

All TA remarks

Proposal

1. The summary is not at all suitable for the report. It does not cover the important highlights of each section. Why all of a sudden objectives popped up in the middle of the summary? The methodology, data, tools, and timelines should be explained briefly. Please write three to four lines about each section. Please do not use the subheadings/bullets in the summary. 2. The problem-solving approach should be organized into three subparts: methods, data, and tools. The methods should be mentioned under the subheadings of the problems. You have mentioned the forecasting model, but you did not explain it. What is customer retention? What correlation study you have planned for the second problem? Please explain them in the mid-term report. 3. Please maintain the consistency of the fonts in the report.

Mid term

The font style, spacing and text alignment should be uniform throughout the report. You should have proper numbering for each section and subsection for better readability (for example 5 for main section, 5.1 for subsection etc). It is better to have names for each table/image so that you can refer to them in any part of the report. You need to have proper labelling in all charts/figures for both the axes along with proper units in the report.

Section1: This section broadly looks okay. Section2: Proof of originality looks okay. But video should have been recorded at the store itself. Section3: This section could have been better. In metadata section, you should write about the source of data, what each column represents, data types of the variables and total size of data in terms of number of rows and columns. Section4: This section looks somewhat okay. However, you should have explained if there was an important statistic present in the table that is included here. Also, you should avoid charts in this section, all charts should be present in “results and findings” section. Section5: This section is written well. Even here charts should be avoided. I suggest you to collect more data for a more robust analysis. Section6: This section has relevant content. But the graphs should have title, naming for both the axes along with relevant units. The overall report somewhat looks okay and is accepted. I suggest you to adhere to the rubrics more clearly in your final submission. All the best!!!

Final

Your final report titled ‘Performance Analysis for Sharma Paneer Bhandaar’ has been evaluated, and essential sections are found in the report therefore it has been accepted. Furthermore, only 3 figures are found in the entire results and findings sections, which are not sufficient. Additionally, improvement would be required in other sections of the report as well. Therefore, it is very close to rejection however it has been accepted under the assumption that you would present more figures during the final viva. There are additional comments. 1. Most of the discussions in the summary are related to findings, which are not

based on quantitative data analysis. Results are lacking here. Moreover, a detailed feasible approach to address these challenges would be required here as well. 2. Method: you have mentioned data would be collected for a specific period, what is that specific period? A general statement is written regarding data preprocessing, more specific would be required. You have included the various analyses which is okay but motivation for that analysis is missing here as well in the results and findings sections. Additionally, basic formulas/equations should be expected to be written here as well. 3. Results and findings: weekly sales of Gulab jamun are presented in the table, which can be presented by a suitable figure. Similarly, for other tables prepare a suitable figure. Do not write the table as a figure. There are some differences between the figures and the table. The figure on page 8 is wrong because the legend is in line with the y-axis. On the y-axis, the profit has been written however on the legend you wanted to compare the sales and purchase. Motivation for plotting the figure would be required. Figure on page, the various data has been plotted on the x-axis but the month is not specified. Page 14 formulas have been written which are not required in this section. 4. Recommendations: emphasize the recommendations that are based on data analysis. Additionally, it should be concisely written. 5. Lastly, take care of the formatting of the texts. Explain the figures by referring to the figure number. Hence write down figure numbers and their suitable title for all the figures. Best wishes!