BDM PROJECT PROPOSAL FORM

Submitted by:

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Sri Lakshmi Venkateshwara Mobiles

EXECUTIVE SUMMARY:

 In this Project, I am going to solve the business problem faced by the local vendor who's selling the mobile part spares and repairing mobiles. It will be done by using the knowledge I gained in Business Data Management (BDM) course. Few days back I held a meeting with local vendor and discuss the business problems he faced by him and write down his problems. He sells the products and offering his services directly to consumers. I asked him to what are the problems he faced in his business. One of the major problems faced by him is getting defected or damaged products, price fluctuations etc., This project is based on data collected from him by organised questionnaire and record it in excel sheets. This project is expected to address the problems mentioned by the owner by collecting data and finding out the solutions to problems using Excel and Python.

ORGANIZATION BACKGROUND:

It is a small scale of business running by the Simhadri Sairam (BSc graduate) named as Sri Lakshmi Venkateshwara Mobiles in Kotturu, Srikakulam District, Andhra Pradesh. He started this business after one year of his graduation (2016) because he didn't get any job in public sector. This business is completely owned by him. Coming to his business area, Kotturu mandal is surrounded by so many villages, Tribal area around it. People around Kotturu visits his shop to buy any electronic gadgets, mobile spares etc. He sells various products and offer services like repairing the mobiles etc. His most selling products are Ear Phones, Mobile Cases, Screen Guards, Bluetooth Devices, Mobile Chargers and Cables. Before the arrival of Jio, he got good profits by selling the recharge cards. Gradually the usage of recharge cards disappeared, it causes the drop in his profits. His future goal is to extend his business to electronics sector.

PROBLEM STATEMENT:

The main objective of the problem is to find the insights using the past data. And solves the problems faced by him using that data using some tools and visualise the data

Objectives of this project is to:

a) find the products having more price fluctuations

b) find the products where he got damaged products frequently

c) Products whose stock not sold completely.

d) Suggest the products which gives more profit

BACKGROUND OF THE PROBLEMS:

This project discusses the major problems faced by the Sri Lakshmi Venkateshwara Mobiles which is unable to achieve the good profits. It is an B2C model and retail shop. Currently, he bought the stock weekly from his dealer. All the products are well packed and easy to take away. But he got defected products or damaged products, this is the one of the reasons to not achieve good profits. Another problem is he is not able to sold the total stock of some products and also have lot of price fluctuations in some products. Thus, this project has been undertaken to find out the solution to above mentioned problems.

PROBLEM SOLVING APPROACH:

In this project there will be an attempt to find the solution to the following problems.

a) Defected or damaged products

b) Products whose stock not sold completely

c) Products having more price fluctuations

d) Suggest the products which gives more profit

The solution will be suggested to the Sri Lakshmi Venkateshwara mobiles for resolution of the above-mentioned problems.

1. **METHODS TO BE USED**

During this project, there will be more than one one-to-one meetings with the Sri Lakshmi Venkateshwara Mobiles to understand the main cause of the problems. This will be repeated because in single meeting has limited time to discuss the problems. First meeting was held with following objectives.

- o Discuss about the organization background.

- o To find out the problems faced by him during the discussion with him.

- o To understand how he takes the stock from dealer like transportation and logistics.

Above objectives were fulfilled in first meeting with him. Some other meetings will be conducted with him during project.
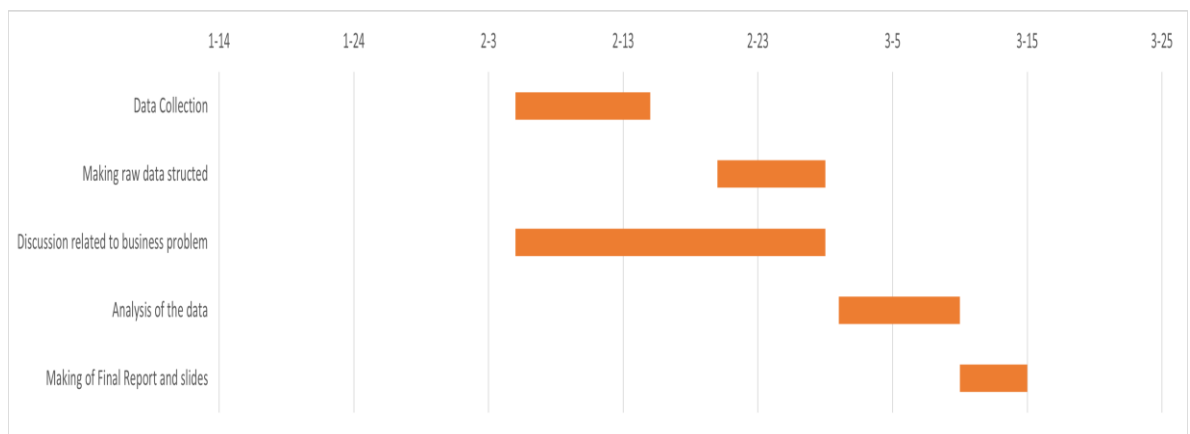
2. INTENDED DATA COLLECTION

This project is based on data collected from him. Generally, it is not an organized firm so they wouldn't maintain the data, then note down the data by asking him about his sales, profits, prices of products, find the products which gives more profit and average stock he taken every week. This data will be used to solve the problems mentioned in problem statement. Average stock of each product he taken every week is needed to find the damaged products and to find the unsold products. This data will be collected through personal meeting.

3. ANALYSIS TOOLS TO BE USED IN THE PROJECT:

Collected data will be analysed as follows:

- o The data collected from him through structured questionnaire used to find the solutions to the problems with the help of MS-Excel and Python.

- o Using Pivot Tables, Visualization and different Excel tools to find the solutions.

EXPECTED TIME LINE:

EXPECTED OUTCOME:

Objective of the proposed project is expected to find the solutions to the problems faced by Sri Lakshmi Venkateshwara Mobiles by collecting required data and to find out the factors responsible for these problems. And suggest the findings to him for his business and hoping to solve the problems faced by his enterprise.