

# **BDM Capstone Project**

Mid Term Submission

**Title**  
**Fruitful Solutions: Finding Opportunities for Growth  
and  
Profitability of a Fruit Chaat Vendor's Business**

Submitted by:  
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## Executive summary:

As we reach the halfway mark of our business capstone project, a considerable amount of progress has been made in terms of data collection progress and other milestones. Thus, this report encapsulates the progress so far. At the time of making this report, data collection of the sales and inventory from the Shri Balaji Fruit Chaat Bhandar starting from 20-April-2023 till 30-June-2023.

To make this entire process easy and paper free, I decided to use google forms for data collection and linked the google survey forms to a excel sheet, thereby eliminating any paperwork and layers between the communication and the long-distance barrier.

The project so far has completed a considerable amount of data collection had been completed, much enough to make some vague conclusions and some course corrections with respect to the way I am collecting the data, every few weeks or so I am making improvements to the survey link to make better inputs in the data, and refining and processing the previously collected data.

Currently I am using excel as my primary tool for understanding and producing charts and other stats regarding the data, I am still making my way through the other tools for the same but as far as the progress is concerned, it has been going at a steady and optimal pace.

## Proof of originality of data:

Below is the google form survey link and the link for the response spreadsheet.

Form link - <https://forms.gle/ZWgZW1yisWAVagZx7>

Response sheet -

<https://docs.google.com/spreadsheets/d/1pOsU7PQ5gPR7TI3-Gk5u2JiomVg51HVfdHuorNdbGyg/edit?usp=sharing>

Letter from the owner –

Shree Balaji Fruit Chaat Bhandar  
IRI Colony, Roorkee  
Uttarakhand, 247667

Subject: Acknowledgment for Participating in Data Collection Survey

Dear Aadarsh Verma,

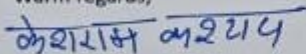
As per your request, It is with great pleasure that I, Keshav Ram Kashyap, the owner of Shree Balaji Fruit Chaat Bhandar, write to acknowledge our participation in the data collection survey conducted by you.

We believe that by participating in this survey, we can contribute valuable insights to your project while also gaining valuable knowledge about our customers' preferences and expectations.

We appreciate the effort you have put into designing the survey. Rest assured, I will provide accurate and honest responses to the best of our ability. I am excited about this opportunity to contribute to your project's success and help you gain meaningful insights.

I wish you the very best in your college project and hope that my participation will prove beneficial to your project.

Warm regards,



Keshav Ram Kashyap

Owner, Shree Balaji Fruit Chaat Bhandar

Metadata:

Business information

	Details
Name	Shri Balaji Fruit Chaat Bhandar
Owner	Keshav Ram Kashyap
Address	16-IRI Colony Left Bank Roorkee, Uttarakhand
Contact	+91 9927693623
Product Type	Food and beverage
Operating Area	Urban
Sector	Unorganized
Business Model	Business to Consumer (B2C)
Operating Hours	9:00 AM – 10:00 PM
Mobile Operation	Yes, the business is operated on a mobile food cart
Payment Methods	Cash, UPI
Description	Shri Balaji Fruit Chaat Bhandar is a popular chaat and juice stall in the city of Roorkee, which provides a variety of juices, shakes and chaats to the commuters and the regulars.

Product (Categories)

Categories	Products	Price
Chaats	Dal Moth	₹30/40/50 depending on portion
	Fruit Chaat	₹50

