's demand forecasting and inventory management process.

This helped the store to optimise inventory, reduce costs and improve customer satisfaction during peak festive season. By applying these methodologies Bharat Kirana is ready to run efficiently and grow sustainably.

This analysis provides a clear and actionable framework to improve inventory management at Bharat Kirana to be customer responsive and operationally efficient.

INTERPRETATION OF RESULTS

Our comprehensive examination of demand forecasting and inventory management at Bharat Kirana during the festive seasons has provided several key insights that will significantly inform our future decision-making and operational strategies.

One of the important steps in our analysis is the central significance of **data cleansing**. We carefully went through the dataset for errors, inconsistencies, and duplicates so that it could set a firm base for the analysis process. The process was essential for one reason: assurance that the insights we would arrive at are reliable and, hence, strategic decisions deduced from the data. Building from this clean dataset, our **EDA** has unravelled **influential patterns** and **trends** that will guide our inventory management strategies going forward. We found numerous **products with great seasonality**: their demand is **high during festive seasons** or some certain periods of the year. We also noted how much marketing efforts affected sales volumes. This will help our system of inventory management to take these trends into account and set stock levels more effectively according to the forecasted demand, thus lowering risks of overstocking or stockouts.

Enhanced Demand Forecasting through Trend Analysis

Trend analysis was very helpful in our demand forecasting. By analysing historical sales data we found underlying trends and cycles and used it to forecast demand. This helped us to optimise our inventory levels so we have enough stock to meet customer demand without over committing resources. Being able to forecast demand better reduces the risk of stockouts which can lead to lost sales and overstocking which increases holding costs.

Strategic Focus through Pareto Analysis

Our Pareto analysis showed that a small set of high value products account for a large chunk of our sales and profits. This means we need to focus on these key products in our inventory management (for eg, Sugar Big Loose 1000gms, Rahar Daal Loose 1000gms, 7 Star Rice Loose 1000gms) . By focusing on maintaining optimal stock levels for these high value products we can meet customer demand for our top selling items and maximise revenue and profitability.

Tailored Inventory Management through Item Segmentation

We segmented our inventory management by item and tailored it to the characteristics of each product category. We considered demand patterns, customer behaviour and production process and optimised inventory levels for each category. The Overstocked products like ‘Zeeba Sahi Zaiyka Biryani Rice Loose’ and ‘Tandoori Atta Loose’ should be ordered less in quantity and similarly Understocked Products like ‘Ladli Rice Loose’ and ‘Orange Basmati Rice’ should be ordered more in quantity. This improves operational efficiency and customer satisfaction as we meet customer demand for many products consistently.

Cost Optimization through EOQ Inventory Management

We used the Economic Order Quantity (EOQ) model to get the right balance between inventory holding costs and ordering and receiving costs. By calculating the optimal order quantity for each product, which came out as 1000 units, we reduced overall costs and had enough stock to meet customer demand. This cost efficient approach to inventory management is key to profitability and full shelves.

Actionable Insights for Improved Operational Efficiency

The analysis results provide actionable insights that can significantly enhance Bharat Kirana’s inventory management and overall operational efficiency:

- *Focus on Key Products:* Prioritise the top-performing products identified in the Pareto Analysis for inventory management. Ensuring these products are consistently stocked will have a substantial impact on the store's revenue.

- *Optimise Ordering with EOQ:* Use EOQ to calculate the optimal order quantities for top products. This will reduce inventory costs and maintain optimal stock levels.
- *Adjust for Seasonal Demand:* Monitor sales trends especially during festive periods and adjust inventory accordingly. This will help the store meet peak demand without overstocking.
- *Monitor Cost Sensitivity:* Keep a close eye on ordering costs as EOQ is very sensitive to changes in these costs. Review supplier contracts and negotiate better terms to maintain cost efficient inventory management.
- *Tailor Inventory Strategies by Product Category:* Develop different inventory strategies for seasonal vs non seasonal products. Seasonal products should have flexible inventory levels that can be adjusted for peak demand and non seasonal products should have stable year round inventory.

