

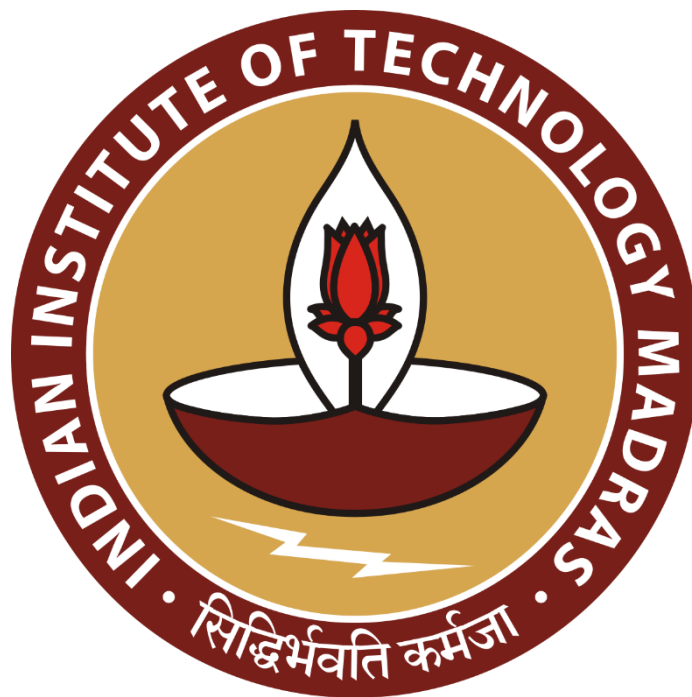
Revitalizing Marketing Strategies for Sole Creed: Stepping into Success

A Final-Term report for the BDM capstone Project

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Executive Summary

Sole Creed is private, small-scale business, started by Mr. Suvansh Malik and Mr. Shivam Ahuja on 1st January 2023, currently encountering many challenges, such as less brand awareness of the company which in turns leading to decrease in sales. The purpose of the proposed capstone project is centered around the objective to understand the complexities of managing or controlling inventory, enhancing the sales and formulating marketing strategies that increases the brand awareness among footwear customers for the respective company.

Considering so, Primary goal of aur Capstone Project will be to understand the reasons for decrease in sales of the company and why the sales are limited to some areas and suggesting the solution so obtained to them. To achieve this, the project will entail an in-depth analysis of the sales data along with fluctuation in selling price over the course of month. Identifying the gaps and areas of improvement in the current strategy will be a critical aspect of this project. The report will also include in depth analysis of the sales data to identify patterns and trends in the sales. This analysis will allow us to identify the best and worst performing SKUs, enabling us to understand and formulate marketing strategies to improve net sales leading to an increase in net profit

After a thorough analysis, the project report will focus on recommendations to combat the problem areas identified above.

To effectively analyze the sales data and make informed business decisions, will be utilizing various Excel tools such as pivot tables, bar graphs, and line graphs etc. that can provide valuable graphical representations. These tools enable a visual representation of the sales data, making it easier to identify trends, patterns, and key insights. By analyzing the outperforming and underperforming products using these Excel tools, recommendation, marketing strategy and data-driven decisions to optimize revenue generation can be formulated.

Detailed Explanation of Analysis Process/Method

:

As mentioned above MS Excel is the main tool which will be used for the analysis. The sales data was collected in csv format along with prices of each product from Sole Creed which was provided by the co-founder of the company in December 2023.