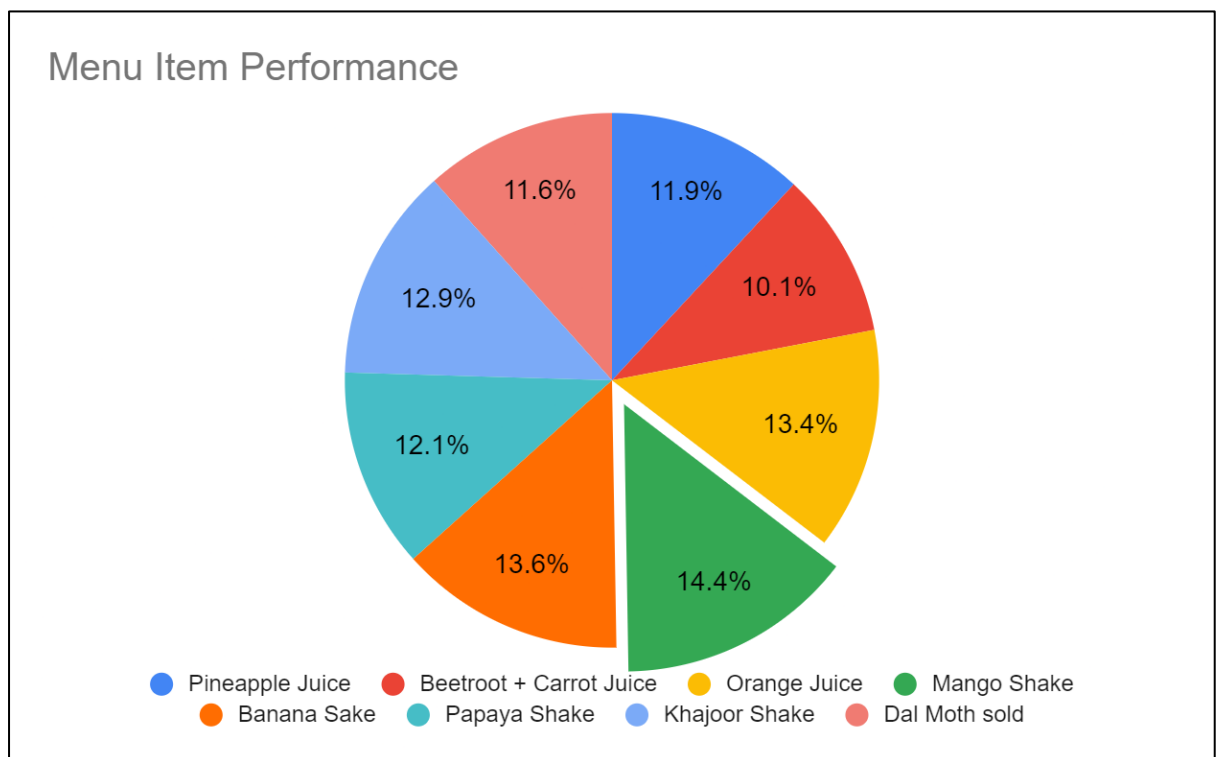
Juices	Apple Juice	₹50
	Pine apple juice	₹50
	Carrot Juice + Beetroot Juice	₹30
	Orange Juice	₹40
Shakes	Mango Shake	₹30
	Papaya Shake	₹30
	Banana Shake	₹30
	Khajoor (Date) Shake	₹50

### Ingredients used in Menu

Apples	Pineapples	Bananas
Grapes	Papaya	Lemons
Guava	Beetroot	Dal Moth (Whole Pulses)
Yellow matar (pea)	Muskmelon	Watermelon
Onions	Tomato	Jeera

## Descriptive Statistics:

- 1. Daily Average Money Spent on Raw Materials** – Money that is spend on all the raw ingredients list in the previous page - ₹4456.37 rupees.
- 2. Gross Profit** – This profit is the average sale minus the expenses on ingredients - ₹3140.91
- 3. Net Profit** – Mr Keshav's business falls in to the non-taxable bracket along with no operating costs or interest. Thus, Net Profit = Gross Profit = ₹3140.91
- 4. Menu Item Performance–**



As per the data collected so far, Mango shake takes up the biggest share of the items sold but not by a wide margin. Note – Fruit chaat and melon juice are not included this chart as they were added later in the data collection process, but they will be added in the final report.

## Explanation of analysis process/Method:

For the data collection process, I have used google forms as the tool of my choice, which helped me to easily collect and track records through emails and notification, it also allowed the user to edit their response in case of a miss input.

All of the input data was conveniently collected to a excel sheet which was linked to the survey google form. As the data was collected, several modifications were made to the form and will be possibly made in future as more data gets collected.

Due to previous versions of the survey form being vague and some of the menu items being in the later version of the survey form, certain inputs were up to the expectations during the collection process hence a lot of processing was needed as the data was submitted in bulk sometimes. The data has been mostly corrected and processed at this point but some of it still needs to be processed and imputed.

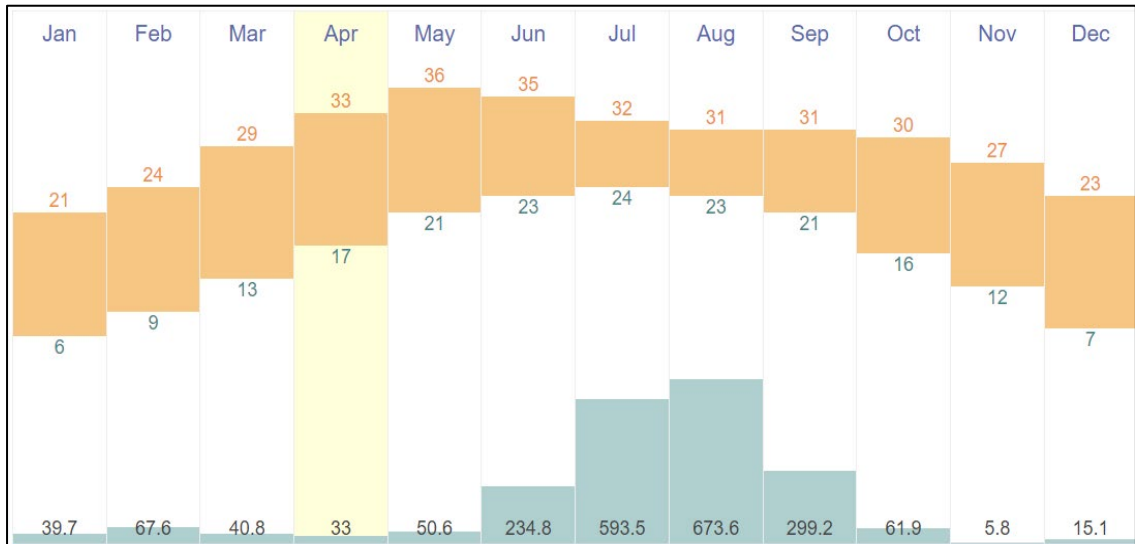
To further streamline the analysing process, I divided the data into three parts:

1. Inventory Data – Contains the data of the ingredient bought at the start of the business day, the sheet having both the number and the total cost of each pf the items being re-stocked in the inventory.
2. Sales data – Contains the items sold and the with their sales and their profit gained for each business day.
3. Carry Forward data – Contains the data of the remnant ingredients at the end of the business day. To be used in the next day or to be considered as a loss.

Note – The excel sheet attached with the survey link only contains the responses, the above three docs are maintained separately.

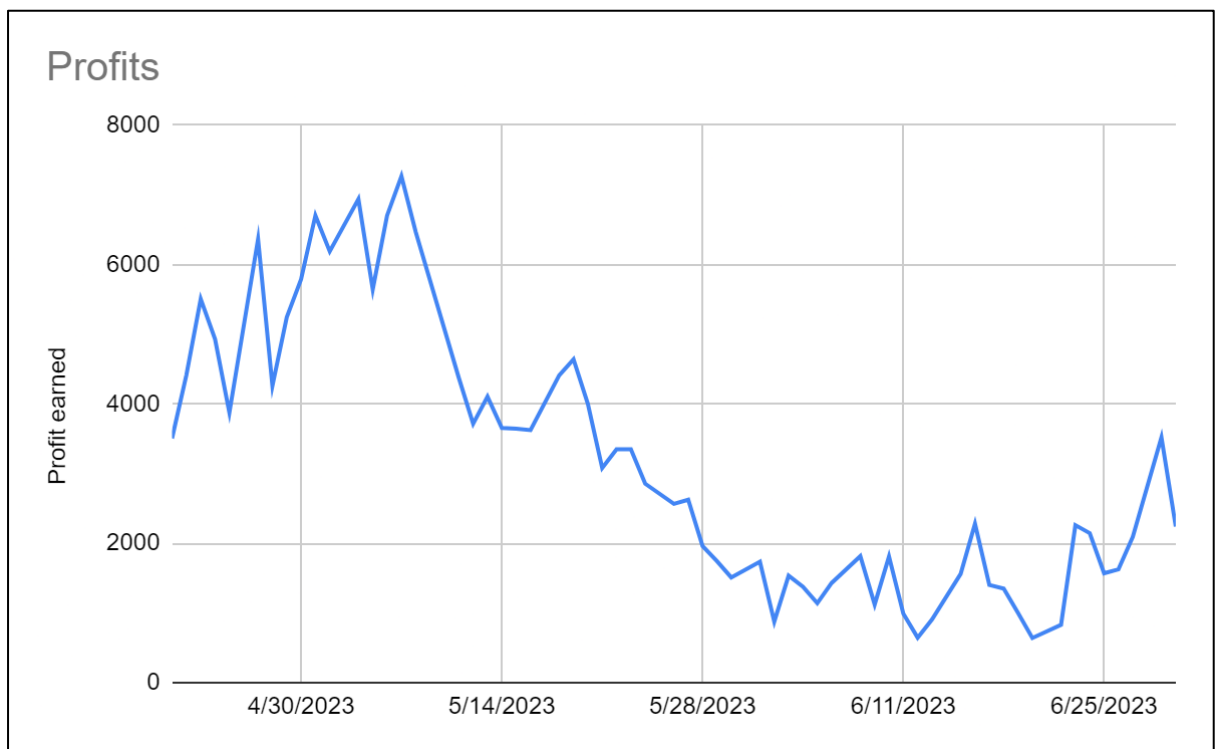
## Results and Findings:

1. Trends in sales: A trend is noticed in the temperature and weather in general with the sales and profits.



The orange boxes represent min and max temperature for the month and the bar represent the precipitation for the month

Upon looking months of the data collection so far, April to July, the correlation between the profits and the temperature and precipitation is looking to be positive.





In a nutshell, the profits are found to be high when the weather was hot and precipitation was low.

2. Upon looking the collected carry forward data, most of the entries were coming out to be zero. Mr Keshav deliberately re-stocks a little bit less ingredients at the beginning of the business day than needed hence using up the entire inventory on the very same day itself. I will discuss this with him to better understand at what point the inventory starts to get deplete and make reach better decisions on inventory management.
3. While the time of the data collection during the summers for this kind of business couldn't be any better, there is still a need to get a vague idea of how the business performs during other seasons, so that the contrast can understood during different seasons so as to get a better idea for the minima and maxima for a variety of factors like sales and profit. I will discuss this with Mr Keshav on our next meeting too.