



# Business Data Management Capstone Project

Analysis of Sales Data of Computech Computers

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# About the Project

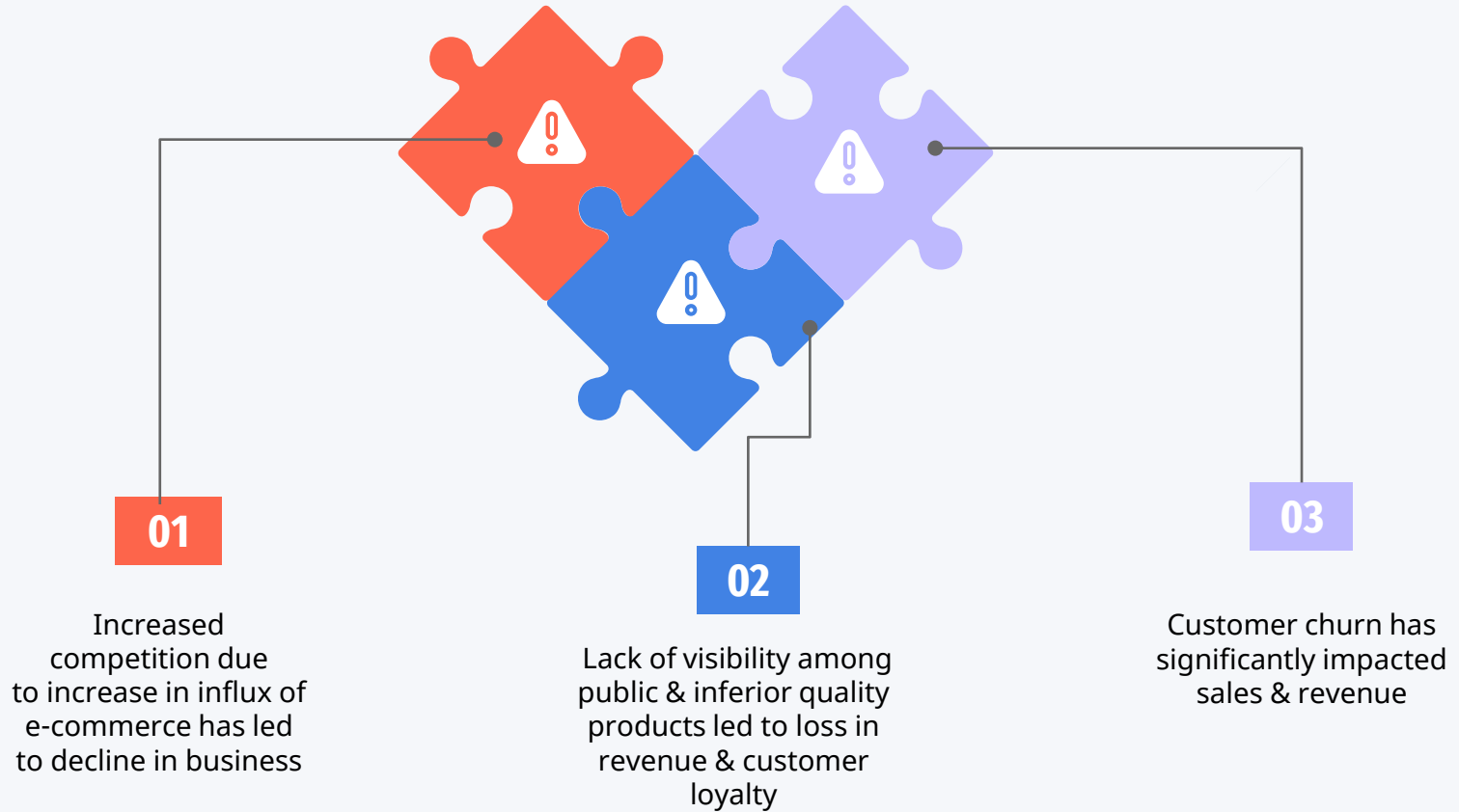
- **Objective** : Addressing challenges faced by Computech Computers – B2C Computer Store
- **Location** : Kolenchery (Manjamkuzhi shopping complex, college junction), Ernakulam, Kerala
- First computer store in Kolenchery



