qwertyuiopasdfghjklzxcvbnmqwertyuiopasdfghjklzxcvbnmqwertyuiopasdfghjklzxcvbnmqwertyuiopasdfghjklzxcvbnmqwertyuiopasdfghjklzxcvbnmqwertyuiopasdfghjklzxcvbnmqwertyuiopasdfghjklzxcvbnmqwertyuiopasdfghjklzxcvbnmqwertyuiopasdfghjklzxcvbnmqwertyuiopasdfghjklzxcvbnmqwertyuiopasdfghjklzxcvbnmqwertyuiopasdfghjklzxcvbnmqwertyuiopasdfghjklzxcvbnmqwertyuiopasdfghjklzxcvbnmqwertyuiopasdfghjklzxcvbnmqwertyuiopasdfghjklzxcvbnmqwertyuiopasdfghjklzxcvbnmqwertyuiopasdfghjklzxcvbnmrtyuiopasdfghjklzxcvbnmqwertyuiopasdfghjklzxcvbnmqwertyuiopasdfghjklzxcvbnmqwertyuiopasdfghjklzxcvbnmqwertyuiopasdfghjklzxcvbnmqwertyuiopasdfghjklzxcvbnmqwertyuiopasdfghjklzxcvbnmqwertyuiopasdfghjklzxcvbnmqwertyuiopasdfghjklzxcvbnmqwertyuiopasdfghjklzxcvbnmqwertyuiopasdfghjklzxcvbnmqwertyuiopasdfghjklzxcvbnmqwertyuiopasdfghjklzxcvbnmrtyuiopasdfghjklzxcvbnmqwertyuiopasdfghjklzxcvbnmqwertyuiopasdfghjklzxcvbnmqwertyuiopasdfghjklzxcvbnmqwertyuiopasdfghjklzxcvbnmqwertyuiopasdfghjklzxcvbnmqwertyuiopasdfghjklzxcvbnmqwertyuiopasdfghjklzxcvbnmqwertyuiopasdfghjklzxcvbnmqwertyuiopasdfghjklzxcvbnmqwertyuiopasdfghjklzxcvbnmqwertyuiopasdfghjklzxcvbnmqwertyuiopasdfghjklzxcvbnmrtyuiopasdfghjklzxcvbnmqwertyuiopasdfghjklzxcvbnmqwertyuiopasdfghjklzxcvbnmqwertyuiopasdfghjklzxcvbnmqwertyuiopasdfghjklzxcvbnmqwertyuiopasdfghjklzxcvbnmqwertyuiopasdfghjklzxcvbnmqwertyuiopasdfghjklzxcvbnmqwertyuiopasdfghjklzxcvbnmqwertyuiopasdfghjklzxcvbnmqwertyuiopasdfghjklzxcvbnmqwertyuiopasdfghjklzxcvbnmqwertyuiopasdfghjklzxcvbnmrtyuiopasdfghjklzxcvbnmqwertyuiopasdfghjklzxcvbnmqwertyuiopasdfghjklzxcvbnmqwertyuiopasdfghjklzxcvbnmqwertyuiopasdfghjklzxcvbnmqwertyuiopasdfghjklzxcvbnmqwertyuiopasdfghjklzxcvbnmqwertyuiopasdfghjklzxcvbnmqwertyuiopasdfghjklzxcvbnmqwertyuiopasdfghjklzxcvbnmqwertyuiopasdfghjklzxcvbnmqwertyuiopasdfghjklzxcvbnmqwertyuiopasdfghjklzxcvbnmrtyuiopasdfghjklzxcvbnmqwertyuiopasdfghjklzxcvbnmqwertyuiopasdfghjklzxcvbnmqwertyuiopasdfghjklzxcvbnmqwertyuiopasdfghjklzxcvbnmqwertyuiopasdfghjklzxcvbnmqwertyuiopasdfghjklzxcvbnmqwertyuiopasdfghjklzxcvbnmqwertyuiopasdfghjklzxcvbnmqwertyuiopasdfghjklzxcvbnmqwertyuiopasdfghjklzxcvbnmqwertyuiopasdfghjklzxcvbnmqwertyuiopasdfghjklzxcvbnmrtyuiopasdfghjklzxcvbnmqwertyuiopasdfghjklzxcvbnmqwertyuiopasdfghjklzxcvbnmqwertyuiopasdfghjklzxcvbnmqwertyuiopasdfghjklzxcvbnmqwertyuiopasdfghjklzxcvbnmqwertyuiopasdfghjklzxcvbnmqwertyuiopasdfghjklzxcvbnmqwertyuiopasdfghjklzxcvbnmqwertyuiopasdfghjklzxcvbnmqwertyuiopasdfghjklzxcvbnmqwertyuiopasdfghjklzxcvbnmqwertyuiopasdfghjklzxcvbnmrtyuiopasdfghjklzxcvbnmqwertyuiopasdfghjklzxcvbnmqwertyuiopasdfghjklzxcvbnmqwertyuiopasdfghjklzxcvbnmqwertyuiopasdfghjklzxcvbnmqwertyuiopasdfghjklzxcvbnmqwertyuiopasdfghjklzxcvbnmqwertyuiopasdfghjklzxcvbnmqwertyuiopasdfghjklzxcvbnmqwertyuiopasdfghjklzxcvbnmqwertyuiopasdfghjklzxcvbnmqwertyuiopasdfghjklzxcvbnmqwertyuiopasdfghjklzxcvbnmqwwertyuiopasdfghjklzxcvbnmqwertyuiopasdfghjklzxcvbnmqwertyuiopasdfghjklzxcvbnmqwertyuiopasdfghjklzxcvbnm

|  |
| --- |
| Big Data Analytics on Tata Croma Stores  Sai Nagaraju Vaduka  Jan – Apr, 2017  Bharat Chandra || John || Joy Daniel || Murli |

