

Business Data Management Project



About the Project

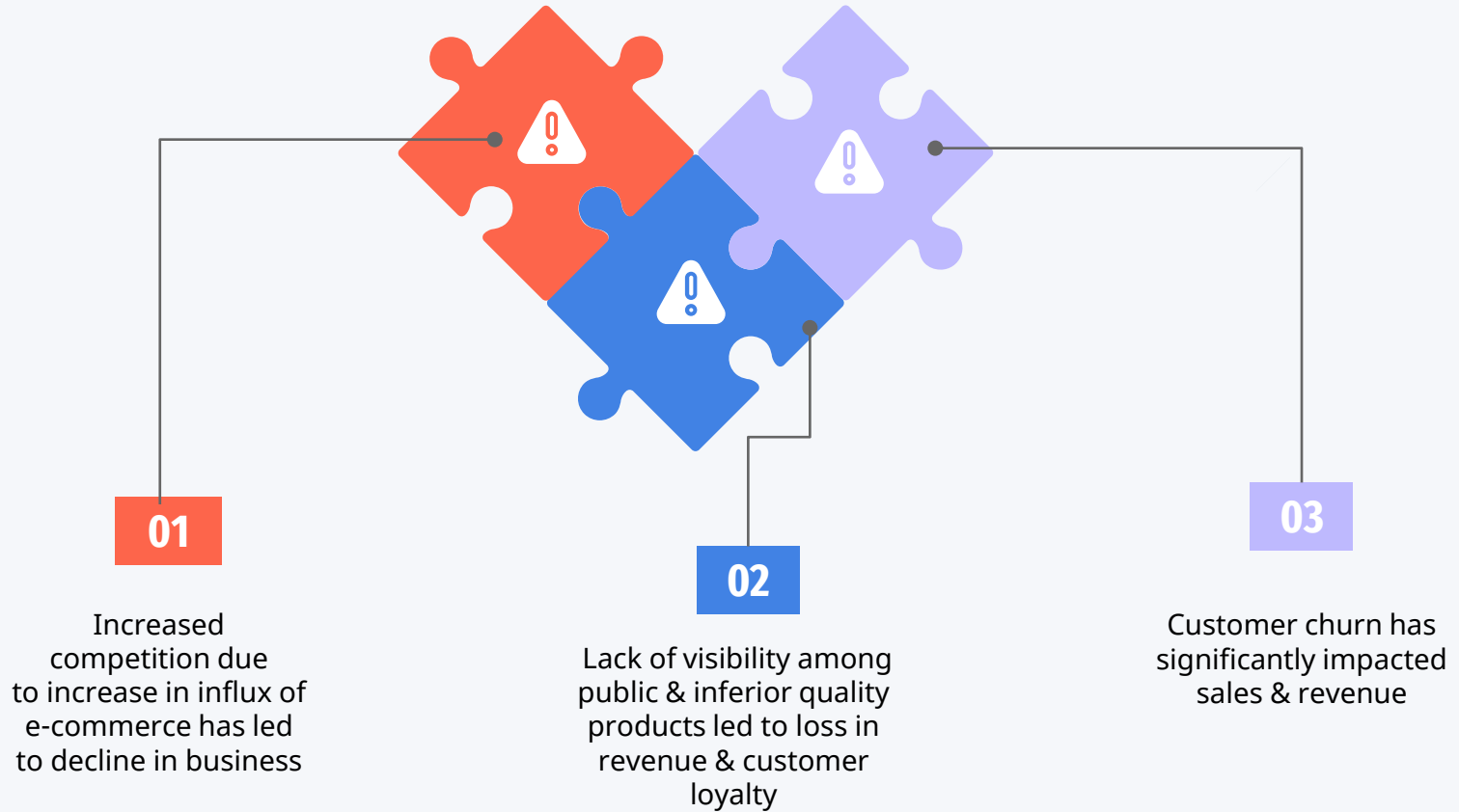
- **Objective** : Addressing challenges faced by Computech Computers – B2C Computer Store
- **Location** : Kolenchery (Manjamkuzhi shopping complex, college junction), Ernakulam, Kerala
- First computer store in Kolenchery