## 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		

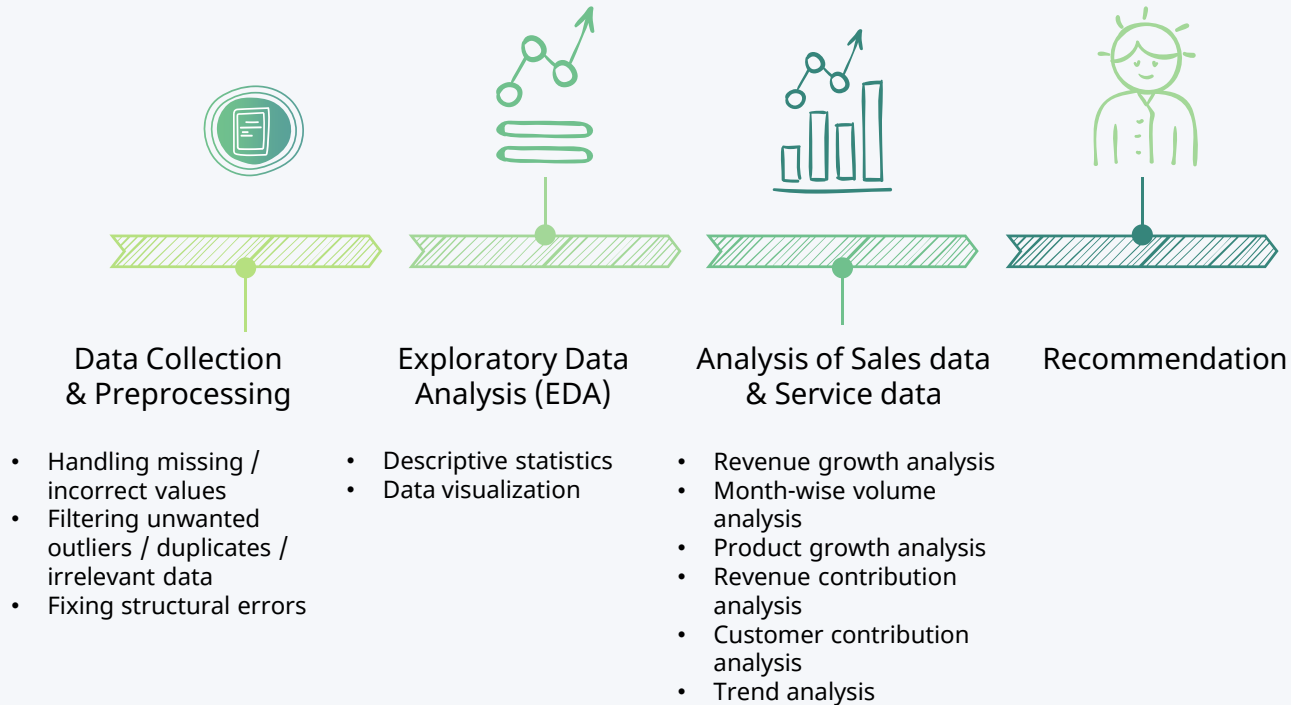
Collection & analysis of sales & service data over FY 22-23  
(April 2022–March 2023)

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

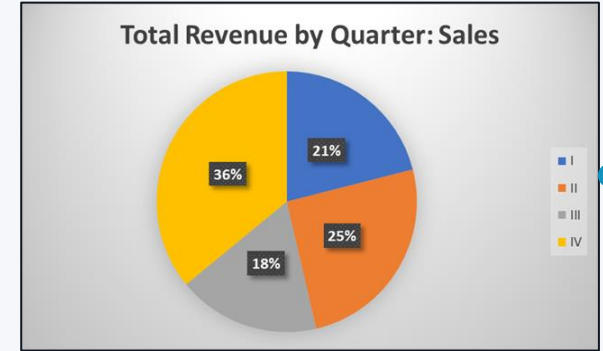
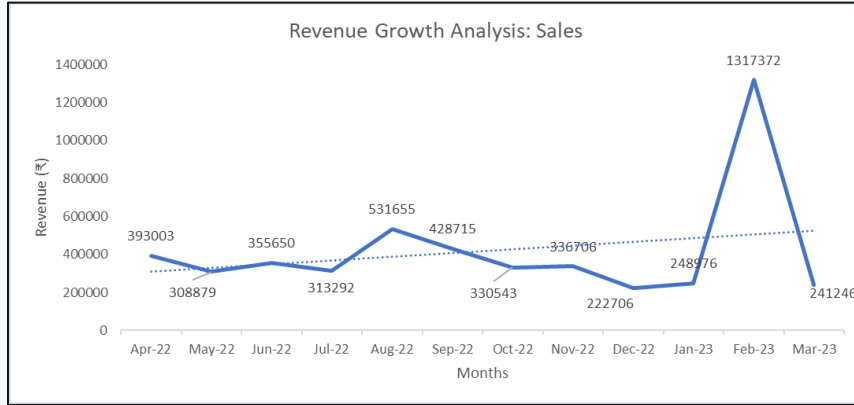
# Approach



