

# Capstone Project Report Data Analysis of shop Laha Electronics

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**Business in brief** : This data analysis report is based on a small retail electronics shop named - Laha Electronics, which is owned by my father Mr. Dinabandhu Laha. The shop is situated at my home town Katwa. (Address - Circus maidan, Kachari road, Katwa, Dist- Purba Bardaman, West Bengal.) ([Link](#) to google map)

Mainly tvs, home theatre box, radio, charger lights, fans, mixer grinder, induction oven, iron are the items which are sold in this shop. The shop has been running for about over 27 years now.

## **Data Collection** :

When I got this project I reached out to my father and asked him to give the sales data. So he provided me with the diary where the records are kept as a rough calculation because there was no proper book maintained to keep the daily records.

So I had to sit with him daily to clean the data and structure it properly before putting it into the excel sheets. From that I structured the data of nearly 30 days starting from 4th October 2021.



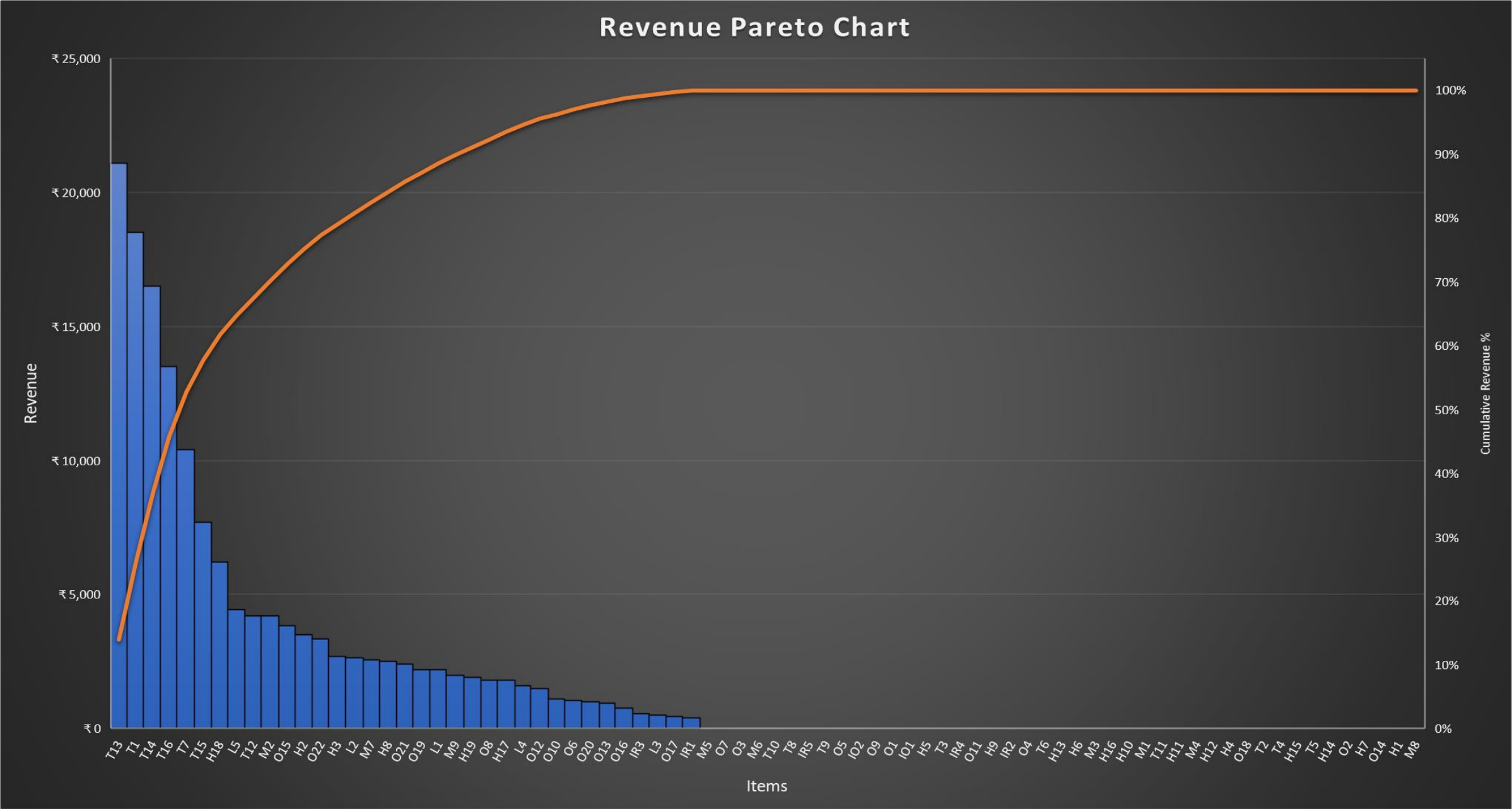
## **My Analysis** :

