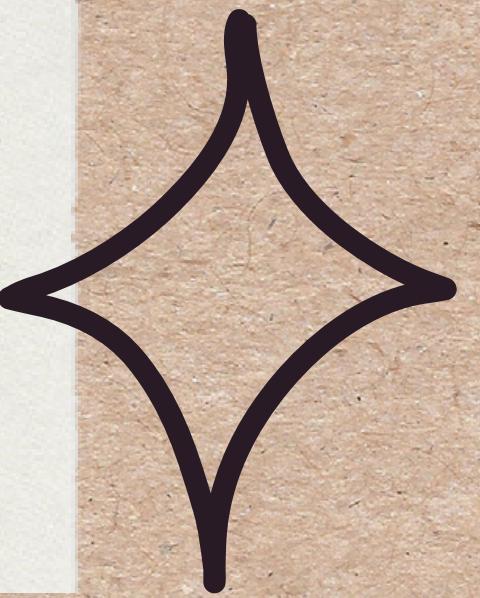


**ITSY  
BITSY**



Presented by-

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Under the  
guidance of-

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Itsy Bitsy™  
Hobby, Arts & Crafts Megastore



# ABOUT THE BRAND

## How They Started

Itsy Bitsy was started in the year 2007, as a small shop in Bangalore by Harish and Rashmi Closepet with the simple goal of making the highest quality art and craft supplies accessible to everybody in India while inspiring creativity.

## Where They Are Today

India's biggest retailer for art and craft supplies with more than 10000 products in their retail stores and online store. Since their inception, they've been trying to make more inspirational & affordable products. Known to be as a "value store" by their customers today! They are always on their toes, adding new products and creating trends for us to explore! They don't want any creative need of yours to go unfulfilled and so they also import products from leading brands around the world.

