Optimize Problems to Improve Selling of a Cloth Shop

Case Study of Shri Maa Narmada Collection
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About the Business:-

About the Shop

The Shop "Shri Maa Narmada Collection" is situated in Pachore, Madhya Pradesh.
It is started by Mr. Gopal Solanki and the shop is dealing in Women and Men clothes.

Problems faces

The shop is facing some problems.
These are:-
1. Low Revenue
2. Market Competition
3. Less Items

Objective of the analysis

Here, done some analyses to get insights and basis on those, some recommendations have provided which might be helpful for the shop.

Images of the Shop

Data Collection, Cleaning and Storage

- Data Collection: Collected the data during the month of November. The data was about the sales of the shop.

- Structured and Spreadsheet: Proceed with inserting the data in Excel which consist and ensuring consistency, and organized it into a structured spreadsheet.

- Applying various methods of Cleaning: Cleaned the data such as categorize each items.

- Added New columns: Created few new columns and I made the pivot tables for the analysis.

Some Analyses by Chart

1

Column Chart Analysis

Visualizing the proportion of each items using a column chart to understand the sales distribution.

2

Pareto Chart Analysis

Utilizing a pareto chart to visualize the revenue of the business and gain insights into its financial performance.

3

Time Series Chart Analysis

I used a time series chart to analyze the selling trends and patterns over the sales of the month.

Results and Findings

1. Column Chart Analysis

After visualizing chart, can be seen that item 'Sarees' has most selling in that month.
When talked about it to the shop owner, they said that they have major female customers and they focus on most of it.
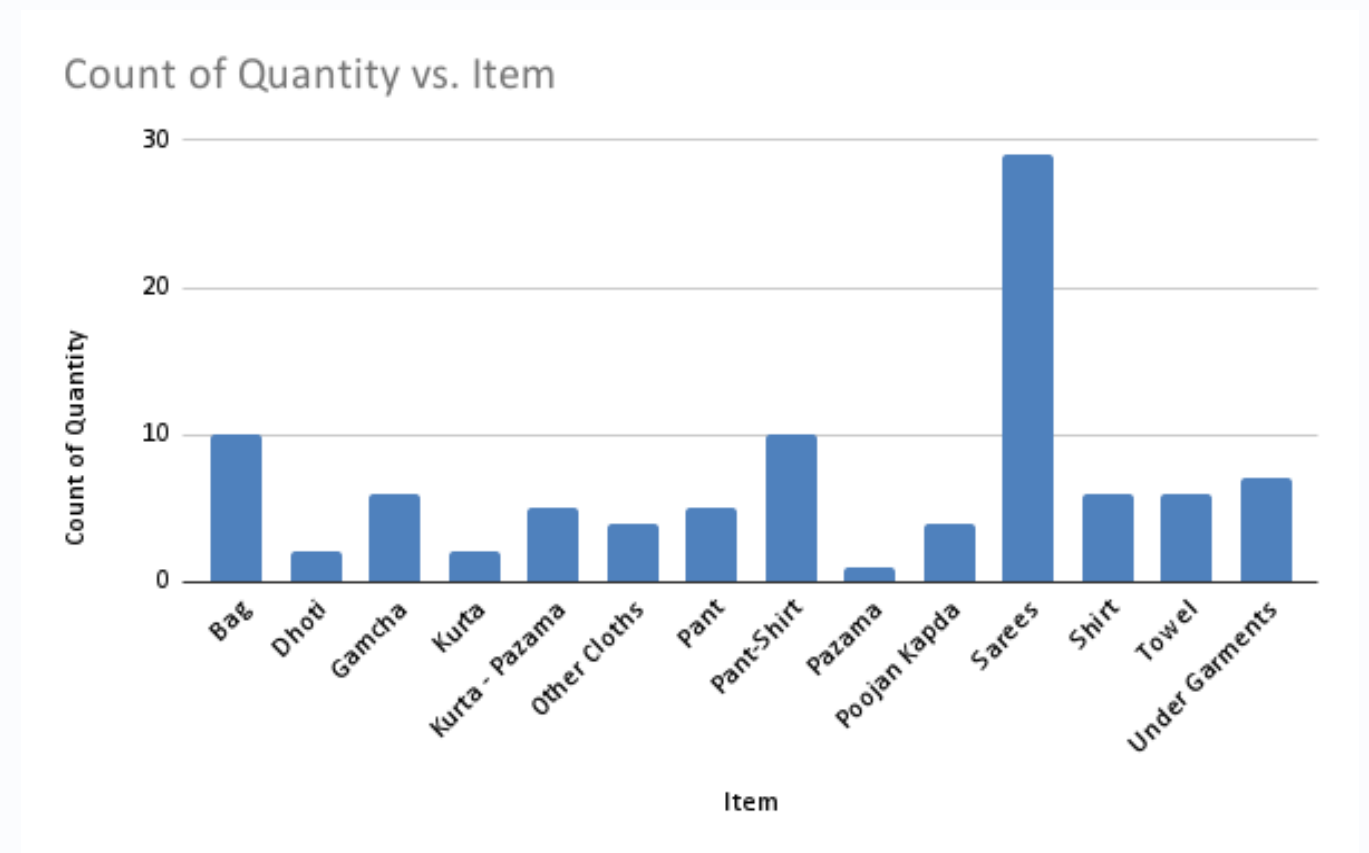