- Volume pareto chart and Revenue pareto chart on sold items.
- Scatter plot to get the outliers and to understand the fast moving products.
- Chart to get the pattern of sold and bought items for the shop.
- Chart for avg. profit and total profit.
- Revenue growth chart.
- Chart for day wise revenue and no. of sold items to get the most active shop days.

## **My recommendations** :

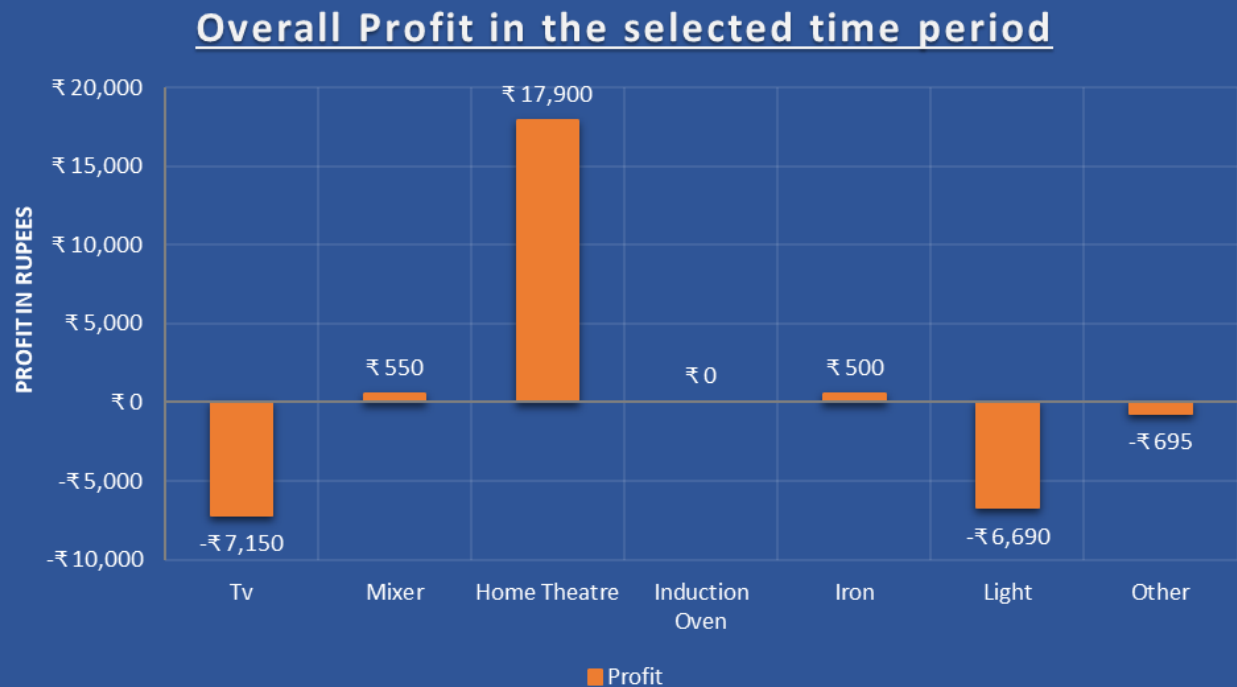
- From the analysis I was able to get the most profit giving items that are TVs, home theatres and mixers so I suggested to have some more stocks for those products.
- Also since the shop was very little active on Online transactions but people like to pay more through phone rather than cash so I suggested to him to have some merchant account on google pay or paytm so that the sales can increase.
- To try to keep the shop open on Tuesday and Fridays as people bought more items on those days from the shop which results in more revenue and profit.

- In the charts T stands for Tvs, H stands for hometheatre, M for mixer grinder, IO for Induction oven, IR for iron, L for Lights and O for Other items.





