

# DRIVING SALES GROWTH AND MAXIMIZING PROFITS FOR “”



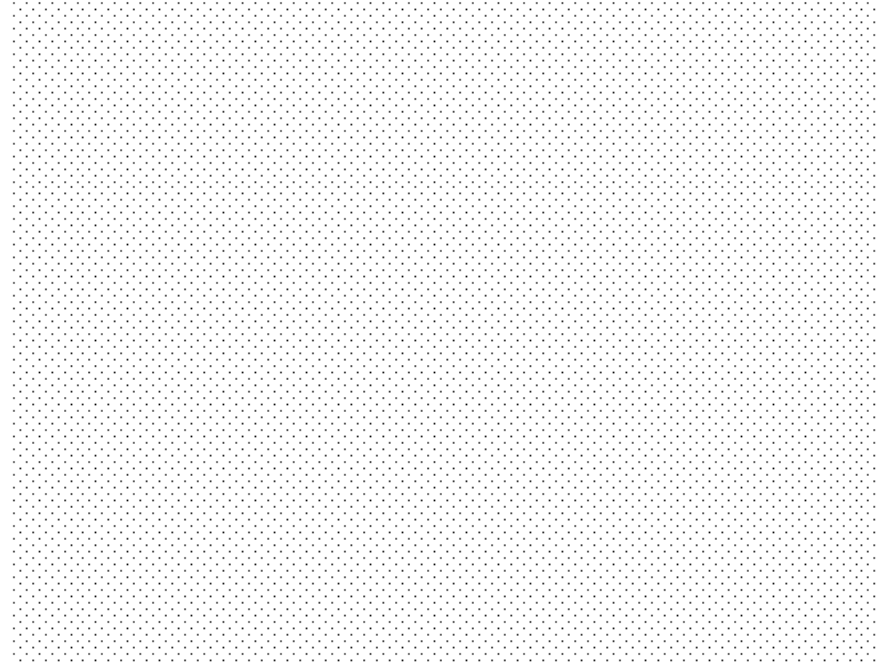
Business data management capstone project

Submitted by:

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# Organization Background

- [REDACTED] is a specialty food store selling pickles, murabbas (preserved fruits), regional specialties (Gujrati snacks, Marathi snacks etc.) and select packaged food items like baked/roasted multigrain chips, biscuits etc.
- It is a B2C business having one main branch and another quite recently opened branch and a warehouse.
- Since the business has only small retail storefronts, no digital records for bills or stocks are maintained.
- The business employs 4 people including the owner. Sometimes, the family members of the owner also help as and when required (mostly because of heavy footfall during festivals).



# Problem Objectives

1. Determine the reasons for the decreasing footfall and less sales as compared to the competition.
2. Improve the sales/profit and minimize expenses.
3. Determine strategies for successful expansion (product range, product categories, branding, popularity etc.).
4. Find a way to minimize debts, dead stocks and out of demand products (inventory management).

The owner describes the major problem faced by the business as “Personal (household) expenses are more than the earnings from the shop.” The problem is that the owner wants to increase the sales/profit and expand the business but even the current profit/sales are not enough to sustain the business for a long period of time.

# Data Collection and Processing

- **Collection:** Purchase data and customer preference survey.
- **Extraction:** Google sheets
- **Cleaning and filtering:** Inconsistencies and missing records
- **Transformation:** Inventory-category map
- **Visualization:** Inventory graphs
- **Interpretation:** Results



# Transformation Details

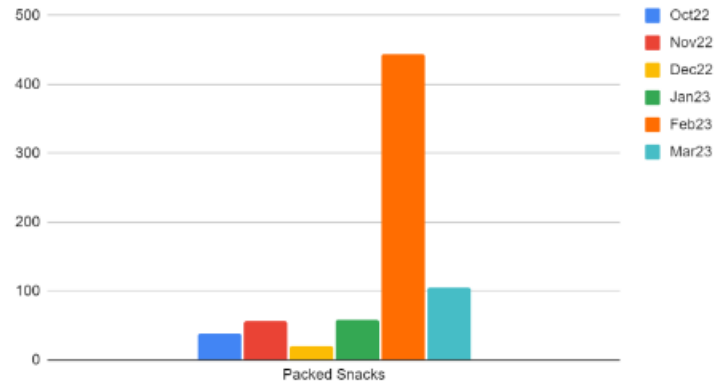
Date	Company	5%	12%	18%
4Oct22			181	588
11Oct22		2738	1284	
18Oct22			1331	3739
16Oct22			383	
10Oct22		457		551
18Oct		1706		551
13Oct22				1010
27Oct22			1036	