Contents

[1. Introduction 3](#_Toc476776897)

[1.0 Abstract 3](#_Toc476776898)

[1.1 Business Requirement 3](#_Toc476776899)

[1.2 Functional Requirement 4](#_Toc476776900)

[1.3 Input Tables 4](#_Toc476776901)

[2. References 4](#_Toc476776902)

# Introduction

## 1.0 Abstract

Cromā is an Indian retail chain for consumer electronics and durables. It is the nation's first large format specialist retail chain for consumer electronics and durables with successful expansion into Croma Zip stores, Croma Kiosks and latest online vertical, www.croma.com.Tata Group company Infiniti Retail runs Cromā stores in India. Infiniti Retail Ltd is a 100% subsidiary of TATA Sons. Presently, there are a total of 101 Cromā stores in 25 cities in India. Cromā offers 6000 products across 8 categories.

An analysis has to be made to identify which branches are doing good business and which are not up to the mark. The data comprises of product sales information per branch which will be processed to know the status of the each branch’s performance so that measures can be taken to improve business strategies wherever required. Based on the data, periodical reports can be created by the respective Branch Manager and can be submitted to the Regional Manager .The business analysis will be done based on processing this data.

## 1.1 Business Requirement

|  |  |
| --- | --- |
| Business Requirement ID | Requirement Description |
| 04-B01  04-B02  04-B03  04-B04  04-B05 | * Check the sales information of all the branches product wise * Analyze the products and product groups which are more in demand and less in demand   ----------------------------------------------------------------------------------------------------Inventory/Stock Management at each branch also includes monitoring expiry of products ex: processed foods  -----------------------------------------------------------------------------------------------------   * Order Management-Monitoring completed orders and pending orders * Distributors data for getting best price quotes for products   -----------------------------------------------------------------------------------------------------   * Transportation Costs and Maintenance Costs. * Marketing and Advertising Costs * Competition from Other Super Markets based on the locations   -----------------------------------------------------------------------------------------------------   * Manpower Information. * Available stores spaces information for expanding more stores * Analyzing Online Sales vs Stores Sales which may help in Cost reduction by decreasing the number of stores |
| 04-B06 Pro-active service marketing for customers who are doing the following activities: | |
| * Feedback from the Customers using feedback forms | |
| * Targeting customers with offers on products they usually buy based on data | |
| * Discount Membership Card for repeating customers | |
| * Information of daily/weekly offers to the customers through SMS | |
| * Online shopping option for customers and suggestions of products based on the history while providing products left in stock information. | |

## 1.2 Functional Requirement

|  |  |  |
| --- | --- | --- |
| Functional Requirement ID | Business Requirement ID | Functional Requirements |
| 04-F01 | 04-B01  04-B05 | 3 Tables in SQL/HBASE  Branches Sales Data ,  Customers data including Online orders  Purchase Orders and Stock Data |
|  |  |  |
| 04-F02 | 04-B01  04-B02  04-B03  04-B04  04-B06 | Queries can be written in SQL/HIVE/HBASE to arrive at desired data or MapReduce can be used accordingly. |
|  |  |  |

## 1.3 Input Tables

# References

1. [*"Croma | The Electronics Megastore | About Us | Overview"*](http://www.cromaretail.com/aboutus/overview.html). Cromaretail.com. 2006-10-09*. Retrieved 2011-02-03*.
2. [**^**](https://en.wikipedia.org/wiki/Crom%C4%81#cite_ref-2) [*"The Hindu Business Line : Infiniti Retail looks to cross Rs 1,000-cr turnover"*](http://www.blonnet.com/2009/09/03/stories/2009090350620500.htm). Blonnet.com. 2009-09-03*. Retrieved 2011-02-03*.
3. [**^**](https://en.wikipedia.org/wiki/Crom%C4%81#cite_ref-3) [*"Welcome to Croma | The Electronics Megastore | A TATA Enterprise"*](http://www.cromaretail.com/). Cromaretail.com*. Retrieved 2011-02-03*.
4. [**^**](https://en.wikipedia.org/wiki/Crom%C4%81#cite_ref-4) 13 May 2010, 08.45PM IST,PTI (2010-05-13).[*"Tata Croma launches own brand of LCD and LED TVs - The Economic Times"*](http://economictimes.indiatimes.com/news/news-by-industry/cons-products/electronics/Tata-Croma-launches-own-brand-of-LCD-and-LED-TVs/articleshow/5927449.cms). Economictimes.indiatimes.com*. Retrieved 2011-02-03*.
5. [**^**](https://en.wikipedia.org/wiki/Crom%C4%81#cite_ref-5) [*"Croma | The Electronics Megastore | Stores | Location of our Stores"*](http://www.cromaretail.com/stores/locations.html). Cromaretail.com*. Retrieved 2011-02-03*.
6. [**^**](https://en.wikipedia.org/wiki/Crom%C4%81#cite_ref-6) [*"Croma | The Electronics Megastore | Products"*](http://www.cromaretail.com/products/products.html). Cromaretail.com*. Retrieved 2011-02-03*.

# 