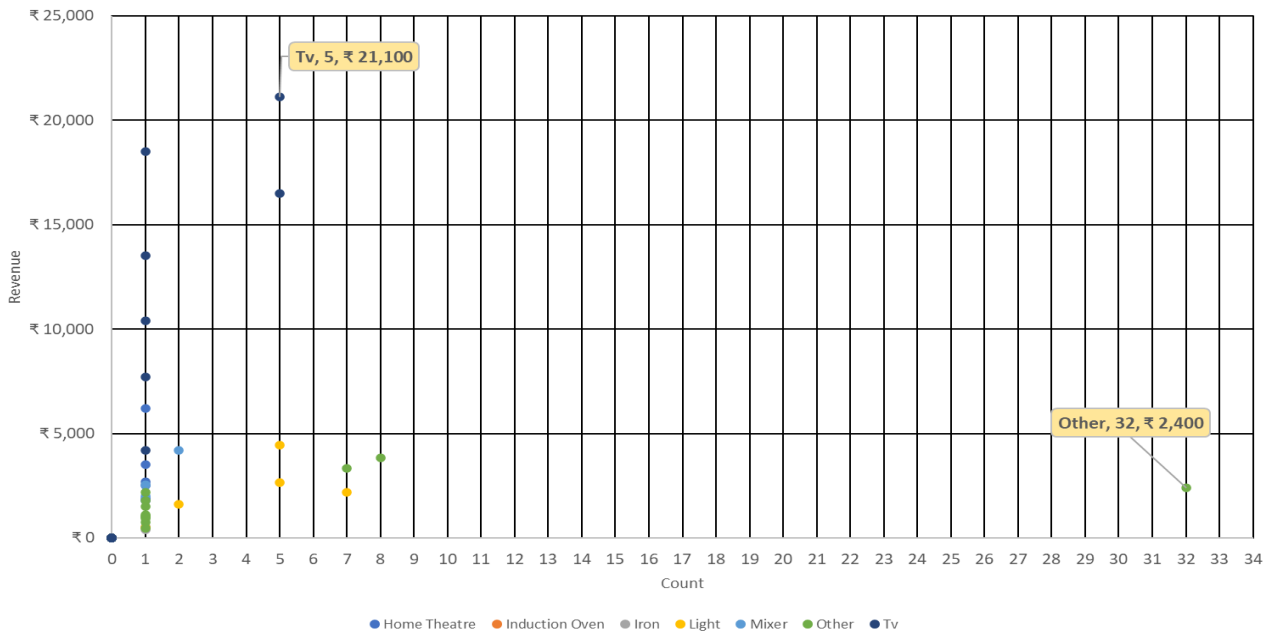
In the right chart we can see that in the selected time period home theatre and tvs caused the most profit for the shop as on that time it was festival season going on so people tend to spend more on those items.



Though in the above chart tv stands for the 2<sup>nd</sup> highest profitable item but in the left side chart we can observe that tvs actually caused biggest loss in total as the shop owner may have purchased more tvs in between the time period.

Also lights are causing the loss as the number of lights which were bought to sell in Diwali did not meet the owner's expected sale.

Volume vs Revenue

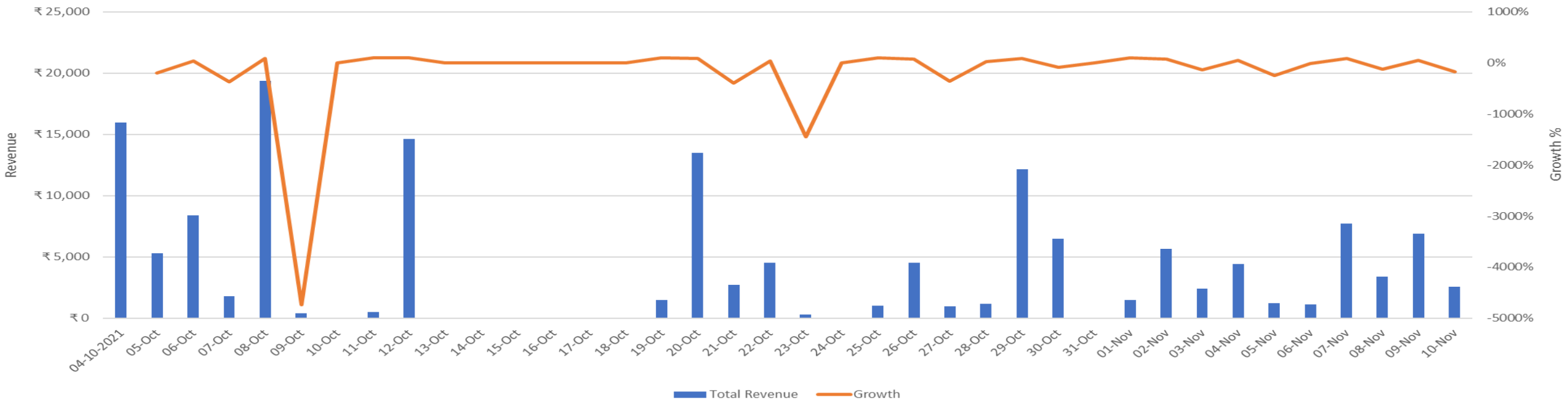


Here we can see that the 'Other' item which is small lights is sold 32 units which is the most as it was the time of Diwali.