Date	State	District	Name	Age	Gender	Item Purchased	Quantity	Selling Price
9/12/2023	Delhi	South Delhi	Aarav Garg	21	M	The Shoe Cleaning Kit	1	650
9/12/2023	Delhi	South Delhi	Aditya Arora	22	M	The Clear Crate	1	899
10/12/2023	Delhi	East Delhi	Arjun Gupta	28	M	The Shoe Cleaning Kit	1	650
10/12/2023	Delhi	South Delhi	Ayush Aggarwal	22	M	The Clear Crate	1	899
11/12/2023	Delhi	Central Delhi	Dhruv Aggarwal	24	M	The Shoe Cleaning Kit	1	650
12/12/2023	Delhi	North West Delhi	Zayd Ahmed	21	M	The Black Crate	1	899
12/12/2023	Delhi	Central Delhi	Aniket Tiwari	23	M	The Shoe Cleaning Kit	1	650
13/12/2023	Delhi	Central Delhi	Bhavya Singh	21	M	The Liquid Sneaker Cleaner	1	349
13/12/2023	Delhi	South Delhi	Chirag Jain	21	M	The Shoe Cleaning Kit	1	650
15/12/2023	Delhi	North West Delhi	Dinesh Kumar	24	M	The Shoe Cleaning Kit	1	650
15/12/2023	Delhi	South East Delhi	Girish Rawat	22	M	The Shoe Cleaning Kit	1	650
15/12/2023	Tamil Nadu	Chennai	Jatin Malhotra	19	M	The Liquid Sneaker Cleaner	1	349
15/12/2023	Delhi	Central Delhi	Yatin Thakral	20	M	The Liquid Sneaker Cleaner	1	349
17/12/2023	Delhi	South Delhi	Girish Saini	28	M	Custom Shoes	1	8500
18/12/2023	Delhi	South West Delhi	Trilok Kumar	27	M	Custom Shoes	1	9500
18/12/2023	Delhi	South Delhi	Anurag Samajpati	27	M	The Shoe Cleaning Kit	1	650
18/12/2023	Delhi	South Delhi	Ria Rajput	28	F	The Shoe Cleaning Kit	1	650
19/12/2023	Delhi	South East Delhi	Raghav Malik	25	M	Custom Shoes	1	13500
20/12/2023	Haryana	Gurgaon	Saanvi Ahmed	21	F	The Black Crate	1	899
20/12/2023	Uttar Pradesh	Noida	Ishaan Kumar	20	M	The Shoe Cleaning Kit	5	650
20/12/2023	Delhi	South West Delhi	Kunal Choudhary	31	M	The Shoe Cleaning Kit	1	650
21/12/2023	Delhi	South Delhi	Mohit Agarwal	23	M	The Shoe Cleaning Kit	1	650
22/12/2023	Haryana	Gurgaon	Neel Joshi	24	M	The Shoe Cleaning Kit	1	650
22/12/2023	Haryana	Gurgaon	Neel Joshi	24	M	The Shoe Cleaning Kit	1	650
24/12/2023	Delhi	North West Delhi	Jatin Yadav	25	M	The Shoe Cleaning Kit	10	6500
24/12/2023	Delhi	South East Delhi	Mukesh Wadhawan	26	M	Custom Shoes	1	7000
25/12/2023	Uttar Pradesh	Noida	Shrey Singh	28	M	The Liquid Sneaker Cleaner	1	349
26/12/2023	Delhi	Central Delhi	Aditi Tiwari	38	F	The Smoke Crate	1	899
26/12/2023	Haryana	Gurgaon	Bhavya Choudhary	20	F	The Clear Crate	1	899
26/12/2023	Tamil Nadu	Chennai	Rahul Yadav	33	M	The Shoe Cleaning Kit	1	650
27/12/2023	Haryana	Gurgaon	Manan Singh	26	M	The Clear Crate	18	18000
28/12/2023	Delhi	South Delhi	Aarav Sharma	19	M	The Shoe Cleaning Kit	1	650
29/12/2023	Haryana	Gurgaon	Aditya Singh	34	M	The Liquid Sneaker Cleaner	1	349
29/12/2023	Uttar Pradesh	Ghaziabad	Raghav Mehta	22	M	The Shoe Cleaning Kit	1	650
30/12/2023	Haryana	Gurgaon	Risabh Garg	21	M	The Clear Crate	1	900
30/12/2023	Delhi	Central Delhi	Divyanshu Kashyap	23	M	Custom Shoes	1	10000
30/12/2023	Delhi	South Delhi	Surya Kumar	23	M	The Shoe Cleaning Kit	1	650
31/12/2023	Haryana	Gurgaon	Tarun Yadav	25	M	The Shoe Cleaning Kit	1	650
31/12/2023	Delhi	South Delhi	Utkarsh Bansal	35	M	The Shoe Cleaning Kit	1	650
1/1/2024	Delhi	South Delhi	Vicky Rajput	25	M	The Clear Crate	1	899
1/1/2024	Uttar Pradesh	Noida	Xander Mehta	27	M	The Clear Crate	1	899

(The above report is snapshot of the data provided by the co-founder of the company)

The above report covers the sales data of the company Sole Creed which was recorded in December 2023. It includes the date when the order was placed, area, name, age, gender of the customers, Item name which was ordered, and the cost of the respective items. The table has 41 rows and 9 columns.

By using the sum formula in Excel, I calculated the sales/revenue date wise.

Revenue Earned on this date =SUM(row which records the sales of that date)

This will help us to get the total revenue of the company that has been incurred in the month of December

$$Total\ Revenue = \sum R_i$$

where R_i = Revenue made at i^{th} day

Dates	Revenue Earned
13/12/2023	999
15/12/2023	1998
17/12/2023	8500
18/12/2023	10800
19/12/2023	13500
20/12/2023	2199
21/12/2023	650
22/12/2023	650
24/12/2023	13500
25/12/2023	349
26/12/2023	2448
27/12/2023	18000
28/12/2023	650
29/12/2023	999
30/12/2023	11550
31/12/2023	1300
9/12/2023	1549
10/12/2023	1549
11/12/2023	650
12/12/2023	1549
1/1/2024	1798

(Snapshot of small table representing revenue earned day wise)

Similarly, to find the volume of the SKU's, I have used pivot table in order to get the count of the respective SKU's which eases my calculation

Row Labels	Sum of Quantity
Custom Shoes	5
The Black Crate	2
The Clear Crate	24
The Liquid Sneaker Cleaner	5
The Shoe Cleaning Kit	33
The Smoke Crate	1
Grand Total	70

(Snapshot of pivot table used to calculate count of items purchased)

Now, to calculate the revenue earned by the respective SKU's is calculated by first analyzing the cost of all the SKU's and then to calculate the revenue we use formula:

$$\text{Revenue} = \text{Volume of the SKU} * \text{Price of that SKU}$$

For Example: The count of the black crate is 2 and the selling price of this SKU is Rs.899 then revenue will be $2 * 899 = \text{Rs.1798}$

Items	Count of Items	Cost of each SKU	Revenue Earned
Custom Shoes	5	Different Rates	48500
The Black Crate	2	899	1798
The Clear Crate	24	899	21576
The Liquid Sneaker Cleaner	5	349	1745
The Shoe Cleaning Kit	33	650	21450
The Smoke Crate	1	899	899
Items	Revenue Earned From SKU'S		
Custom Shoes	48500		
The Black Crate	1798		
The Clear Crate	21576		
The Liquid Sneaker Cleaner	1745		
The Shoe Cleaning Kit	21450		
The Smoke Crate	899		

(Snapshot of simplified data of total revenue of SKU's)

To understand the Area which is mostly covered by the Sole Creed, I used Pivot table to note the states and districts of the customers which was present in the sales data provided by the co-founder.

Row Labels	Count of State
Delhi	27
Haryana	6
Haryana	1
Tamil Nadu	2
Uttar Pradesh	4
Grand Total	40

(Snapshot of the pivot table)

Districts	Count of Districts
East Delhi	1
North West Delhi	3
South Delhi	12
South East Delhi	3
South West Delhi	2

(Snapshot of the table made for districts of Delhi using pivot table)

This will help us to understand that in which area the company lack and in which company the demand of their good are decent.

Also, to understand the target customers we can look upon the personal details of the consumer which will help us to identify the correct customers and thus can target them to increase the sales.

This can also be done using the Pivot table.

