

Revitalizing Redtape: Sales Analysis & Growth Strategy

A Proposal report for the BDM capstone Project

Submitted by

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Declaration Statement

Project Title: "Revitalizing Redtape: Sales Analysis & Growth Strategy"

I am working on a Project titled "Revitalizing Redtape: Sales Analysis & Growth Strategy." I extend my appreciation to Redtape Outlet Showroom, C road, Sardarpura, Jodhpur, Rajasthan 342001, and specifically to Mr. Rajkumar (Store Manager), for providing the necessary resources and access 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 from primary sources including sales transactions, inventory records, customer behavior observations, and staff interviews, then 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 using Microsoft Excel and its associated tools.

I am dedicated to adhering to the principles 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 understand that all recommendations made in this project report are within the context of the academic project taken up towards course fulfillment in the BS Degree Program offered by **IIT Madras**. The institution does not endorse any of the claims or comments made in this report, and the practical implementation of any recommendations is entirely at the discretion of **Redtape management**.

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Date: May 13, 2025

Signature of Candidate:

A handwritten signature in blue ink that reads "Aaryan".

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1 Executive Summary

This proposal aims to analyze and enhance the sales performance of Redtape Outlet Showroom located at C road, Sardarpura, Jodhpur, Rajasthan 342001. Despite being a well-established footwear and apparel brand in the Indian market, the Jodhpur outlet has experienced fluctuating sales performance and suboptimal customer conversion rates over the past year. Through systematic collection and analysis of primary data including sales transactions, customer behavior patterns, inventory movements, and website analytics, this project will identify critical factors affecting sales performance and customer purchase decisions. The analysis will focus on examining seasonal trends, category performance variations, pricing strategy effectiveness, and customer journey bottlenecks using accessible data analysis techniques in Excel. The project employs a structured timeline spanning May 13 to July 12, 2025, during which we will collect data, perform thorough analysis, and develop strategic recommendations. The expected outcomes include a comprehensive sales performance dashboard, detailed category performance analysis, customer segmentation model, pricing strategy optimization, and customer journey improvements. These insights aim to deliver significant improvements in conversion rates, reduction in cart abandonment, and increase in average order value within six months of implementation, directly addressing the business challenges faced by Redtape's Jodhpur location.

2 Organization Background

Redtape is a premium footwear and apparel brand established in the Indian market since 1996, initially specializing in formal and casual shoes before expanding into sports footwear and apparel. The brand is owned by Mirza International Limited, a publicly listed company with headquarters in Kanpur, Uttar Pradesh. The Redtape Outlet Showroom at C road, Sardarpura, Jodhpur was launched as a key retail location to reach customers in Rajasthan and offer both current season merchandise and discounted products from previous seasons. The retail outlet operates with a team of sales associates handling inventory management, customer service, visual merchandising, and store operations under the supervision of the store manager, Mr. Rajkumar. The store serves customers primarily from Jodhpur city and surrounding areas of Rajasthan. Redtape's brand positioning emphasizes "British heritage with contemporary style," targeting middle and upper-middle-class consumers aged 25-45 years. While enjoying strong brand recognition in the target demographic, the Jodhpur store has recently faced challenges in maintaining consistent sales growth amidst increasing competition from both established brands like Woodland, Liberty, and newer online-first players in the region.

3 Problem Statement

1. To identify key factors affecting sales performance and customer conversion rates at Redtape's Jodhpur outlet showroom
2. To analyze seasonal variations in product category performance and their impact on overall sales revenue
3. To determine the effectiveness of current pricing strategies and discount structures on customer purchase behavior
4. To identify bottlenecks in the customer journey from store entry to purchase completion that lead to abandoned shopping carts and lost sales

4 Background of the Problem

The management of Redtape's Jodhpur outlet store, led by Mr. Rajkumar, has observed inconsistent sales performance over the past several months, with periods of growth followed by unexpected declines. While the overall footwear and apparel market in Rajasthan has shown steady growth annually, the Jodhpur store's growth has been limited, indicating lost market opportunities. Observational data shows concerning customer behavior trends with a high bounce rate (customers entering but not engaging with products) and a significant "cart abandonment" rate (customers trying products but not purchasing) compared to industry averages.

Furthermore, the average transaction value has remained stagnant over the past year, despite several marketing campaigns and discount offers implemented by Mr. Rajkumar and his team. The store's customer acquisition cost has increased in recent months, while the customer lifetime value has not shown corresponding growth. Sales of women's footwear, a category that typically drives higher margins, has underperformed compared to target, while the store's online order fulfillment system has seen an increase in returns. These indicators suggest underlying issues in the in-store experience, product mix, pricing strategy, or customer engagement processes that need to be identified and addressed to restore growth trajectory and profitability for the Jodhpur location.

5 Problem Solving Approach

5.a Methods

1. **Time Series Analysis:** To identify sales trends, seasonal patterns, and anomalies in the Jodhpur store's performance.
2. **Price Elasticity Analysis:** To determine optimal pricing strategies for the Jodhpur market.

5.b Data Collection

1. **Sales Transaction Data:** From the store's point-of-sale system with authorization from Mr. Rajkumar.
2. **Pricing History Data:** Historical record of regular prices and discounts applied to different product categories.
3. **Competitor Pricing Data:** Current pricing of similar products at competing stores in Jodhpur.