Organizational Details :

- **Founder** : Mr. Sony P George (2007)
- **Sale and repair** : computers, laptops, printers, modems, headsets, solar panels and CCTV cameras
- **Services** : CCTV Installation, same day delivery, shop in-store

Problem Statement



Data Collection & Preprocessing

Data in ledger format

| COMPUTECH COMPUTERS | | | | | | | |
|--|------|------------|----------------------|----------------------|------------|-------------|--------------|
| 1stFloor,Manjankuzhiyil Shopping Complex, College Junction, Kolenchery | | | | | | | |
| Mob:9447119117/9995807555 | | | | | | | |
| GSTIN : 32AFJP0838B120 | | | | | | | |
| L E D G E R | | | | | | | |
| (From 1-4-2022 to 31-3-2023) | | | | | | | |
| Account : Sales | | | | | | | |
| Date | Type | Vch No. | Particulars | Narration | Debit(Rs.) | Credit(Rs.) | Balance(Rs.) |
| 01-04-2022 | Sale | C001/22-23 | Dr SYNTHITE REALITY | | | 847.46 | 847.46 Cr |
| | | | LASER PRINTER PART T | 1.00 Nos. @ 466.10 = | 466.10 | | |
| | | | REMANUFACTURED COMPA | 1.00 Nos. @ 381.36 = | 381.36 | | |

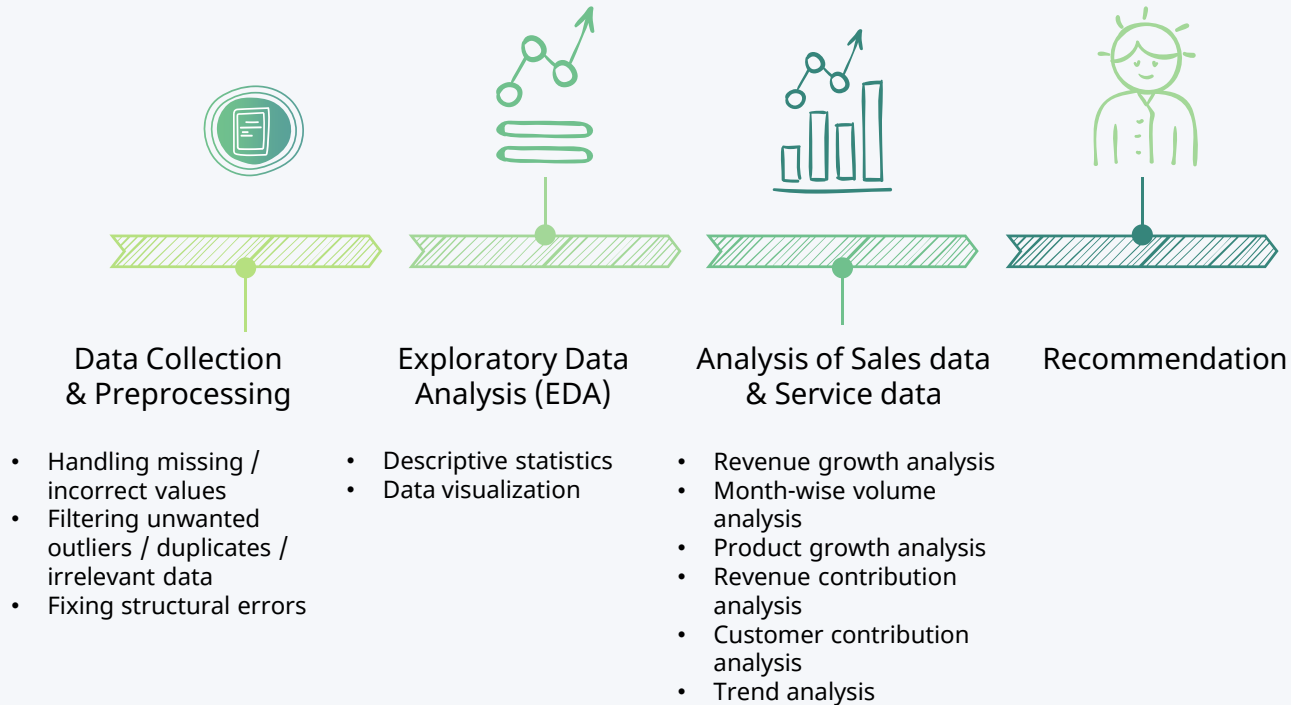
Collection & analysis of sales & service data over FY 22-23
(April 2022–March 2023)