From below we can derive that the shop's daily revenue growth is very low.

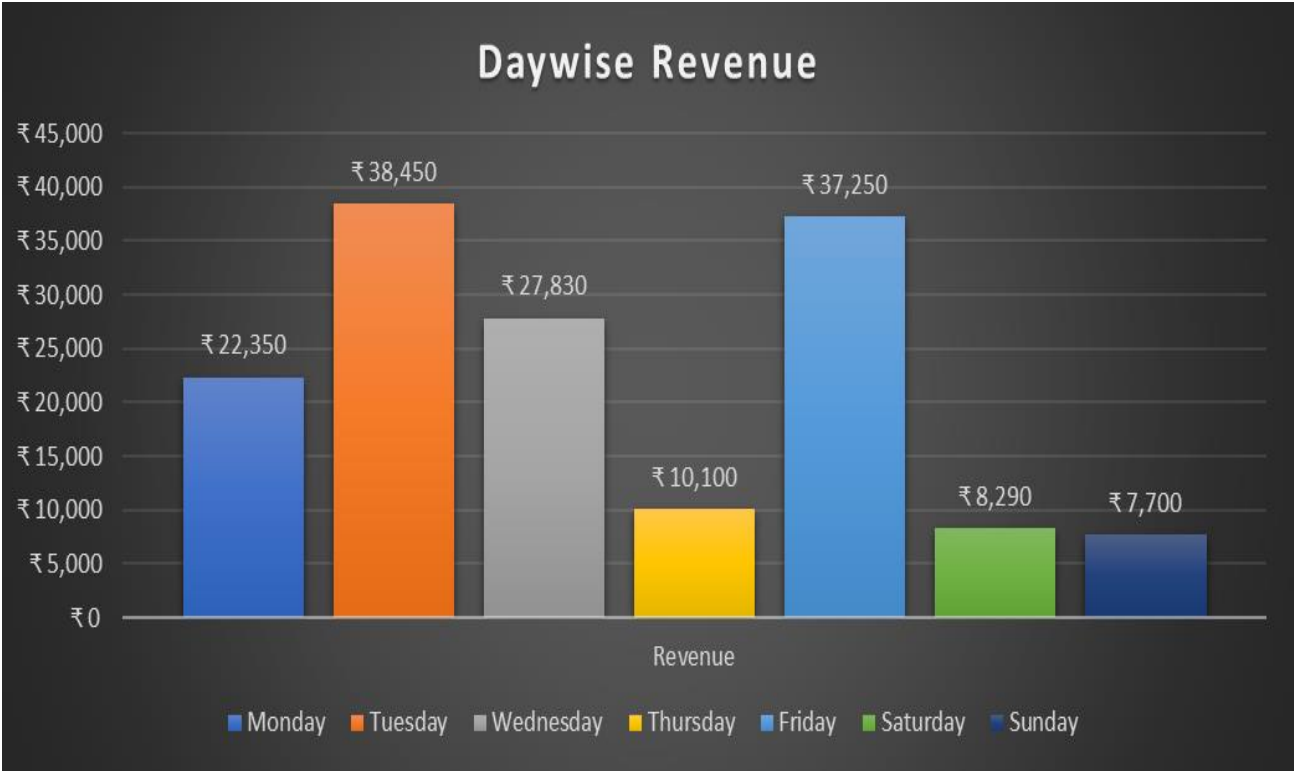
Maybe, the online giants like Amazon , Flipkart and other big shops like 'Great Eastern' are causing this tough time for small businesses like this.

Revenue Growth Chart



From the right side chart we can decide that Fridays are the days where people tend to buy electronics more.

And after Fridays Monday and Tuesday are the days when people spend on electronics more.



Final Verdict :  
At last we can conclude that the shop needs to pay more attention on its revenue growth.  
And it has to stock more profitable items rather than selling less profitable items to make its presence more strong in the retail market.