Row Labels	Count of Age
19	2
20	3
21	6
22	4
23	4
24	3
25	4
26	2
27	3
28	4
31	1
33	1
34	1
35	1
38	1
Grand Total	40

(Snapshot of the Pivot table to understand the age group of the consumers)

Age Range	Count of Customers
15-19	2
20-24	20
25-29	13
30-34	3
35-39	2

(Range of Age)

Row Labels	Count of Gender
F	4
M	36
Grand Total	40

(Snapshot of Gender of customers)

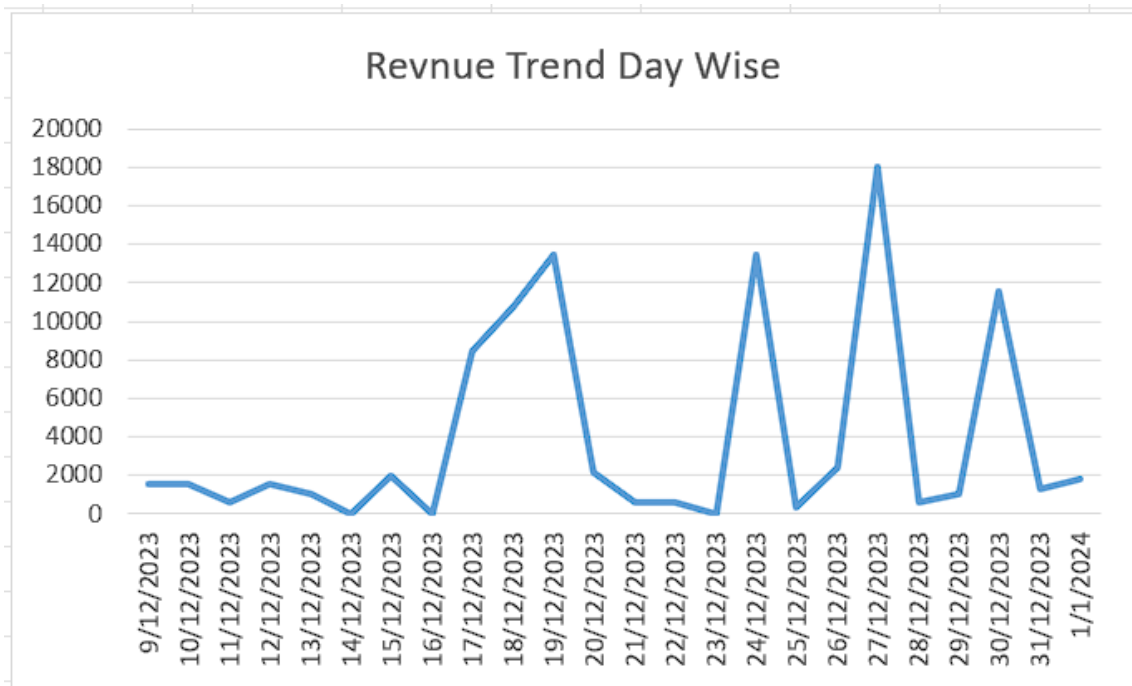
The data of the company's inventory is also provided by the co-founder of the company in order to understand the inventory of the company.

Inventory Data	Original Stock
The Shoe cleaning Kit	100
The Clear Crate	30
The black crate	10
The smoke crate	20
Custom Shoes	6

(Snapshot of stock of the company)

Results and Findings:

The below graph is generated for the Revenue (Sales) generated for the month (December 2023).



(Line graph representing day wise sales)

- Since the company is a footwear company and sell mostly products related to shoes, like shoe cleaning kits, shoe crates, which are expensive, and thus, there are some days when no order is placed.
- It is visible from graph that days like 14/12/2023, 16/12/2023 and 23/12/2023, No order is placed by the customers.
- Also, in some days like 17/12/2023, 18/12/2023, 19/12/2023, 24/12/2023, 26/12/2023, 27/12/2023 and 30/12/2023 the sales are above 2000.
- The maximum line which the graph touches is 18000, showing the maximum sales on that day that is on 27/12/2023

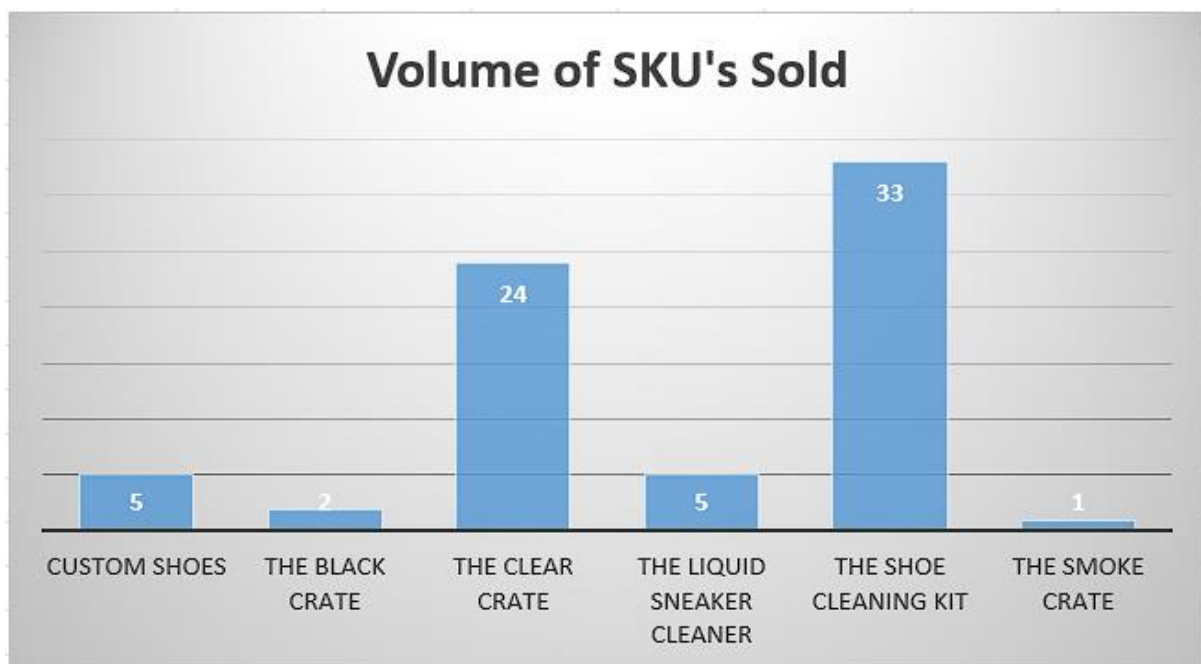
This curve suggest that the sales are decent for a startup but is not good enough for the growth of the company.