Preprocessed sales & service data in excel

| SERVICE CHARGE (April-2022) | | |
|-----------------------------|----------------------------------|----------|
| Date | CUSTOMER_NAME | Amount |
| 02-04-2022 | METAL LAND | 254.24 |
| 05-04-2022 | BENNY KOLENCHERY CHURCH | 350 |
| 07-04-2022 | REJI THOMAS | 500 |
| 14-04-2022 | UNKNOWN | 3000 |
| 14-04-2022 | MICROTROL STERILISATION SERVICE | 423.72 |
| 14-04-2022 | EYNE ARC INTERIOR SYSTEMS PRIVAT | 508.48 |
| 14-04-2022 | UNKNOWN | 1000 |
| 18-04-2022 | AGRO MANURES AND CHEMICALS (INDI | 508.48 |
| 18-04-2022 | AGRO MANURES AND CHEMICALS (INDI | 84.74 |
| 18-04-2022 | UNKNOWN | 1,400.00 |
| 19-04-2022 | UNKNOWN | 600 |
| 19-04-2022 | UNKNOWN | 2,800.00 |
| 19-04-2022 | UNKNOWN | 1,450.00 |

| Sales Data of Computech Computers (April-2022) | | | | | | | | |
|--|-------|------|----------------------------------|----------------------|----------|------|----------|-------------|
| Date Of Invoice | Month | Year | Customer Name | Product Name | Rate | Unit | Quantity | Amount (Rs) |
| 01-04-2022 | APRIL | 2022 | SYNTHITE REALITY | LASER PRINTER PART T | 466.1 | No | 1 | 466.1 |
| 01-04-2022 | APRIL | 2022 | SYNTHITE REALITY | REMANUFACTURED COMPA | 381.36 | No | 1 | 381.36 |
| 01-04-2022 | APRIL | 2022 | UNKNOWN | HIKVISION 128GB 2.5 | 2,118.64 | No | 1 | 2118.64 |
| 01-04-2022 | APRIL | 2022 | UNKNOWN | LAPCARE OPTICAL MOUS | 211.86 | No | 1 | 211.86 |
| 01-04-2022 | APRIL | 2022 | UNKNOWN | LAPTOP HDD CASING | 508.48 | No | 1 | 508.48 |
| 02-04-2022 | APRIL | 2022 | UNKNOWN | ACER RE100 128GB M.2 | 2,457.62 | No | 1 | 2457.62 |
| 02-04-2022 | APRIL | 2022 | LOUIE | FINGERS USB SPEAKERS | 762.72 | No | 1 | 762.72 |
| 02-04-2022 | APRIL | 2022 | J J CONFECTIONERY PRIVATE LIMITE | REMANUFACTURED COMPA | 296.61 | No | 3 | 889.83 |
| 02-04-2022 | APRIL | 2022 | J J CONFECTIONERY PRIVATE LIMITE | LASER PRINTER PART T | 169.5 | No | 1 | 169.5 |
| 02-04-2022 | APRIL | 2022 | J J CONFECTIONERY PRIVATE LIMITE | LASER PRINTER PART T | 100 | No | 1 | 100 |
| 02-04-2022 | APRIL | 2022 | R M J MEDICALS | HIKVISION 128GB 2.5 | 2,118.64 | No | 1 | 2118.64 |
| 02-04-2022 | APRIL | 2022 | UNKNOWN | EPSON INK BLACK T664 | 267.86 | No | 1 | 267.86 |
| 02-04-2022 | APRIL | 2022 | UNKNOWN | POWER CODE | 169.5 | No | 1 | 169.5 |