Figure 1 :- Column Chart

Pareto Chart :-

The main focus on revenue of the shop and after this analysis, It can be seen that which items generate how much revenue for the shop.
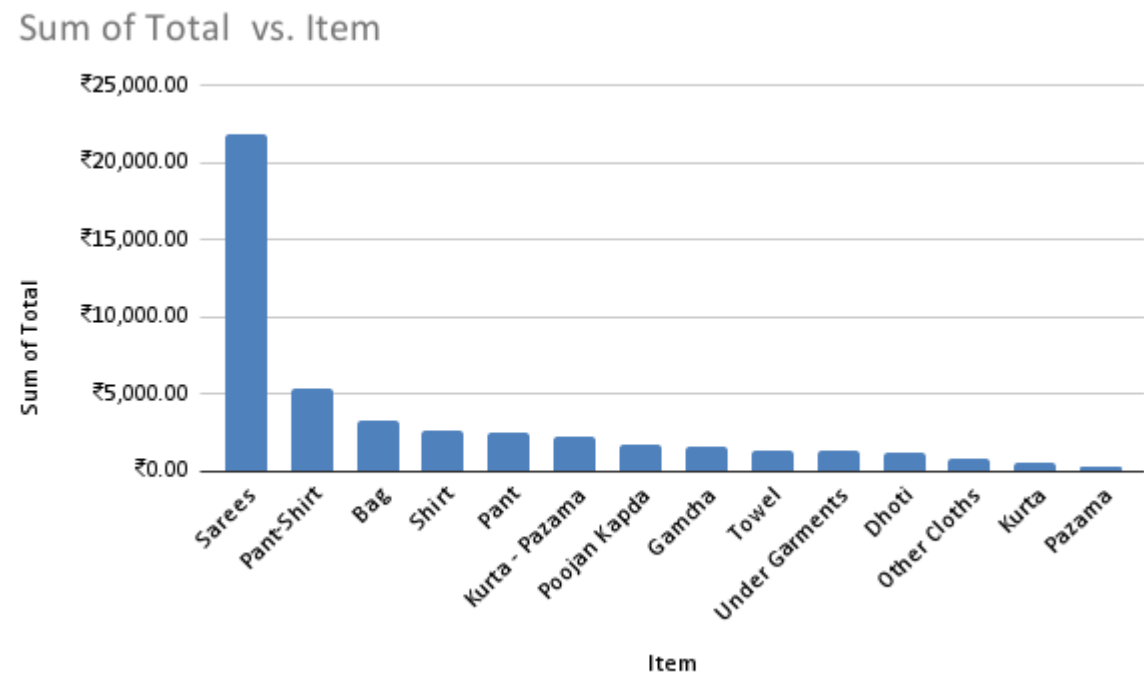Here 'Sarees' item generated highest revenue for the shop.