5.c Analysis Tools

1. **Microsoft Excel:** For data organization, time series decomposition, and price elasticity calculations.
2. **Excel Visualization Tools:** For creating trend charts and price-demand curves.

6 Expected Timeline - Work Breakdown Structure and Gantt Chart

Work Breakdown Structure (WBS)

1. Project Initiation (May 13-15, 2025)
 - Initial meeting with Mr. Rajkumar
 - Problem definition and scope finalization
2. Data Collection (May 16-25, 2025)
 - Extract sales transaction data
 - Collect pricing and discount information
3. Data Preparation (May 26-31, 2025)
 - Data validation and cleaning
 - Data transformation for analysis
4. Time Series Analysis (June 1-10, 2025)
 - Sales trend identification
 - Seasonal pattern analysis
 - Anomaly detection
5. Price Elasticity Analysis (June 11-20, 2025)
 - Price-volume relationship analysis
 - Discount effectiveness evaluation
 - Competitive price positioning
6. Results Interpretation (June 21-30, 2025)
 - Identify key findings
 - Formulate recommendations

7. Final Report and Presentation (July 1-12, 2025)

- Compile comprehensive report
- Present findings to Mr. Rajkumar and BDM Team (Dr. Aaditya Chandel and Dr. Ashwin J. Baliga.)

GANTT-CHART

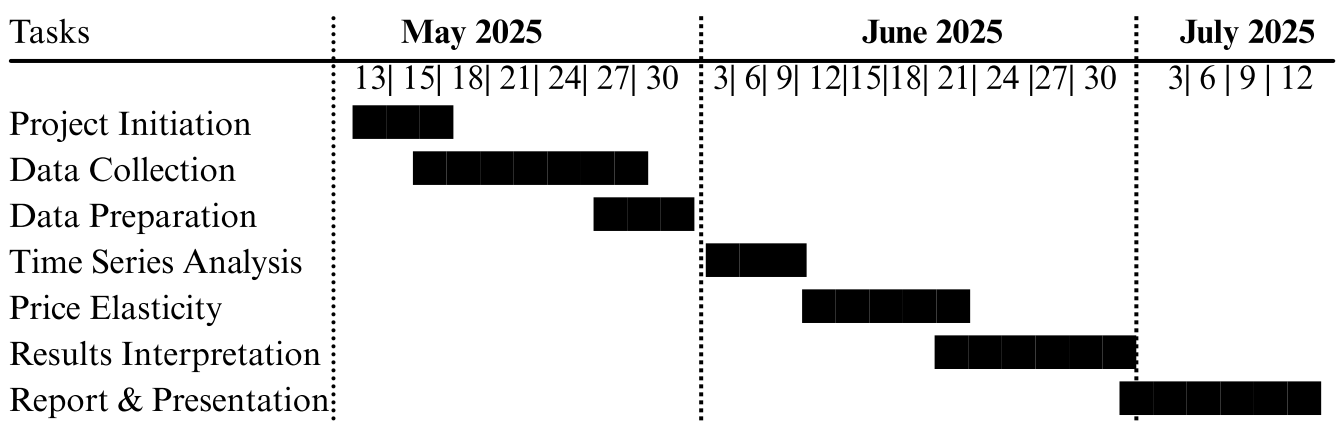


Figure 1 : Expected timeline for completion of project

7 Expected Outcomes

These deliverables will equip Redtape's Jodhpur store with practical, data-driven insights focused specifically on sales pattern understanding and price optimization. The expected impact includes a 10-15% improvement in revenue through optimized pricing, 5-10% reduction in excess inventory through better demand forecasting, and improved margin performance by identifying the most profitable price points for key product categories. This focused approach will directly address the core challenges of inconsistent sales performance and stagnant transaction values at the Jodhpur location.

The sales analysis and improvement project for Redtape's Jodhpur Outlet Showroom is expected to deliver the following outcomes:

1. **Comprehensive Sales Trend Analysis:** A detailed breakdown of sales patterns over time, identifying peak selling periods, slow seasons, and year-over-year performance changes. This will enable Mr. Rajkumar to better anticipate market demands and plan inventory accordingly.
2. **Seasonal Variation Mapping:** Identification of seasonal factors affecting product category performance in Jodhpur, including local festivals, tourist seasons, and weather patterns that impact footwear and apparel sales. This will help in developing season-specific merchandise strategies.
3. **Price Elasticity Model by Product Category:** A quantitative analysis showing how price changes affect sales volume across different product categories. This will reveal which products are price-sensitive versus which have loyal customers regardless of price.
4. **Optimal Price Point Recommendations:** Data-driven suggestions for price adjustments across key product categories to maximize revenue without sacrificing sales volume, based on historical performance and local market conditions.
5. **Discount Strategy Effectiveness Analysis:** Evaluation of past promotional campaigns and discount structures, identifying which approaches generated the best return on investment for the Jodhpur store.
6. **Competitive Price Positioning Framework:** A comparative analysis of Redtape's price points against key competitors in Jodhpur, highlighting opportunities for strategic price adjustments to improve competitive advantage.
7. **Sales Forecasting Model:** A predictive tool based on identified trends and seasonality that Mr. Rajkumar can use for short-term sales projections and inventory planning.