# VISIUAL REPRESENTATION OF DATA ANALYSIS

# ANALYSIS

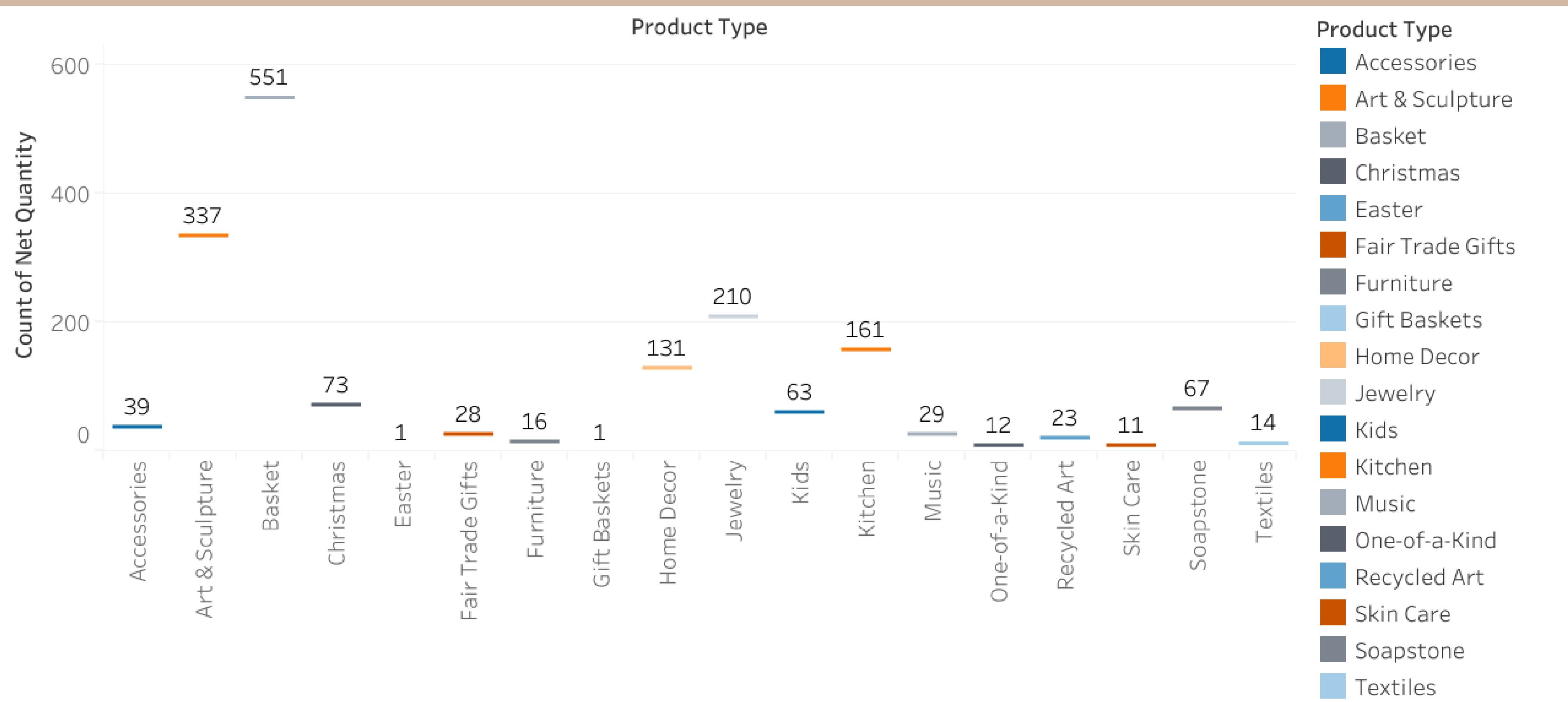


Fig 1.1 : Net quantity vs Product type

# ANALYSIS

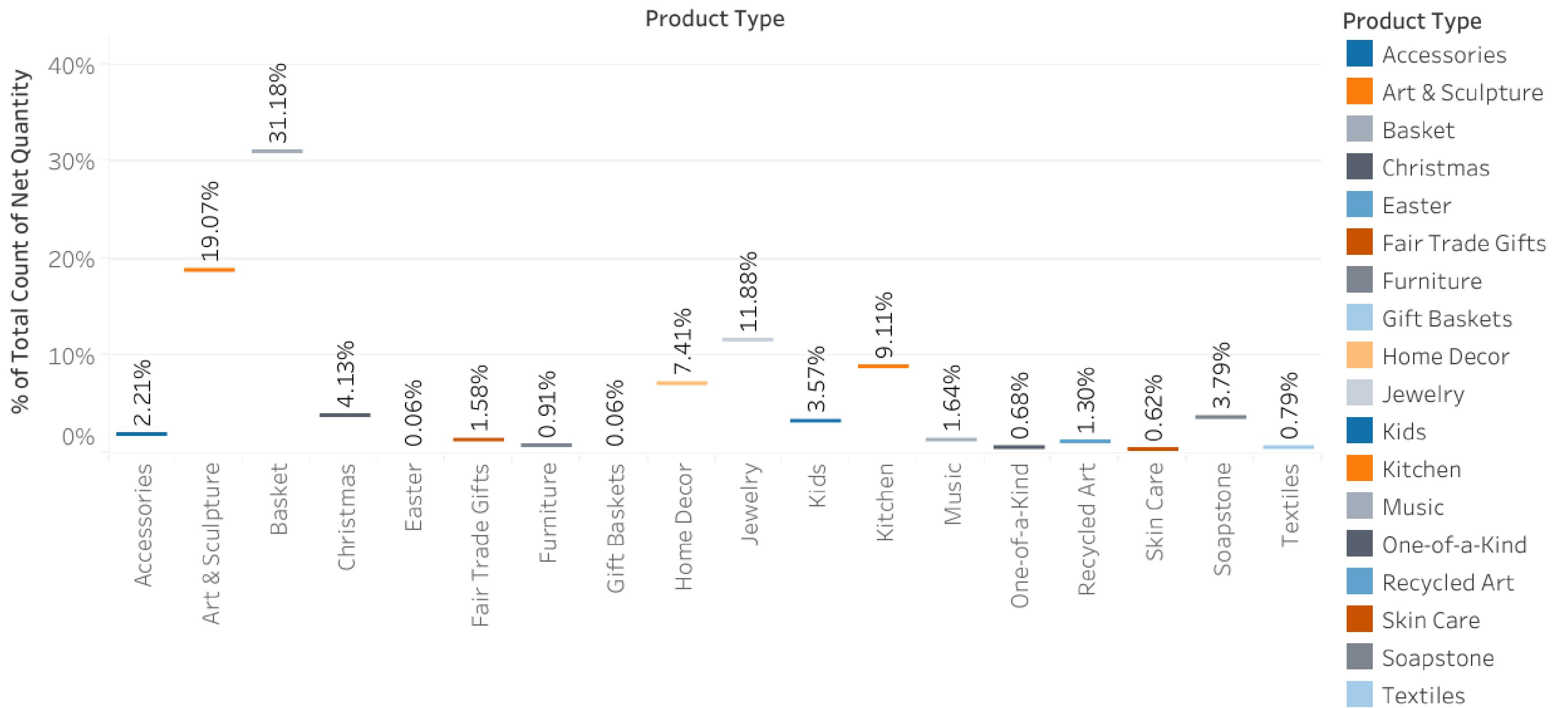


Fig 1.2 : Net quantity % vs Product type

## When analysing Net quantity vs Product type :

- The highest quantity goes for the basket, reaching 551 in number.
- The lowest quantity is of gift baskets and easter catergory, the value being 1.
- The art and sculpture section comes in second with the count of 337.
- Jewellery section does decently, reaching 210 in count, followed by the kitchen and home decor catergories at 161 and 131 respectfully.

## When analysing Net quantity % vs Product type :

- The highest percent is 31.18% of the basket catergory.
- The lowest percent is 0.06% of the gift baskets and easter catergory.
- The art and sculpture holds 19.07% of the total.
- The jewellery section holds 11.88% whereas the kitchen section and the home decor section hold 9.11% and 7.42% respectfully.