Total Revenue	89890
Average Revenue	4494.5
Standard Deviation	5373.113738
Min Revenue	0
Max Revenue	18000
Range	18000
Variance	28870351.24
Median	1549
Mode	650

(Calculation of Total, Average, Standard Deviation of Revenue)

- The Total Revenue and Average Revenue is calculated by using the formulas:
 - 1) =SUM(Column of the Revenue)
 - 2) =AVERAGE(column of the revenue).This shows that the revenue earned is quite good for the company.
- Similarly, the other variability is calculated using the respective formulas of Standard deviation and variance.
- The analysis above shows the average daily revenue stands at ₹4494.5 with a standard deviation being ₹5373.113 which is quite high for such a low average indicating high revenue fluctuation
- Minimum revenue stand at: ₹0
Maximum revenue stand at: ₹18,000
Giving us a range of: ₹18,000
- The minimum revenue for the company is zero since there is no order placed on certain days.

To analyze the maximum and minimum volume of SKUs in the month of December, I have drawn bar graph:



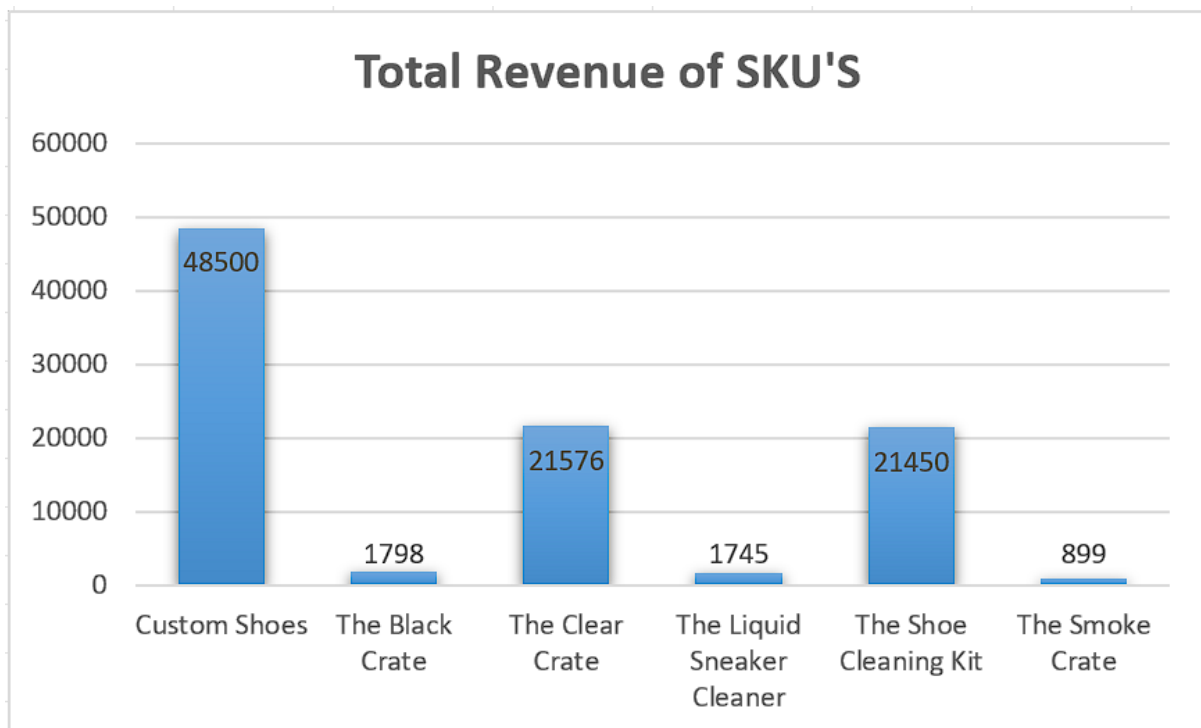
(Bar graph representing volume of SKU's)

- The maximum sold SKU is The Shoe Cleaning Kit (about 33)
- The minimum sold SKU is The Smoke Crate (about 1)

