Analysis Summary (One Page)

Detail Key Findings - https://github.com/Sanjay-00/AppsForBharat-Task

Store Performance:

- Store_39 tops with a 66.47% conversion rate and ₹72.48 revenue/visit. Store_49 and Store_44 also stand out with >63% conversions and strong transaction value.
- Store_28, Store_33, and Store_6 consistently rank in the top for both total revenue and efficiency, making them strong candidates for scaling.
- In contrast, Store_15 (lowest conversion at 34.63%), Store_14, and 36 struggle to convert traffic into sales.
- Notably, Store_14 has very high visits but low revenue, while Store_39 succeeds despite low footfall — showing that traffic ≠ success.

SKU Performance:

- SKU_7 and SKU_11 are power performers — ranking high in revenue, efficiency, and conversions (>54%) ideal for promotion and bundling.
- SKU_14 is a hidden gem: high revenue, low traffic — potential to scale.
- SKU_5 receives second-highest visits but underdelivers in revenue — poor monetization.
- SKU_19 and SKU_20 are bottom-tier across the board — low revenue, visits, and efficiency.

Trends & Patterns:

- High revenue ≠ high conversion, some SKUs perform well due to pricing, not volume.
- High traffic stores often underperform in conversion, indicating UX, display, or product alignment issues.

Recommendations

1. Double down on high performers:
    - Scale Store_28, 33, 39, and SKU_7, 11 — these are both efficient and high-impact.
    - Boost SKU_14's visibility to capitalize on its strong revenue with limited traffic.
2. Fix underperformers strategically:
    - Audit Store_15, 9, 12, 17 for layout, product mix, and UX.
    - Investigate SKU_5's conversion funnel — high interest but poor sales.
    - Re-evaluate SKU_19 & 20 — consider repositioning or phasing out.
3. Leverage optimization tactics:
    - Use bundling/upselling for high-converting, low-revenue SKUs.
    - Adjust pricing/promos for high-revenue, low-conversion SKUs.
    - Improve store-level UI/UX for high-traffic, low-performing stores.

SriMandir Data Team Strategy

Tagline: Start with Needs, Scale with Impact

Current Scenario

SriMandir is growing across five major business areas — **Puja, Chadhava, Commerce, Travel, and Astro**. Right now, just one Product Analyst is trying to meet the data needs of the entire company. This setup makes it hard to uncover key insights quickly, slows down decision-making, and limits the potential impact of data across teams.

Our Vision:

Build an Aligned, Scalable, and Secure Data Function that Powers Devotee-Centric Growth

We want to build a **scalable, secure, and business-aligned** data team that works hand-in-hand with each business unit. The goal is to:

- Identify and unlock new growth opportunities
- Improve customer experience across all touchpoints
- Support faster, more informed decision-making
- Create a culture of experimentation and innovation

How We'll Work: Guiding Principles

- **Start with Needs**: Partner closely with each BU to understand the real challenges on the ground
- **Scale with Impact**: Prioritize efforts based on what moves the needle
- **Use Data to Drive Growth**: Find and amplify what's working, and fix what's not
- **Think Like a Product Team**: Serve each business unit as if they're our customers - iterate, deliver, improve
- **Build a Strong Foundation**: Focus on security, governance, and long-term sustainability

Our Step-by-Step Plan

Phase 1: Stabilize (0–3 Months)

Goal: Align data efforts with business priorities and get basic data infrastructure in place

- Hire a **Head of Data** to lead the function and set the vision
- Place **1 Product Analyst in each BU** to define key metrics (conversion, retention, AOV, etc.) and identify pain points
- Add **1 Data Engineer** to build initial data pipelines and make data available where it's needed

Phase 2: Strengthen (3–6 Months)

Goal: Improve infrastructure, enable self-serve analytics, and ensure data quality

- Add **2 more Data Engineers** to scale the backend
- Hire a **BI Analyst** to build dashboards and enable teams to self-serve insights
- Bring in a **Data Steward** to maintain data accuracy and compliance
- Hire **2 Data Analysts** to support PAs across BU clusters
- Launch initiatives like:
    - Role-based access control
    - Pipeline monitoring to catch data issues early

Phase 3: Scale (6–12 Months)

Goal: Expand into advanced analytics and bring in leadership

- Add **2 Data Scientists** to work on forecasting, churn prediction, and pricing strategies
- Appoint **team leads** for Analytics, Engineering, and Data Science to guide each vertical
- Set up a **Data Council** to align efforts across BUs
- Tie analysts' work to **business OKRs** for greater accountability

Phase 4: Innovate (12–18 Months)

Goal: Double down on personalization, experimentation, and GenAI adoption

- Hire a **Marketing & CRM Analyst** to track campaign performance (ROI, CAC, LTV)
- Bring in an **Experimentation Analyst** to design and analyze A/B tests
- Add an **MLOps/GenAI Engineer** to productionize ML models, including GenAI-powered chat and personalization tools

Strategic Enablers for Growth

- **Daily Dashboards**: Keep operations sharp with real-time metrics
- **Quarterly Business Reviews (QBRs)**: Led by analysts to spotlight wins, gaps, and next steps
- **Central Data Lake**: Combine data across BUs to see the full customer journey
- **Self-Serve Tools**: Empower teams to answer their own questions quickly
- **Real-Time Monitoring**: Detect and respond to drops in key metrics immediately

Data Governance & Security

We'll build trust by making sure data is:

- Accessed only by the right people, with logs and reviews in place
- Encrypted and monitored at all times
- Fully documented — especially for metrics that impact revenue

Clear Roles = Scalable Impact

Role	What They Focus On
Product Analyst	Embedded in BUs, owning KPIs and providing strategic insights
Data Analyst	Building dashboards, doing ad hoc analysis, and tracking metric health
Data Engineer	Managing pipelines, infra, and data storage
BI Analyst	Building dashboards, enabling self-serve, and modeling data
Data Scientist	Predictive modeling, personalization, experimentation
Data Steward	Data quality, taxonomy, compliance, documentation

Why This Structure Works

- **Analysts close to the business** = faster insights and better decisions
- **Central engineering support** = reliable, scalable infrastructure
- **Data science layer** = forward-looking capabilities like forecasting and personalization
- **Product mindset** = agility and iterative delivery
- **Operational support** = quick turnaround on day-to-day business needs