Company	category	gst rate	price_range
	Drink mixes	12 and 18	50 to 200
	Regional Snacks	5 to 18	50 to 200
	Ayurvedic products	5 and 18	60 to 500
	Regional Snacks		18 70 to 200
	Spices	5 and 12	20 to 40
	Natural Sweeteners		5 60 to 120

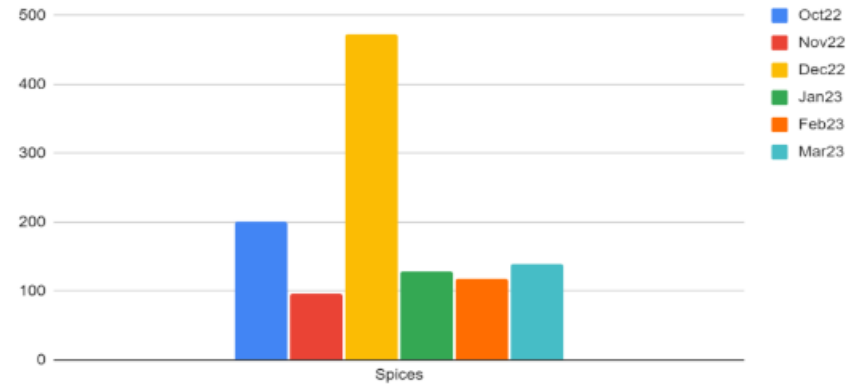
	Oct22	Nov22	Dec22	Jan23	Feb23	Mar23
<b>Ayurvedic Products</b>	65	84	55	177	82	55
<b>Baked Products</b>	334	777	306	319	301	411