# ANALYSIS

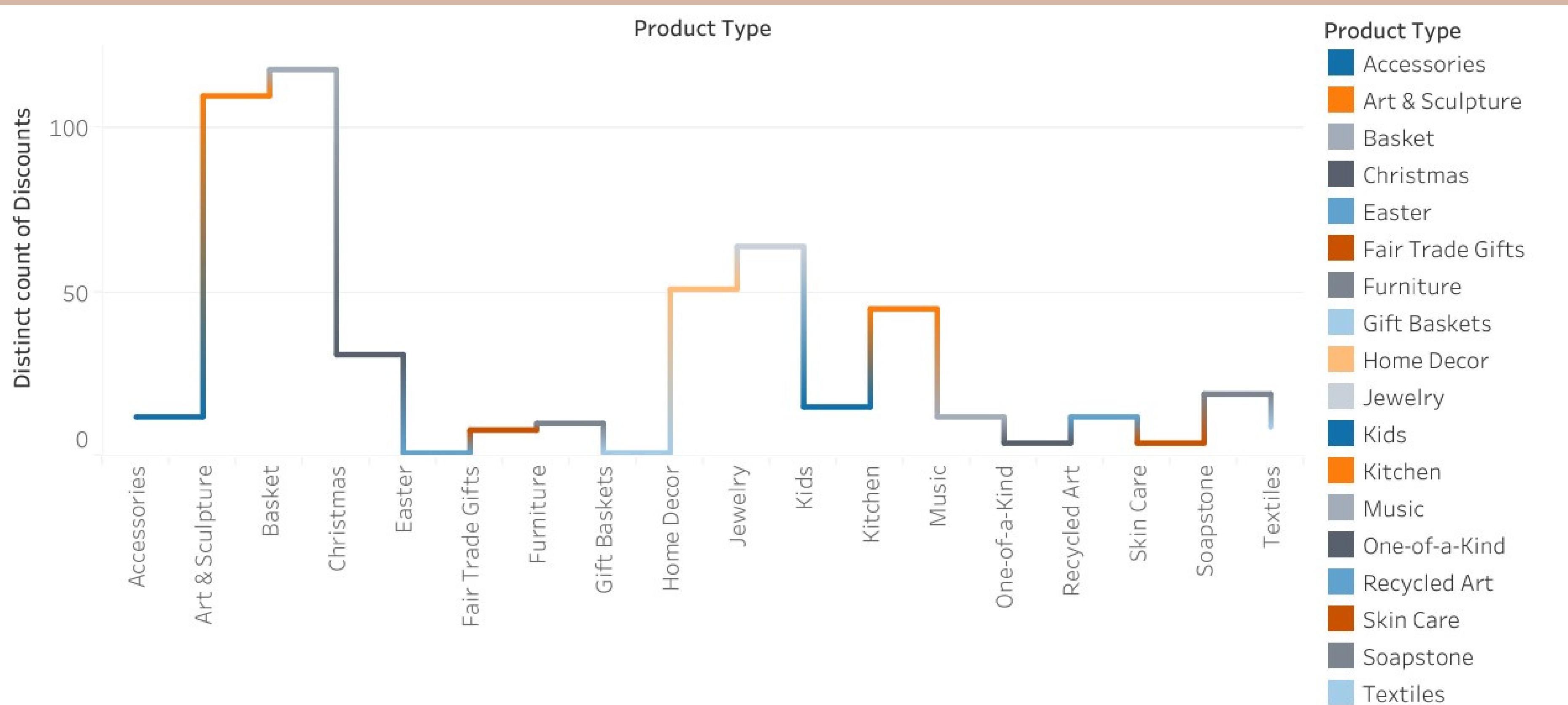


Fig 2.1 : Discount vs Product type

# ANALYSIS

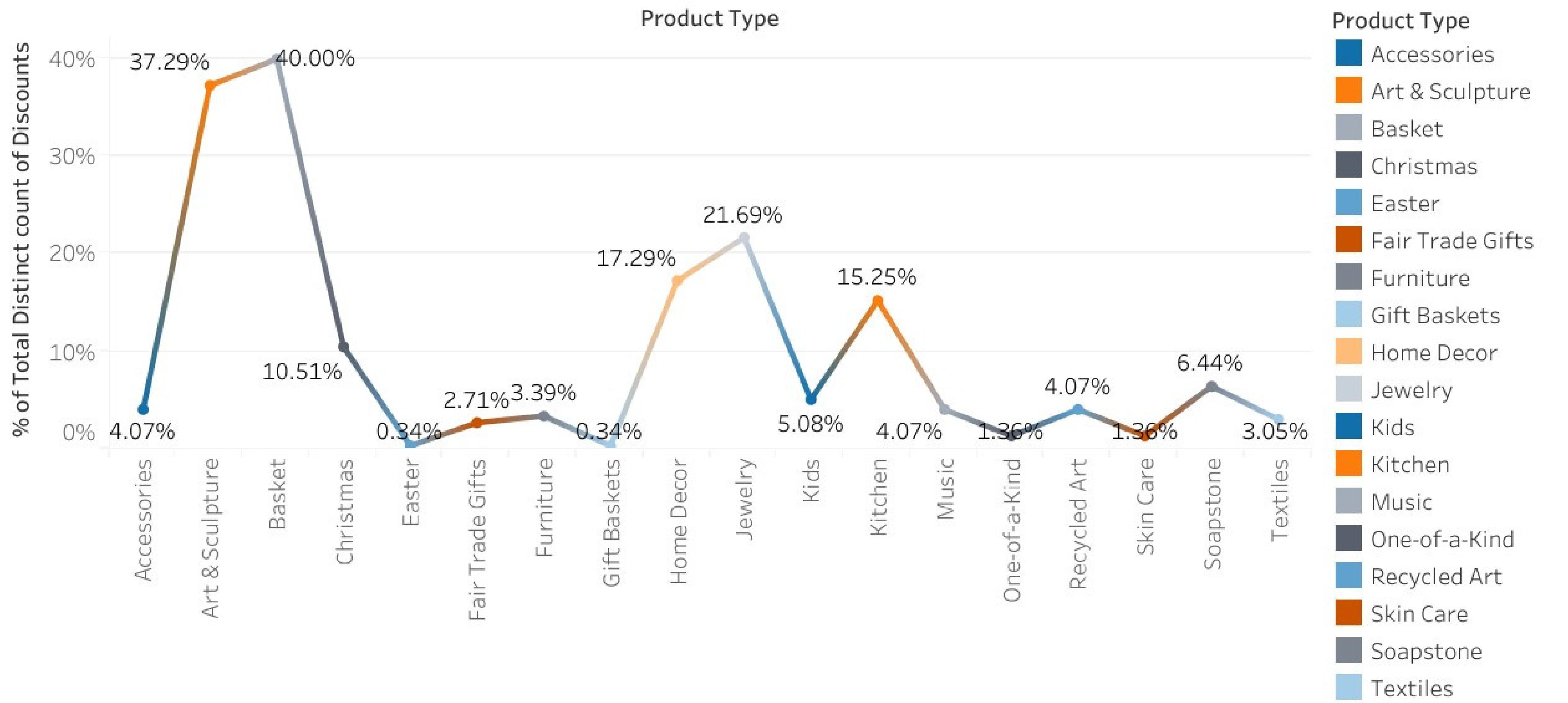


Fig 2.2 : Discount % vs Product type

## When analysing Discounts vs Product types :

- The highest distinct count of discounts is in the basket category, the count being 118.
- The next highest distinct count of discounts is the art and sculpture category, adding upto 110.
- The jewellery section has the distinct count of 64 discounts.
- As observed, it can be concluded that there is a lot of inconsistency in discounts with respect to the other categories.

## When analysing Discount % vs Product types :

- The highest % Of the discount is for the basket category at 40%.
- The next is of art and sculpture category at 37.29%.
- The jewellery section has 21.69% of distinct count of discounts.
- The graph is seen to be inconsistent and has a lot of peaks and troughs through-out.