In summary, our analysis shows that a data driven approach to demand forecasting and inventory management can bring big benefits to Bharat Kirana. By using these analytics the store can identify areas to improve, optimise inventory, reduce costs and increase customer satisfaction. Going forward we recommend Bharat Kirana to continue using these methods, review and refine their inventory management regularly to adapt to changing market and customer needs. This will keep the store competitive, efficient and responsive to customer demands and ultimately drive long term success and profitability.

RECOMMENDATIONS

Based on our comprehensive analysis of Bharat Kirana's demand forecasting and inventory management processes, we propose the following strategies(Rationales and Actions to take) to optimise inventory levels, minimise costs, and enhance customer satisfaction:

Perform Regular Exploratory Data Analysis (EDA):

- *Rationale:* EDA helps to identify patterns and trends that impact inventory management.
- *Action:* Do EDA to find out seasonal demand and sales promotion impact. This will help to make precise inventory adjustments to match stock with customer demand and reduce stockouts and excess inventory costs.

Leverage Trend Analysis for Accurate Demand Forecasting:

- *Rationale:* Demand forecasting is key to maintaining right inventory levels and avoiding supply-demand misalignment.
- *Action:* Use trend analysis to forecast demand better. By finding historical trends and projecting future demand Bharat Kirana can match inventory with customer demand and reduce overstocking and stockouts.

Prioritise High-Value Items Identified through Pareto Analysis:

- *Rationale:* Focusing on top products ensures that resources are spent on products that generate most revenue and customer satisfaction.
- *Action:* Use Pareto analysis to identify and prioritise high-value products. Ensure these key items are consistently stocked to meet customer demand, thereby maximising revenue and profitability.

Segment Products for Tailored Inventory Management Strategies:

- *Rationale:* Different product categories have unique characteristics that require customised inventory strategies to optimise stock levels and customer satisfaction.
- *Action:* Segment products based on demand patterns, customer preferences and production processes. Tailor inventory management strategy to each segment so that inventory levels are optimised for each product type.

Optimise Order Quantities Using the EOQ Model:

- *Rationale:* The EOQ model helps balance the costs of carrying inventory with the costs of ordering, ensuring cost-effective inventory management.
- *Action:* Apply EOQ to calculate order quantities for each segment. This will reduce total inventory cost while keeping enough stock to meet customer demand and reduce expenses and improve operational efficiency.

By adopting these strategies, Bharat Kirana will enhance its demand forecasting and inventory management processes, leading to reduced costs and improved customer satisfaction. We

recommend implementing these strategies immediately to ensure the store is well-prepared for the upcoming peak season.

CONCLUSION

After studying Bharat Kirana's demand forecasting and inventory management during the festive season we have got some valuable insights which will help us shape our inventory management going forward. By doing data cleansing, regular exploratory data analysis and trend analysis we can create precise demand forecasts that will help us optimise inventory and customer satisfaction.

Prioritising high value items through Pareto analysis, segmenting products to tailor inventory management to specific item characteristics and using EOQ model for inventory optimization will reduce costs and ensure we have enough inventory to meet customer demand.

The findings suggest that accurate demand forecasting and inventory management is key to customer satisfaction, cost reduction and profit maximisation. So we recommend implementing these strategies as soon as possible to optimise inventory and meet customer demand during the upcoming peak season.

Overall we are sure these recommendations will improve the accuracy and efficiency of Bharat Kirana's demand forecasting and inventory management. By following these we will be ready to face the challenges and make the most of the festive season and grow.

Useful Link

Link to the BDM Folder containing all the Datasets and Proof of Originality : [!\[\]\(1cc6b6b27654a411b0e71d314f64dde2_img.jpg\) BDM Project](#)