# Category Wise Inventory Analysis

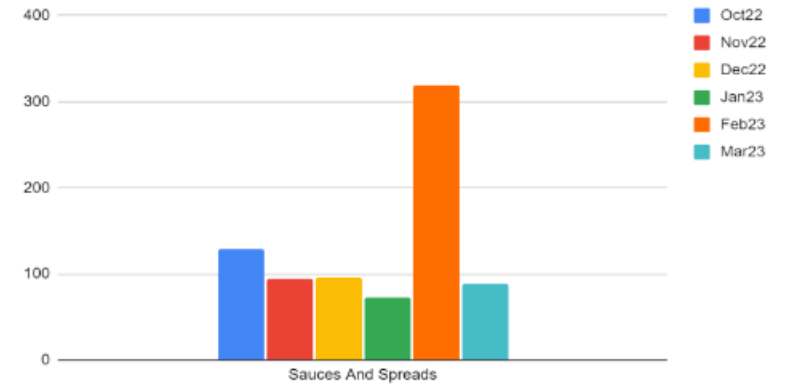
Packed Snacks inventory



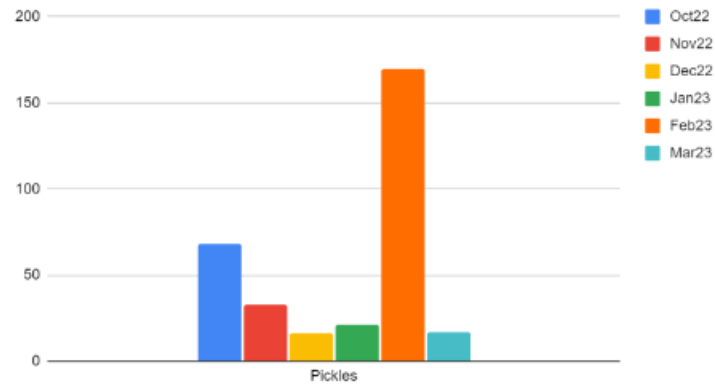
Spices inventory



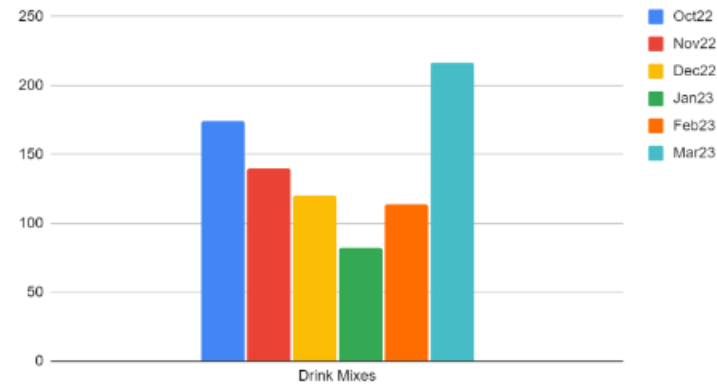
Sauces and spreads



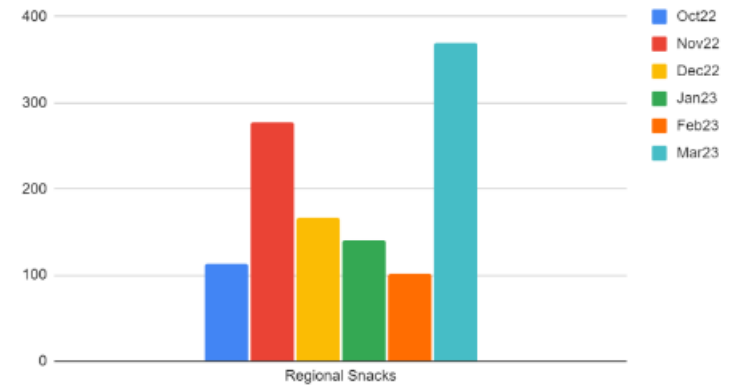
Pickle inventory



Drink mixes inventory



Regional snacks inventory



# Recommended Purchase Quantity For Each Category

Category	Quantity
Ayurvedic Products	87
Baked Products	408
Drink Mixes	142
Natural Sweeteners	52
Nutritional Snacks	17
Packed Snacks	121
Pickles	55
Regional Snacks	195
Sauces And Spreads	134
Spices	193

# Customer Survey Data

- conducted a customer preference survey through google forms. The link for the same is mentioned below:

[https://docs.google.com/forms/d/e/1FAIpQLSdMaZEssu6nJ1kWmpEPjvpbMRsbUH\\_gjbkCkm1wJ-yEKQ\\_5xQ/viewform?usp=sf link](https://docs.google.com/forms/d/e/1FAIpQLSdMaZEssu6nJ1kWmpEPjvpbMRsbUH_gjbkCkm1wJ-yEKQ_5xQ/viewform?usp=sf_link)

- The responses of the survey are collected in the following spreadsheet:

<https://docs.google.com/spreadsheets/d/1pENUJ9jw9hvGQvCHSjiebXHNdjN85bAFE2o4SKtaT2g/edit?usp=sharing>



# Interpretation of Results and Recommendations

- Keeping the purchase quantity of respective categories near the recommended number of units.
- To increase the profits from the shop, new flavours of pickles should be launched with attractive discounts and murabbas should be produced in minimal quantity.
- Also, all of the existing pickle flavours and any future new flavours should be produced organically to attract more customers and provide a better profit.
- Since organic products are preferred by the customers and flavour and quality are the most preferred factors, it will be suitable to produce all pickles/murabbas in house, organically and focusing on these major 2 factors, quality and flavour.
- The purchasing trend of the drink mixes category is very good and provides efficient inventory management of Drink mixes stock

# Interpretation of Results and Recommendations

- Opening more store fronts (while expansion) near apartment complexes, residential and office areas would be very beneficial as it has been observed that the competition in such product categories is also quite low in these areas as compared to the existing shop location in a huge market.
- Enhancing the appearance of the store fronts and providing home delivery options to the customers would play a great role in increasing the footfall and conversion rate.