# ANALYSIS

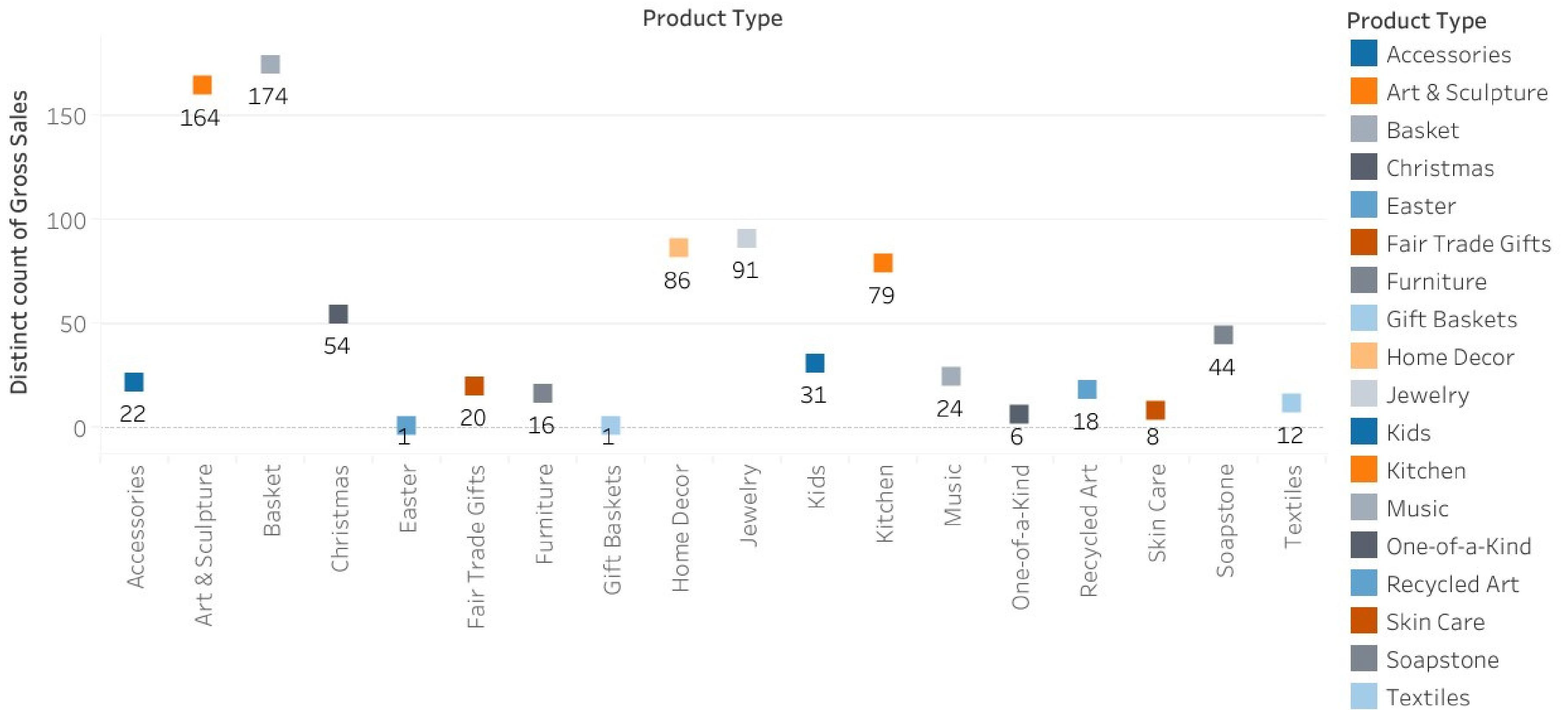


Fig 3.1 : Gross Sales vs Product type

# ANALYSIS

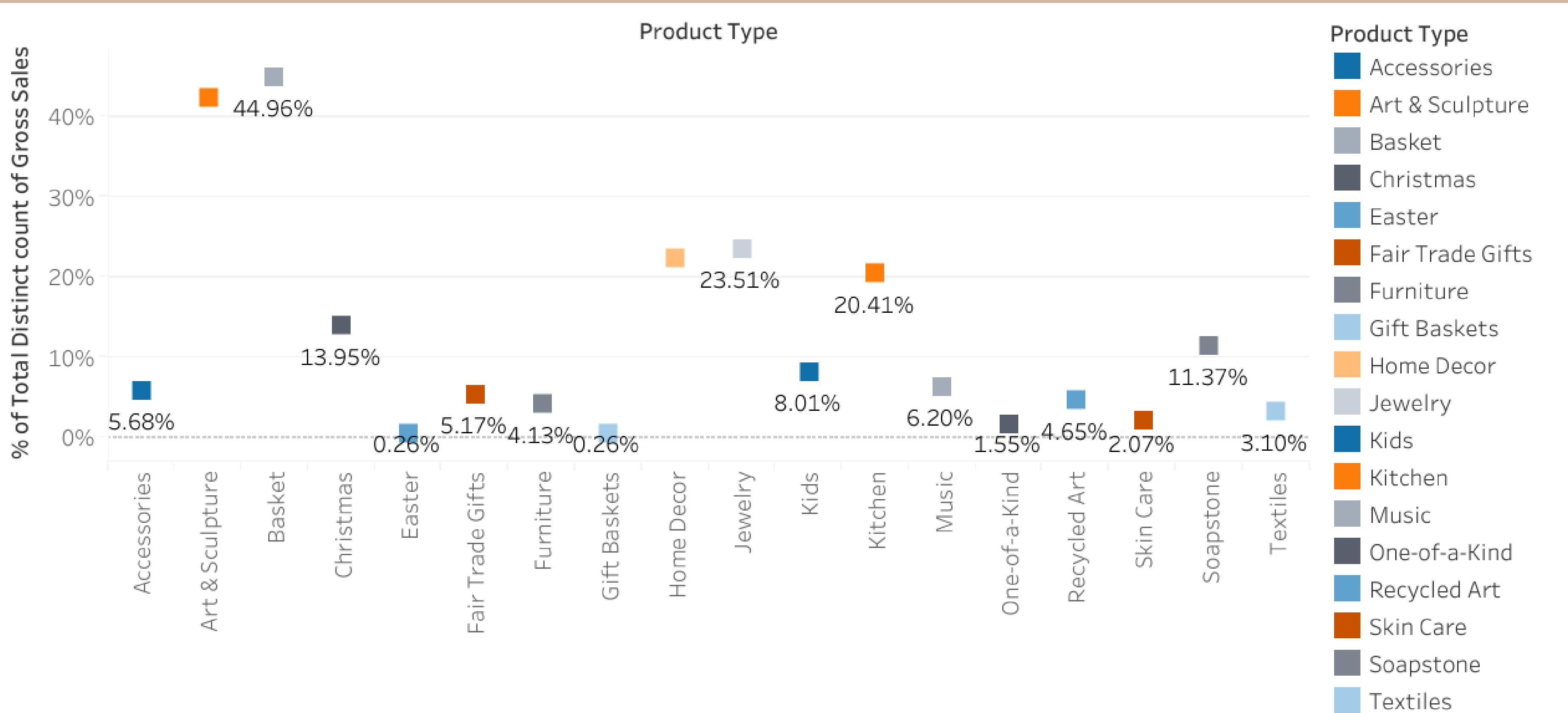


Fig 3.2 : Gross Sales % vs Product type

## Observing the data representation of Gross sales vs Product types :

- The gross sales of the baskets is 10 units more than the art and sculptures category, being 174 and 164 respectively.
- Here we notice, the jewellery gross sales stand at 91, whereas the home decor section at 86 and kitchen at 79.
- We see an increase in the home decor section (respected to kitchen category) in this representation.