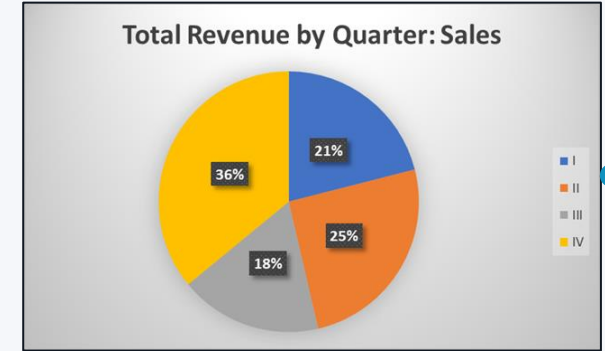
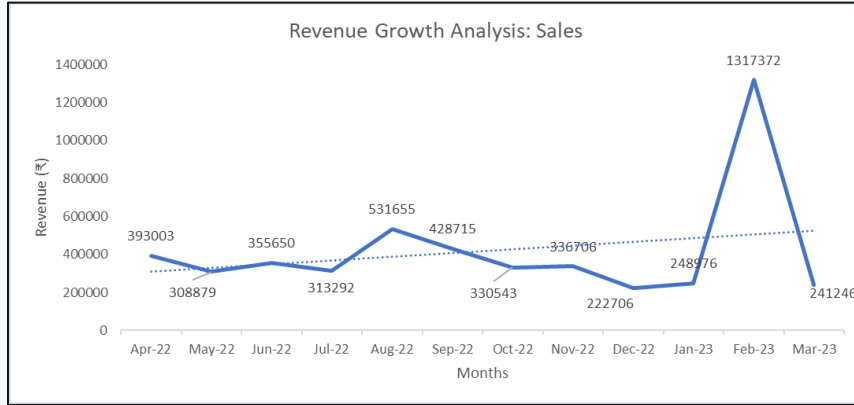
Approach



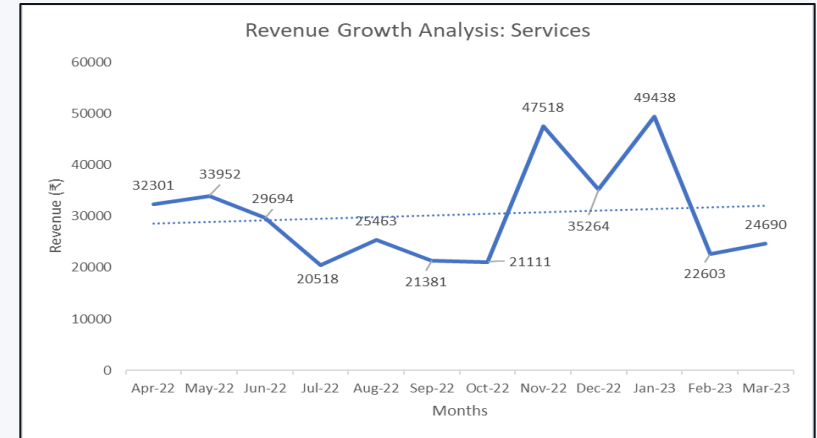
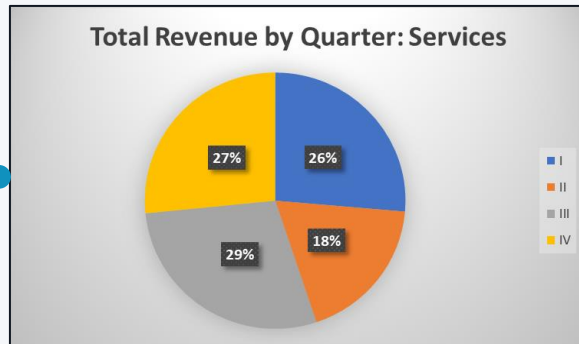
- **Revenue Growth Analysis :**
Insight into the overall health of sales

Results & Findings

Highest revenue growth : Q4 (36%)
Lowest revenue growth : Q3 (18%)

