
Slide 1: Title Slide – “Enhancing Sales for BigBasket”

“Good afternoon, everyone. My name is Imran Ashraf. Today, I'm presenting a business strategy focused on enhancing sales for BigBasket, one of India's leading online grocery platforms.”

Slide 2: Organization Background

“To start with, let's take a quick look at BigBasket. It's India's leading online grocery platform, competing with Zepto, Blinkit, and Instamart. The dataset I analyzed contains over 27,555 products across 10+ categories. However, BigBasket currently faces challenges such as inventory mismanagement and customer complaints about product quality. The source of data was Kaggle.”

Slide 3: Problem Statement

“My analysis focused on addressing three main issues:

First, pricing transparency—we noticed inflated market prices and misleading discounts.

Second, quality control—especially in low-rated categories.

And third, inventory management—I found a mismatch between stock levels and demand trends.”

Slide 4: Data Collection & Methodology

“I've used a secondary dataset from Kaggle with 27,555 products entries and 10 features such as price, discount, and rating. Using Python and libraries like Pandas, Matplotlib, and Seaborn, I performed data cleaning by handling missing values and conducted exploratory data analysis (EDA). Key metrics from the data include an average sale price of ₹322.51, an average discount of 11.83%, and an average rating of 3.94 out of 5.”

Slide 5: Results – Inflated Discounts

“I found that many product categories had artificially inflated market prices, particularly in premium categories like Beauty & Hygiene, which showed an average discount of 63%, and

Gourmet Foods at 55%. These high discounts often mask inflated MRPs, which can mislead customers.”

Slide 6: Results – Low-Rated Products

“I identified 412 low-rated products—those rated below 2.5 stars—in the Beauty & Hygiene category. Sub-categories such as Skin Care and Fragrances were the worst performers. This clearly points to a need for urgent quality audits in these areas.”

Slide 7: Results – Inventory Management

“Next, we looked into inventory management issues. We observed low stock levels for high-demand essentials like Turmeric and Ghee. On the other hand, perishable items like fruits and vegetables had shelf-life challenges. This indicates a need for smarter stock optimization—balancing demand and perishability.”

Slide 8: Interpretation & Recommendations

“To sum up my findings: inflated prices reduce customer trust, while low ratings highlight quality concerns. Based on this, I recommend:

- Transparent pricing strategies
 - Quality assurance checks in low-rated categories
 - AI-driven stock management to better align inventory with demand.”
-

Slide 9: Conclusion & Next Steps

“In conclusion, these strategies can lead to improved customer trust and better inventory turnover. Going forward, I suggest partnering with suppliers for quality assurance and piloting AI solutions to enhance stock management.”

Slide 10: Thank You

“Thank you for your attention. The analysis is available on Google Colab, and the dataset can be accessed on Kaggle using the provided links.”