## Observing the data representation of Gross sales vs Product types :

- The percentage of gross sales of the baskets is 44.96% and art and sculptures is 42.38%
- The percentage of gross sales of jewellery is 23.51% and home decor is 22.22% while kitchen is 20.41%.
- We can conclude that despite home decor having less discounts and net quantity, sells more (compared to kitchen category)

# ANALYSIS

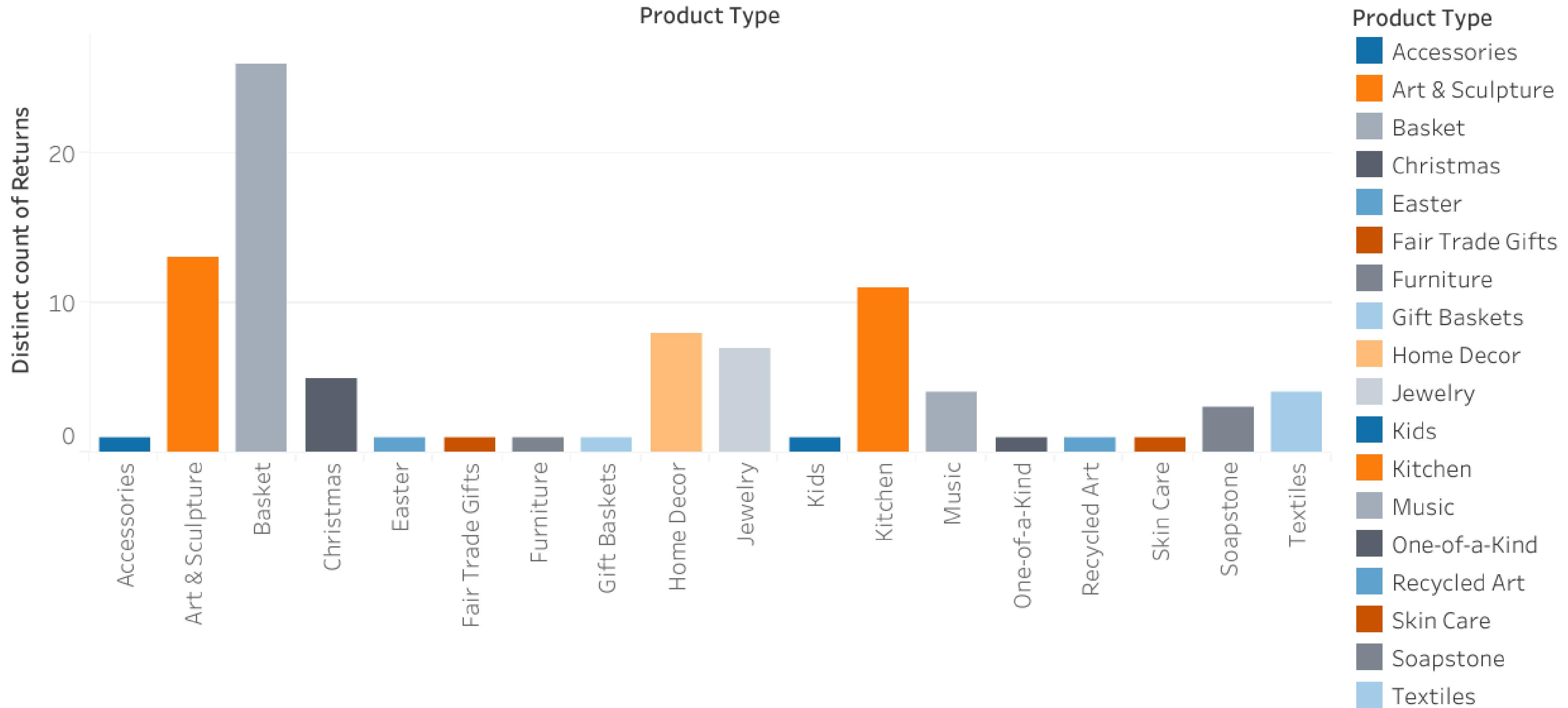


Fig 4.1 : Return vs Product type

# ANALYSIS

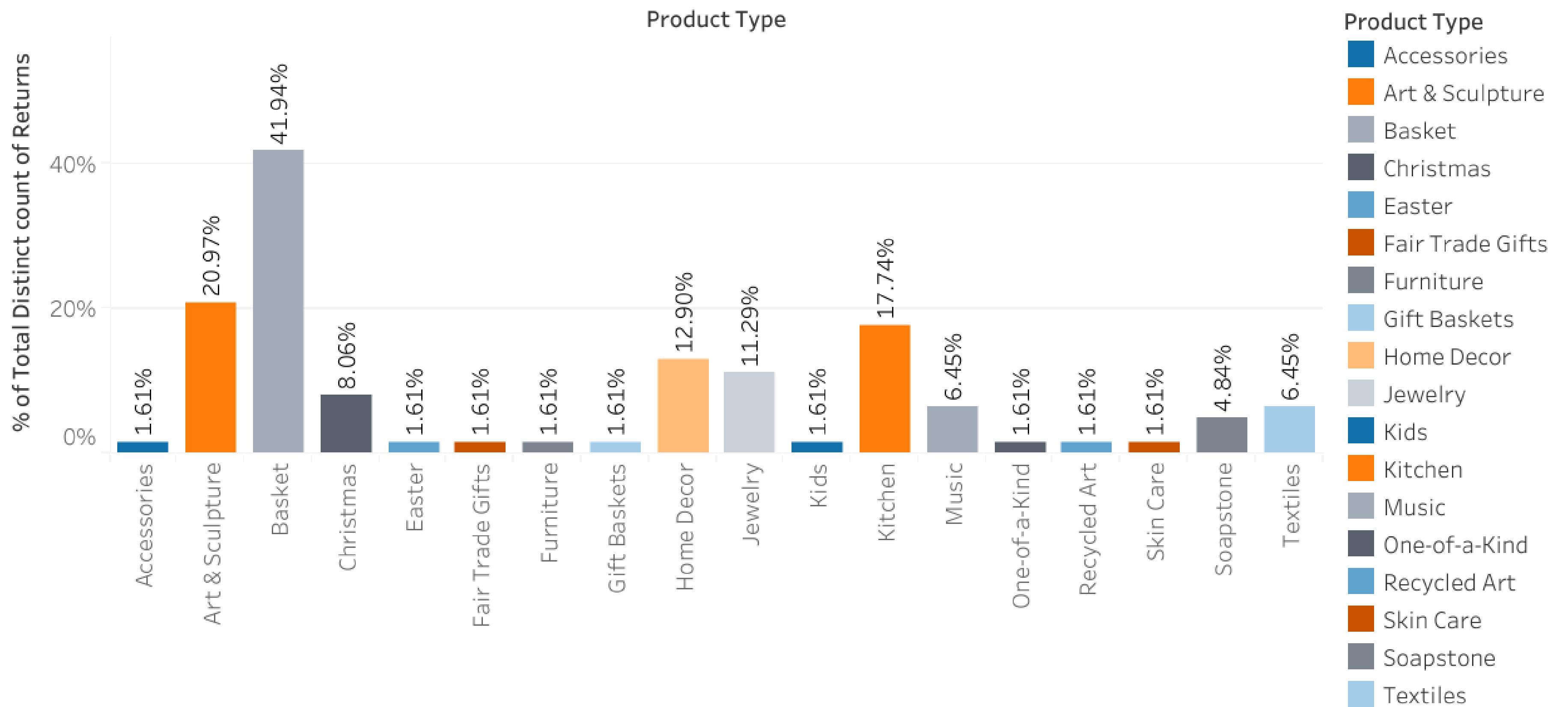


Fig 4.2 : Return % vs Product type

## Observing Returns vs Product types :

- The basket category gives the highest distinct count of returns followed by art and sculpture, being 26 and 13.
- The kitchen category gives return count of 11 units, the home decor; 8 and the jewellery 7.
- The return of kitchen section is more than the jewellery despite having less net quantity, less count of discounts and gross sales; while having less count of gross sales compared to home decor too.

## Observing Returns % vs Product types :

- The percentage of distinct count of returns for basket is 41.94% and for art and sculpture is 20.9%.
- For kitchen, home decor and jewellery it is 17.4%, 12.90% and 11.29% respectively.