Figure 2:- Pareto Chart

Time Series Chart :-

Selling for the shop over the month to visualize it, I created Time Series Chart and here can be seen that how it is.
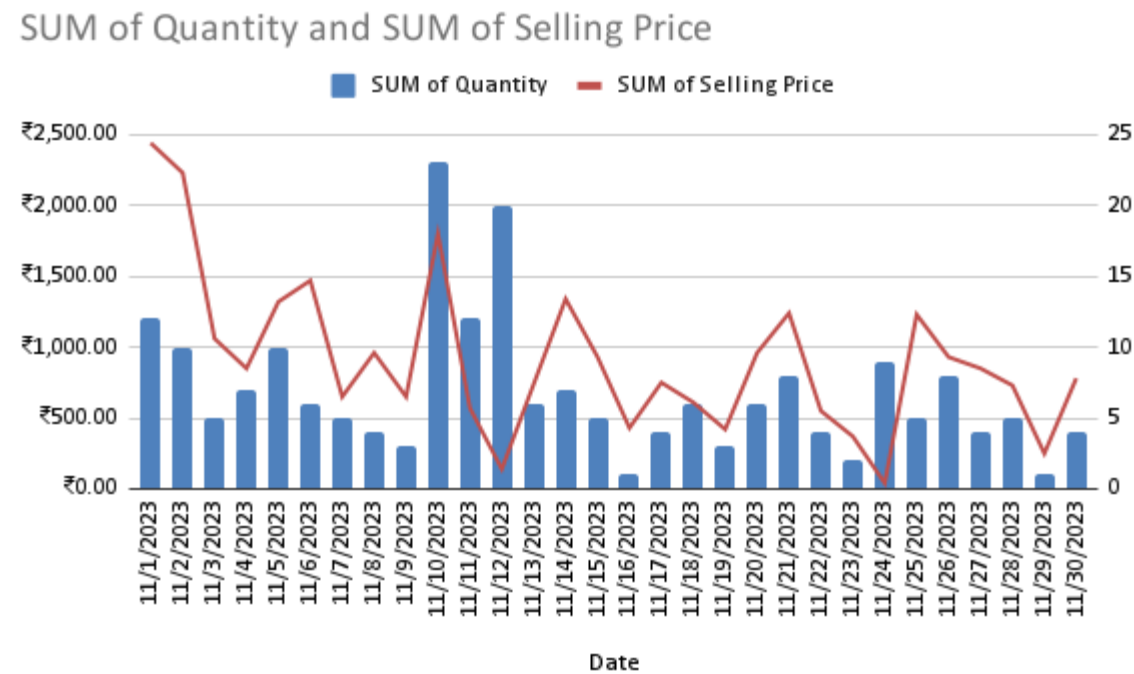The spike of sum of selling price is high on 1st November.

Figure 3:- Time Series Chart

46,910.00
Total Revenue

The total revenue generated by the shop during the specified period.

483.61
Mean

The average selling for the shop in November month.

21.38%
Profit Margin

The percentage of profit margin achieved by the shop, indicating its financial performance.

Recommendations

Inventory Management

Optimizing the inventory based on demand and customer preferences to maximize sales potential.

Focus on Trend

Aligning the shop's offerings with current fashion trends to attract more customers and increase revenue.

Customer needs

Understanding and addressing the diverse needs of customers, including the option of online shopping and enhancing the overall customer experience.

Adding More Varieties

The shop should add more varieties in the shop and also focus on kids wear, so it might be increase revenue for the shop.

Thank You