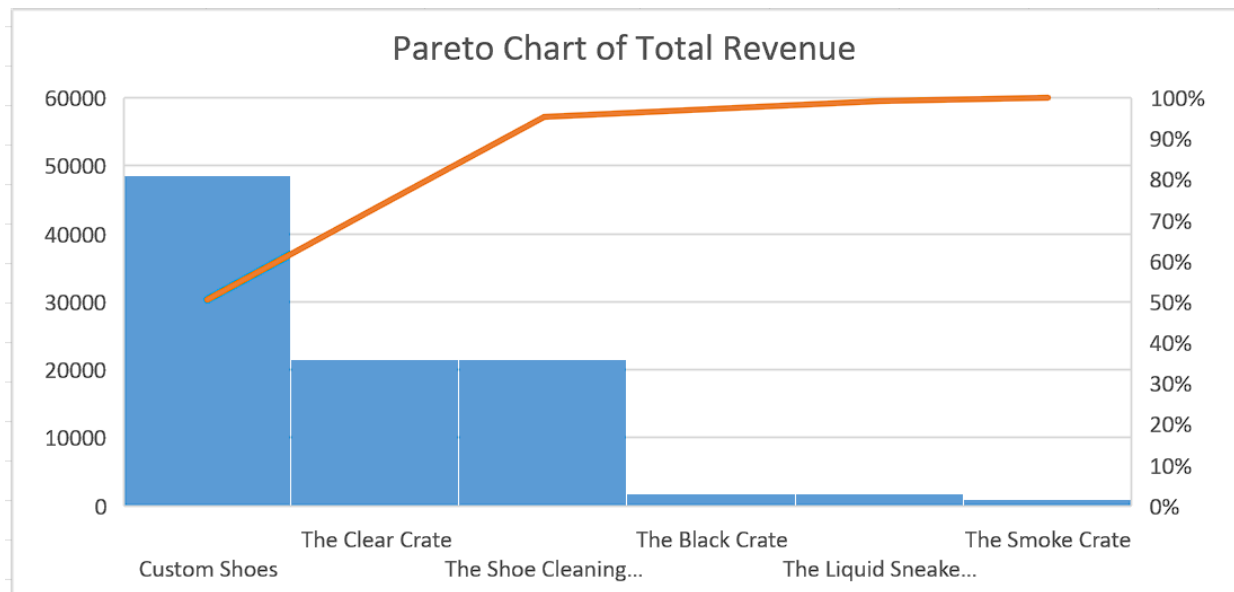
- It is clear from the above that the demand for The Shoe Cleaning Kit is way above than other products

To analyze revenue generated by each SKU, the below graphs are generated

- 1) For the revenue generated by each SKU over the period of a month
- 2) Pareto chart in respect to the Total revenue generated over the period of a month.
- 3) Revenue proportion of each SKU to total revenue.



(Total Revenue of all the SKU's over a month)



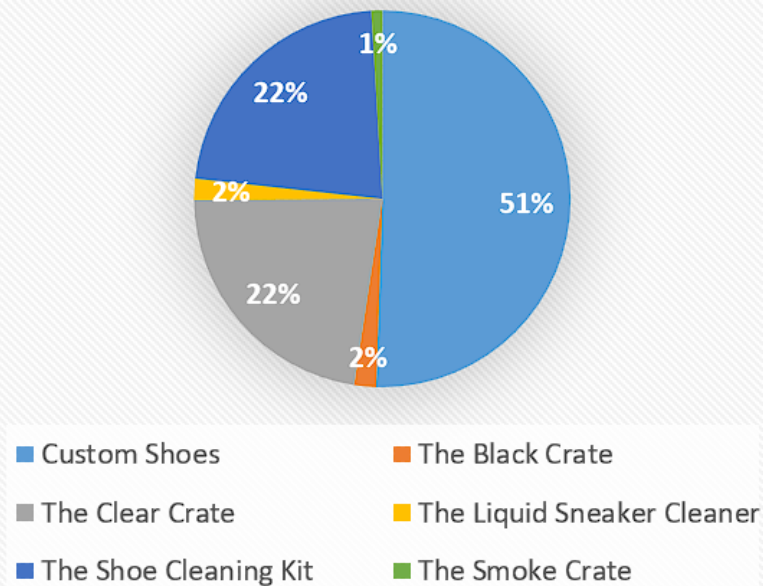
(Pareto Chart of Total Revenue)

Above analysis depicts that the Custom Shoes, the clear crate and the shoe cleaning kit are the main revenue generating SKU for the shop.

Also, the custom shoes and the clear crates are 2 major contributors to approx 80% of the total revenue generated of the shop

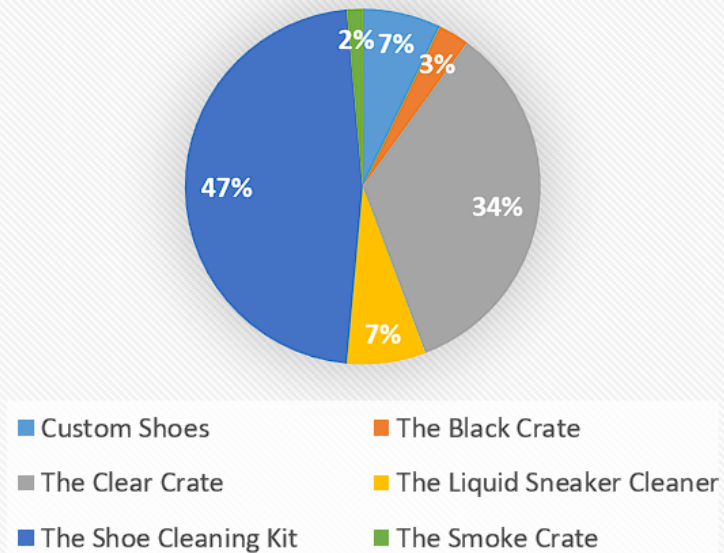
To analyze each SKU contribution along with pareto, the below graphs are generated to show the proportion of each SKU contribution to Total revenue generated as well as Total sales volume of the shop for a period of month

Revenue Proportion



(SKU's proportion to Total Revenue)

Sales Volume Proportion



(Sales Volume Proportion of SKU's)

- From the above analysis it can be clearly deduced that Sales and revenue proportion for each SKU are directly related to each other (except 2