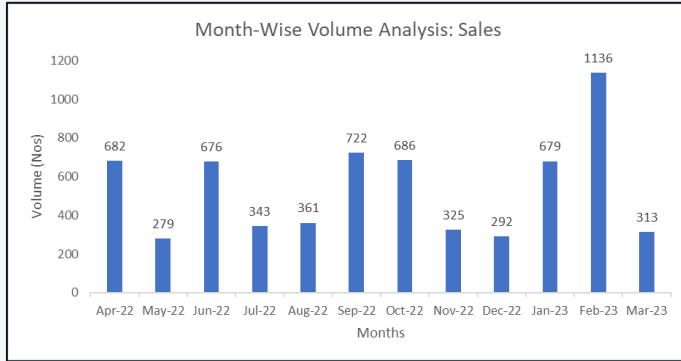


Highest revenue growth : Q3 (29%)
Lowest revenue growth : Q2 (18%)



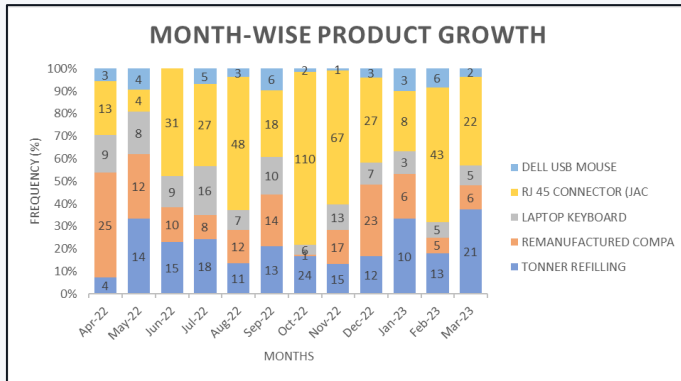
Growth stalls must be given immediate attention & should be reversed by new innovative product launches & effective marketing strategies

- Month-wise volume analysis

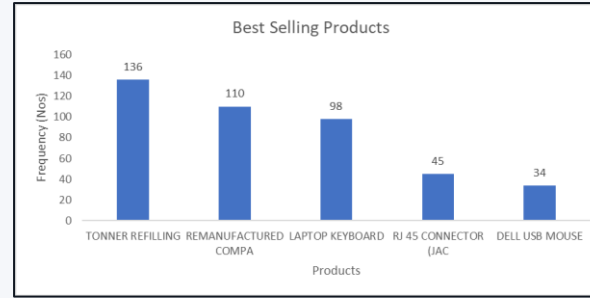


- Product growth analysis

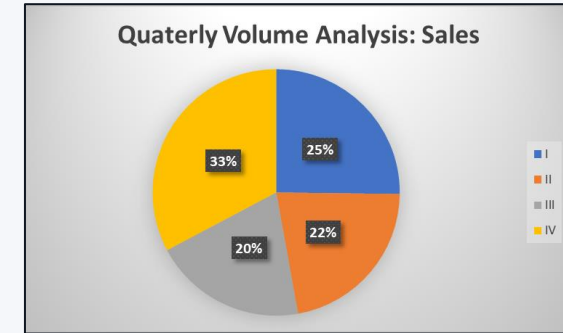
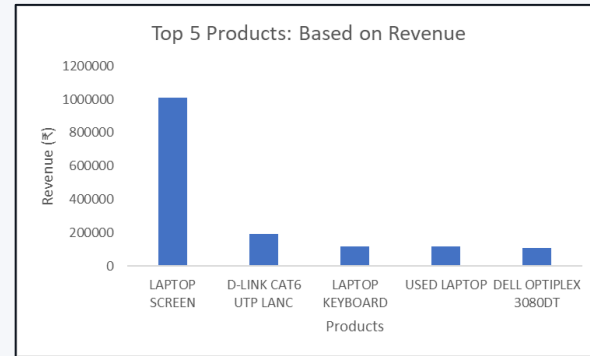
Individual product contribution over each month



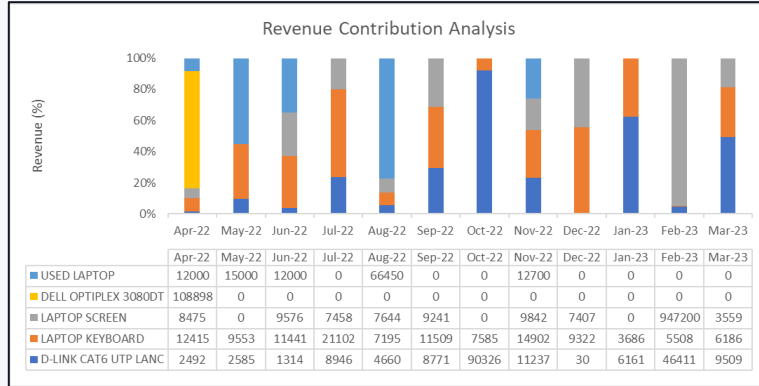
Results & Findings (Contd)