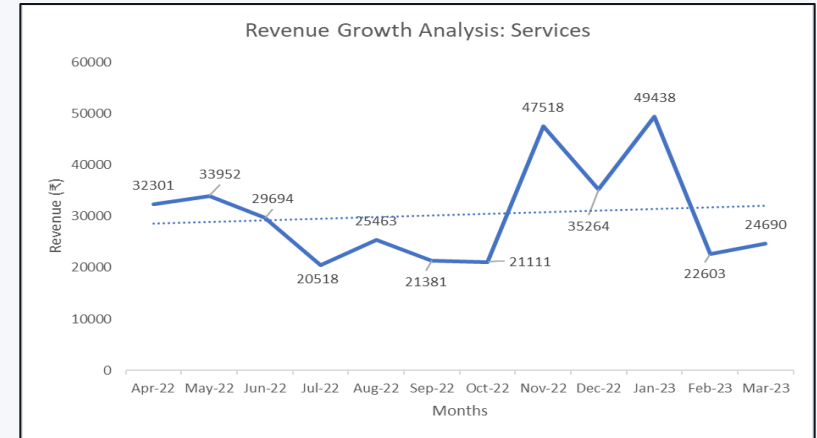
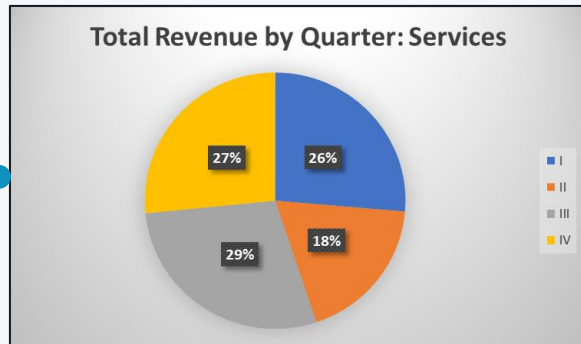
- **Revenue Growth Analysis :**  
Insight into the overall health of sales

# Results & Findings

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

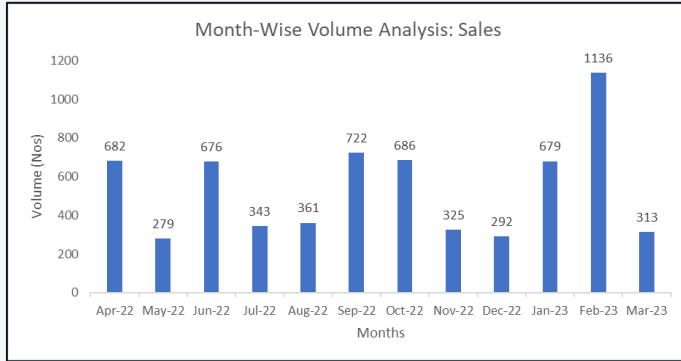


Highest revenue growth : Q3 (29%)  
Lowest revenue growth : Q2 (18%)



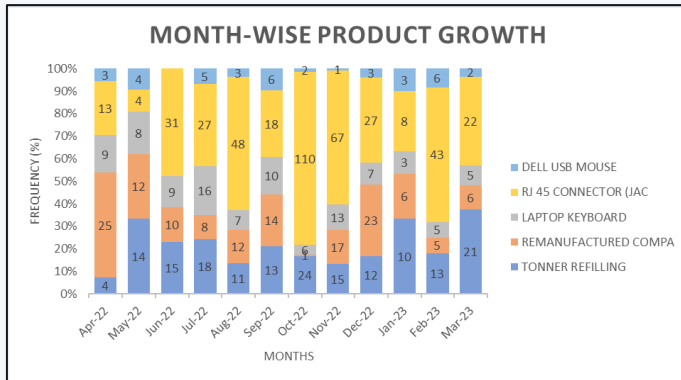
Growth stalls must be given immediate attention & should be reversed by new innovative product launches & effective marketing strategies

- Month-wise volume analysis



- Product growth analysis

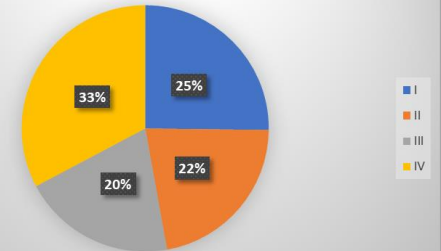
Individual product contribution over each month