# ANALYSIS

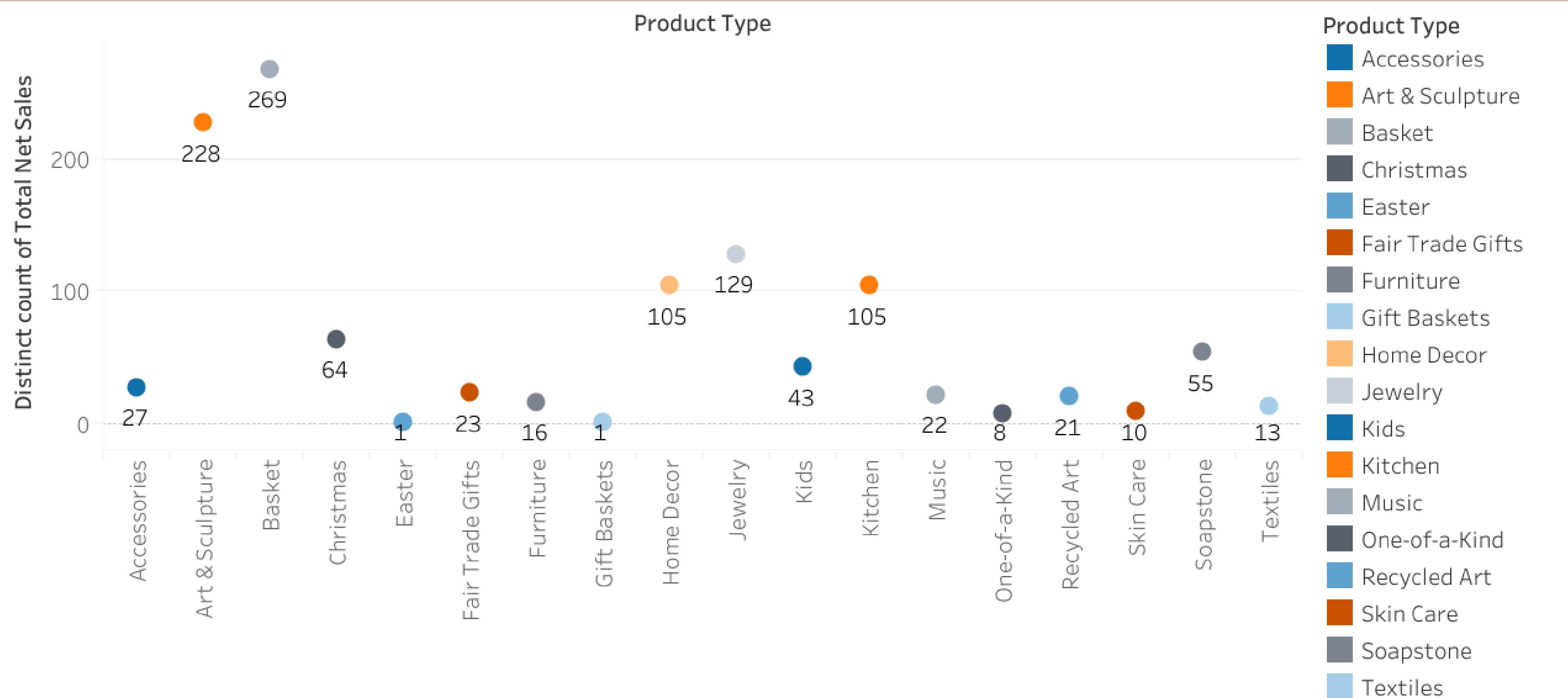


Fig 5.1 : Total Return vs Product type

# ANALYSIS

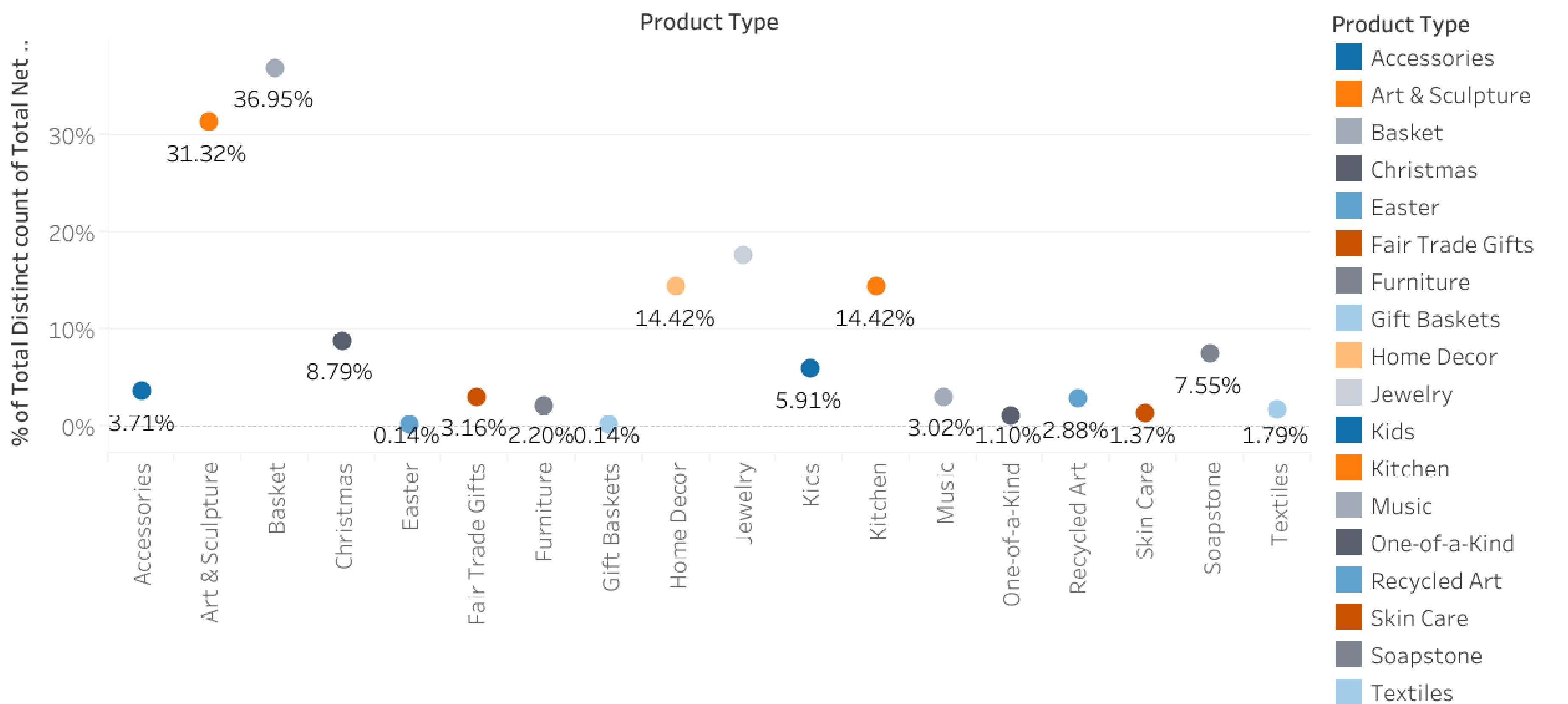


Fig 5.2 : Total Return % vs Product type

## Looking through the Total net sales vs Product type representation :

- Looking at total net sales, we can say the most amount of sales is in the basket category being 269 and the least amount of sales is in the gift baskets and easter category being 1.
- The distinct count of total net sales for jewellery is 129, whereas for kitchen and home decor it is the same, 105.
- For art and sculpture, it is 228.

## Looking through the Total net sales % vs Product type representation :

- Percentage for baskets is 36.95%.
- Percentage for art and sculpture is 31.32%.
- For jewellery, it is 17.72%
- For kitchen and home decor, it is the same, being 14.2%

# **Thank You!**

**This report would not have been possible without the  
guidance and support of our faculty, Parthiban  
Natarajan sir.**