Unsteady trend in trade volume
Growth highlights the need for
more high quality products &
better inventory management

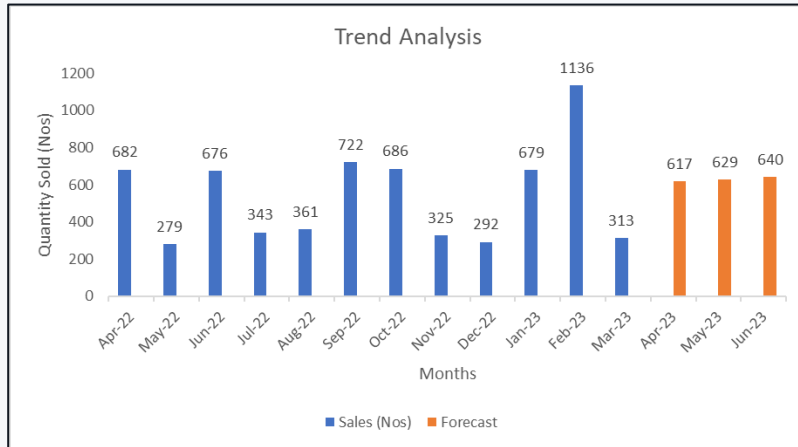


Revenue contribution analysis

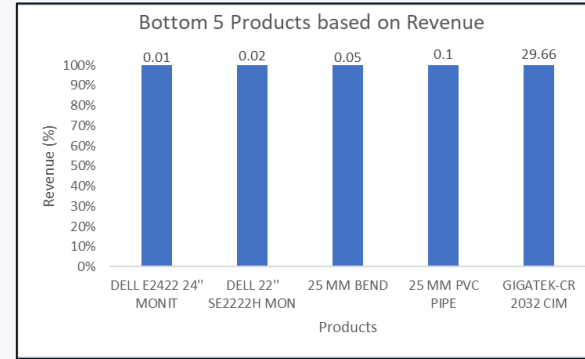


Total revenue contribution of Top 5 & Bottom 5 Products

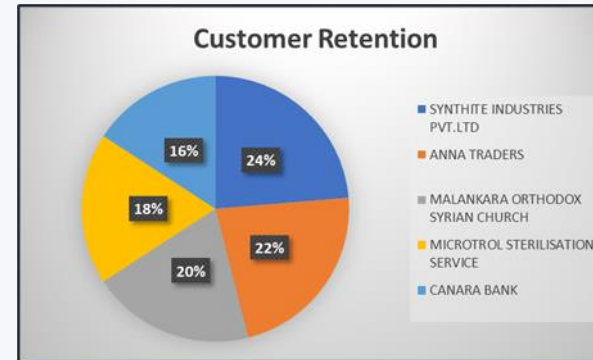
Trend analysis



Results & Findings (Contd)



Customer contribution analysis



Customer retention is observed in organizations such as :

- Synthite Industries PVT.LTD (24%)
- Anna Traders (22%)
- Malankara Orthodox Syrian Church (20%)
- Microtrol Sterilization service (18%)
- Canara Bank (16%)

Stagnating growth in Q1
Inconsistency, reduced sales
growth & uncertainty

Recommendations

1

Leveraging
Influencer
Marketing for
business growth

2

Launching new
products and
improved
inventory
management

3

Unlocking global
trade through
Ecommerce

4

Collaboration with
subsidiaries of
Synthite Industries
PVT.LTD such as
Spice villa, Riviera
retreat and vanilla
grove

5

Embedding a
customer
feedback loop
into product
delivery

6

Purchase from
local vendors
instead of
overseas import

**THANK
YOU!**