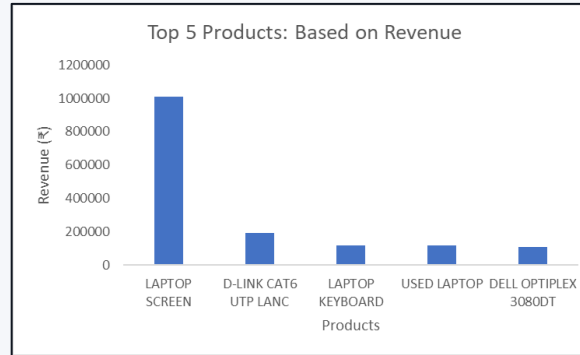
## Results & Findings (Contd)

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

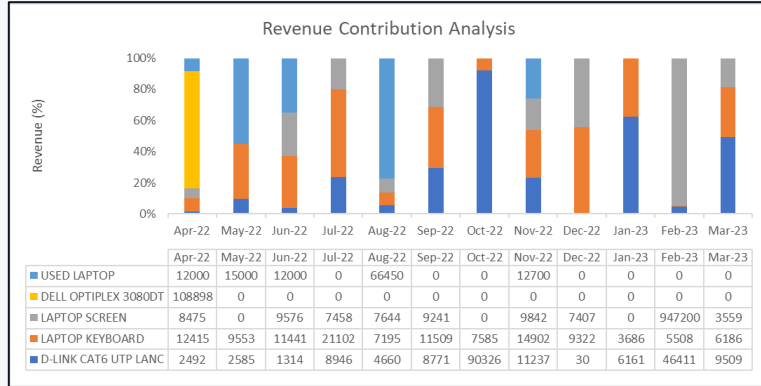
Quarterly Volume Analysis: Sales



Top 5 Products: Based on Revenue

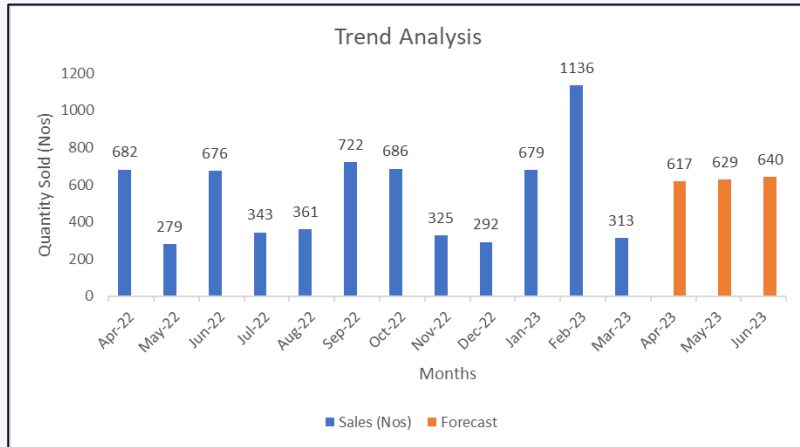


## Revenue contribution analysis

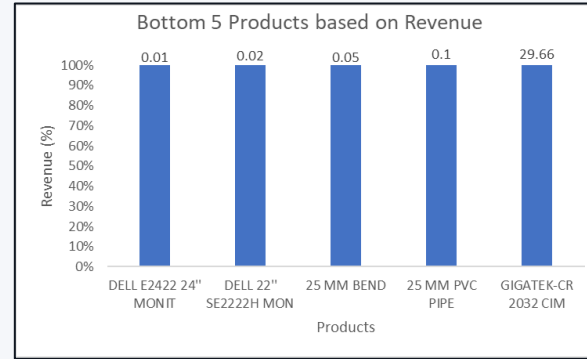


Total revenue contribution of Top 5 & Bottom 5 Products

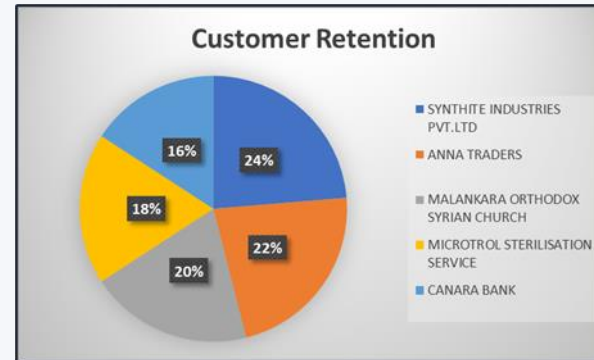
## Trend analysis



## 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 export

**THANK  
YOU!**