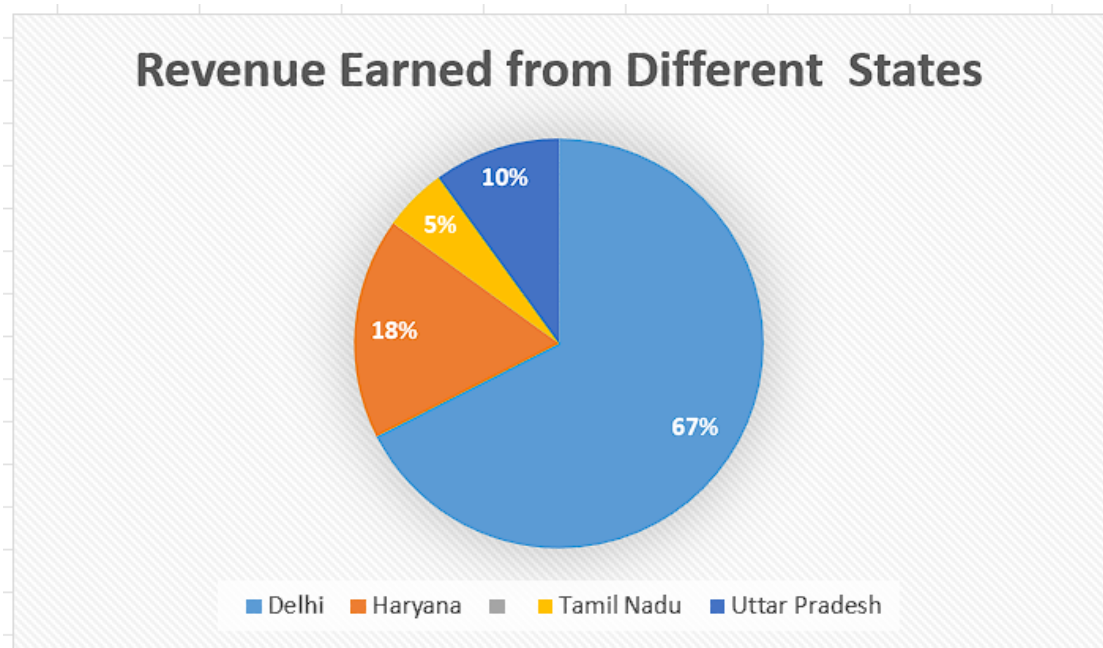
SKUs) meaning there is no high revenue generating product at low sales volume for the shop.

- Custom Shoes which have a contribution of 7% to the sales volume proportion while having a contribution margin of 51% to the total revenue indicating high revenue generation at low volume in comparison to other SKU's
- While The Shoe Cleaning Kit and The Clear Crates contributes to 47% and 34% respectively to sales volume proportion but the proportion of it to revenue is only 22% and 22% respectively
- It can also be seen that the major 3 SKUs from the pareto chart for revenue have a high-sales volume proportion and revenue proportion making our pareto chart results valid.

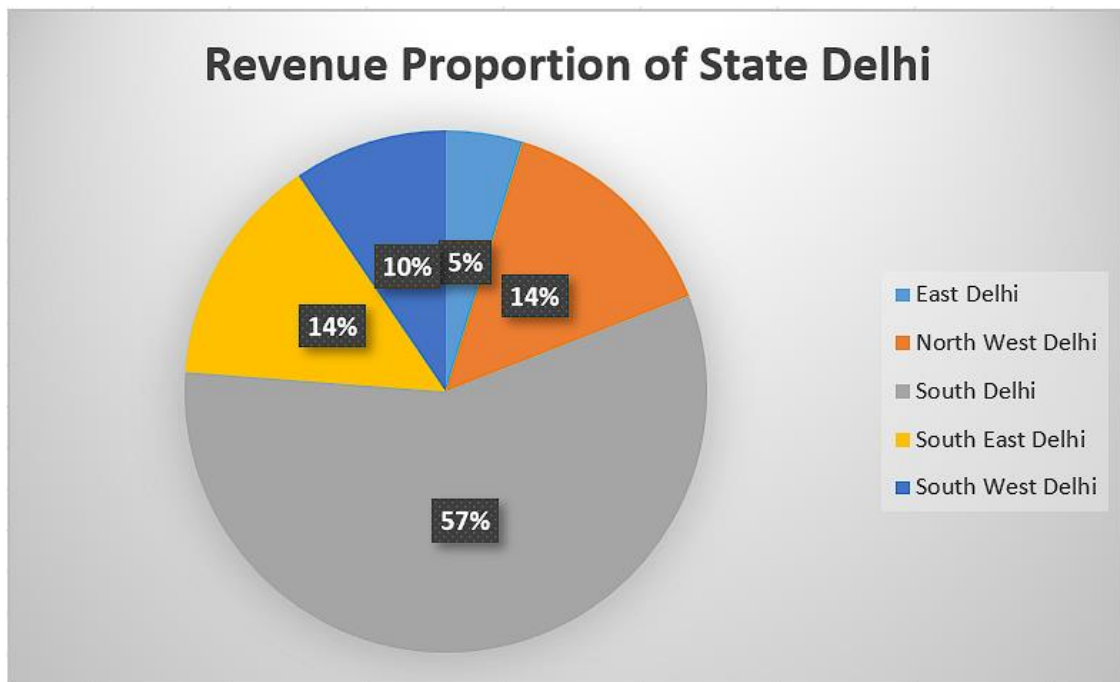
To analyze the revenue earned from different parts of India, the below graphs are generated:

1)Revenue proportion from different states of India

2)Revenue earned from the state where the sales are made the most



(Pie chart for revenue proportion of states)

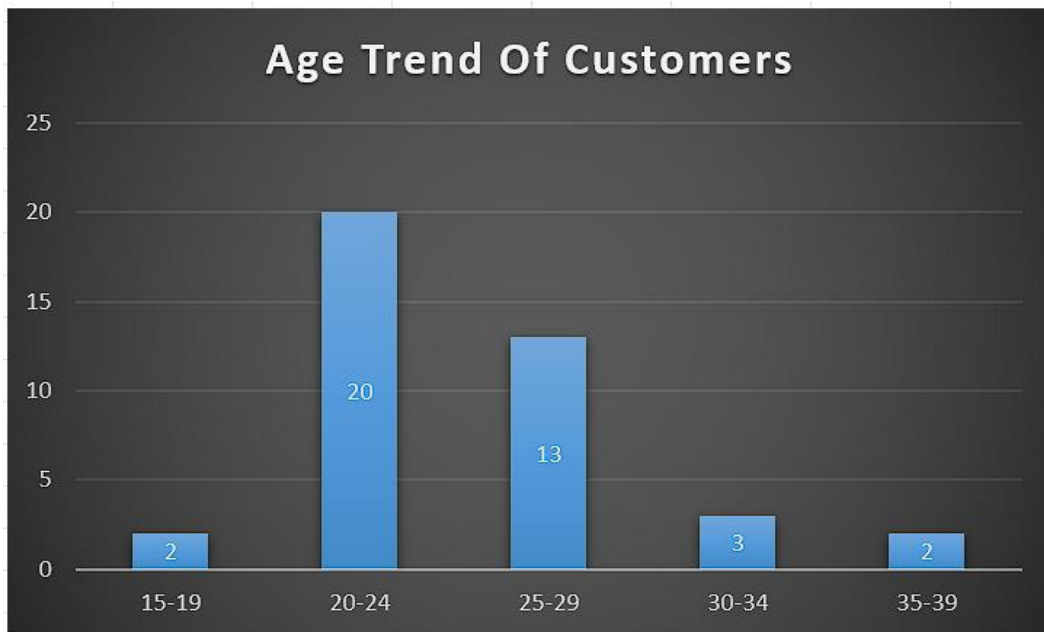


(Pie chart of revenue proportion of Delhi state)

- The customers who placed the order in month of December mostly belong to the state Delhi.
- More than half of the revenue is generated from the state Delhi while the Tamil Nadu only contributes 5% to total revenue
- The revenue proportion of state Delhi signifies that about half of the revenue is generated from South Delhi district.

It indicates that the reach of the company all over India is very poor as the orders are mostly placed from one state i.e. Delhi. Also the sales are also not proportionate around Delhi also as from above pie chart it is clearly visible that only the South Delhi customers' orders the product.

The below graphs are recorded to understand the section of customers, so that company can focus its marketing strategy according to the respective customers.



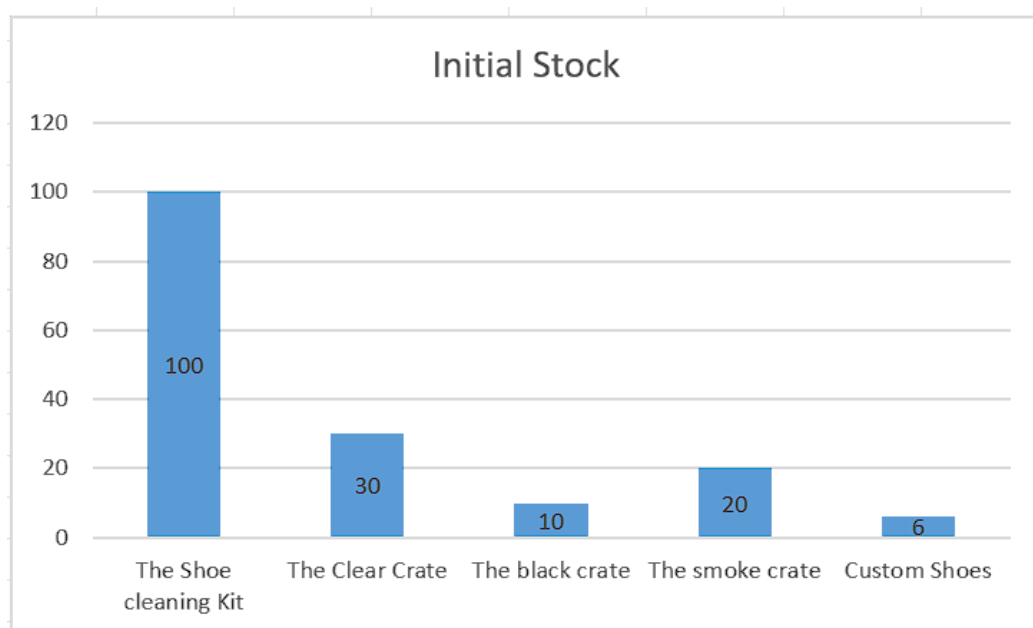
(Bar chart for the Age trend of the Customers)

- The age trends of the customers shows that the customers who orders these footwear items belong to the age grp 20-24.
- This shows that these products are mostly popular in youngsters or college going students.

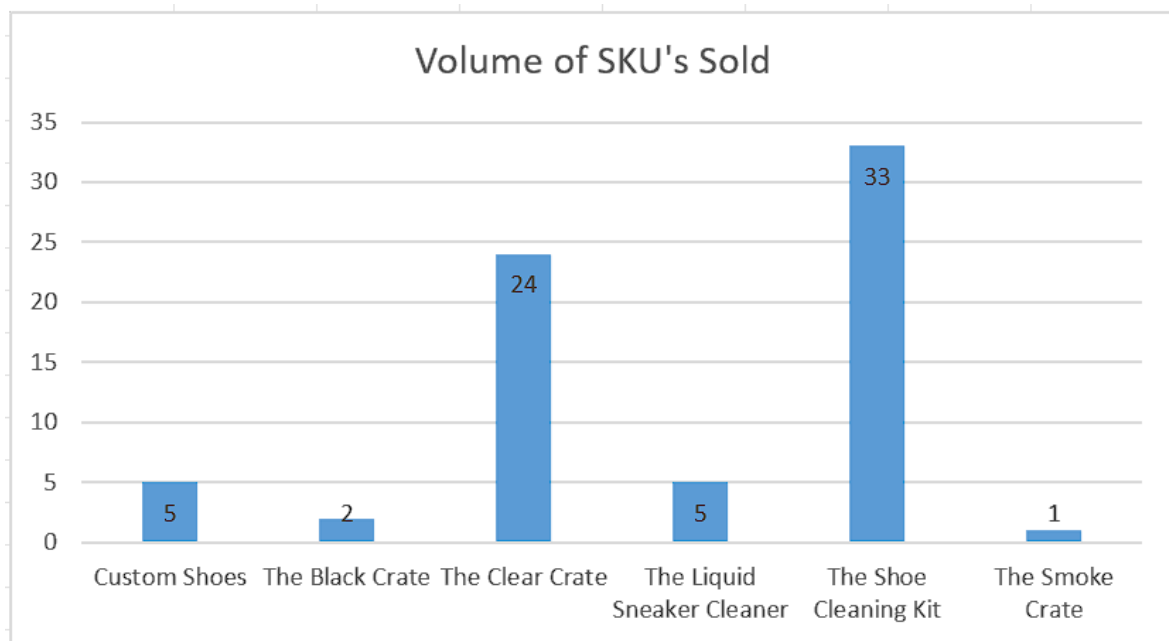
To understand the inventory management of the company we have to study the following graphs:

1)Initial Inventory which is filled during the first day of month

2)Stock sold during the month



(Snapshot of Bar Graph of initial stock)



(Snapshot of Sold stock)

- Comparing the above avg stock graph with avg sales of each item, we can see that there are no abnormalities
- The Initial Stock of items and the stock that is sold are directly proportion to each other as seen from above graphs.
- The shoe cleaning kit having the highest initial stock is also sold in large quantities same for the clear crates
- The Clear Crate and the Custom Shoes are not having much difference between the initial stock and the stock sold indicating a healthy sale.
- While the smoke crates and the black crate are not much sold in the month of December despite of having good number of units in their Godown.

Interpretation of Results and Recommendation:

Recommendation 1: Increase the production of high revenue items like Custom shoes

Based on the analysis, it is evident that the custom shoes are having significantly higher revenue margins compared to other items. The shop owner can take advantage of this by increasing the sales of these items, resulting in higher profits and additional assets for the company.

- These shoes are basically first purchased from the different stores and then are modified according to the customer needs or according to the trending fashion this helps the company to sell the product at a higher rate which in turns helps them to earn a larger revenue.
- These Custom shoes are high revenue provider for low volume sales proportion which indicates these helps the company to gain a decent profit.
- The Stock of all the shoes is mostly sold indicating that there is a quite demand for these shoes.

Recommendation 2: Organizing their stalls or market near college or in college fests

As from the age trend of the graph it is visible that the age range of 20-24 are highly interested in the footwear products. So, in order to target this set of customers the company should organize its stalls or market in the college fest of Delhi colleges. They should mostly organize their market in northern, eastern and western part of Delhi as their sales are quite good in southern part of Delhi.

Since the members of the company are mostly college students, they can contact other students to get the details of the fest and thus can organize their stalls in fests.

Recommendation 3: Advertising their products on social media platforms

This method can help the company to increase their market all over Indian and not only till Delhi.

- Today, the youngsters are mostly engaged in the social media platforms like Instagram, Facebook etc.
- In order to gain their attention, the company should advertise their products on these platforms which can thus help the company to reach the wider section of customers.

Recommendation 4: Additional Steps

Effective Pricing Strategies:

Another aspect to consider in increasing profitability is implementing effective pricing strategies. The shop owner can explore the following approaches:

- **Bundle Pricing:** As from analysis done above it is visible that the smoke crate and black carte are not having much of its sale in order to tackle that the company can perform Bundle Pricing.

Consider creating bundled offers where related products, such as different crates are sold together at a discounted price. This strategy encourages customers to purchase multiple items and increases the overall value of each transaction.

- **Promotional Pricing:** Periodically offer special promotions, such as discounts, buy-one-get-one-free offers, or limited-time offers, to create a sense of urgency and attract customers. These promotional pricing strategies can boost sales during specific periods and generate excitement among customers.

Enhancing their website and building a small store:

Following suggestions can take in account to enhance the company sales:

- **Eye-Catching Displays:** Arrange high-revenue items, such as The Custom Shoes at the front page of the website Use creative and appealing decorations to draw attention and entice customers to explore those sections.

- **Sample Stations:** The company can also build a small sample station near their Godown where the customers can test or view their products. This allows customers to experience the quality and flavor, increasing their likelihood of making a purchase.

By implementing effective pricing strategies and enhancing store display and visual merchandising, the shop can create a more enticing and customer-friendly environment, leading to increased sales and profitability.

Conclusion:

In conclusion, the analysis of Sole Creed's sales and expenditure data has provided valuable insights and recommendations for improving the company's revenue and its marketing strategies.

The analysis revealed that certain items, such as Custom shoes, have high-revenue margins and represent significant opportunities for increasing sales. By implementing targeted marketing strategies, such as social media advertisements and partnerships with other businesses, the shop can tap into the potential of these high-profit items.

Additionally, offering bulk sales and discounts can incentivize customers to purchase larger quantities, further boosting sales volume and overall profitability.

The analysis also revealed that the sales are mostly done by the customers residing in Delhi state as the company's store is present in Delhi. Also, the sales in Delhi are mostly made in the southern part of the state which help us to get some idea about the area coverage of the company.

The findings also highlighted the customer details and which type of customers are mostly interested in footwear products. This not only help us to find the target customer but also provided us the ways to how to reach these types of customers all over India.

The analysis also helps us to understand the inventory management. By comparing the initial inventory with the sales volume proportion, we understand that the sales of some products like The Clear Crate and The Custom Shoes are up to the mark but products like the smoke crate and the black crate are not having much of its sales.

In addition, the recommendations to enhance store display and utilize effective pricing strategies can contribute to increased customer attraction and sales. Eye-catching displays, sample stations, and promotional pricing can create a positive shopping experience and encourage customers to make additional purchases, leading to higher revenue and profitability.

By implementing these recommendations, Sole Creed can improve its financial performance, increase profitability, and establish a stronger position in the market. It is important for the Company owner to continually monitor and evaluate the effectiveness of these strategies, making necessary adjustments to ensure long-term growth and sustainability.

Important Links:

The Excel Sheet used for Data Analysis is here:



Data of sales.xlsx

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