

Specification Report



“EXPRESS MART SALES ANALYSIS”

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Business Intelligence and Business Analysis Specification Report

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1 Introduction

As consultants representing Zen Technologies, we are presented with a compelling challenge by our esteemed client, Express Mart, a well-established superstore chain with a diverse network of branches across various locations since its inception in 2011. Despite its recognized success and leadership in the retail industry, Express Mart is keenly aware of untapped potential in countries where sales have not reached optimal levels.

The strategic concern at hand revolves around identifying and addressing the factors contributing to lower sales in specific regions. Express Mart, as a leading brand, is committed to continuous improvement and recognizes the need for targeted solutions to elevate its business in countries where there is room for growth.

Our role as consultants is to conduct a comprehensive analysis, leveraging the analytical capabilities of Zen Technologies, to unearth insights into market dynamics, consumer behaviours, and operational efficiencies in the identified regions. The goal is to provide Express Mart with actionable recommendations and a strategic roadmap that will empower them to enhance market penetration, refine sales strategies, and elevate their business performance in the targeted countries.

In summary, our consultancy services aim to unlock the latent potential for growth within Express Mart's global operations, ensuring sustained success and reinforcing their position as a leading superstore brand in both existing and emerging markets.

2 System Design:

2.1 Overview of Customer Relationship Management:

The Customer Relationship Management (CRM) system designed for our client, a retail-based business, serves as a centralized platform for storing and managing crucial details related to customers, products, and orders. In our consultancy approach, we have chosen to leverage the capabilities of the Zoho CRM tool due to its user-friendly interface and comprehensive features. This CRM solution organizes and categorizes information into distinct modules tailored to the retail industry. For customer-related data, the system employs the "Leads" and "Contacts" modules to efficiently capture and manage customer details. Simultaneously, the "Product" module is dedicated to housing comprehensive information about the products offered by our client.

CRM systems encompass crucial features and functionalities pivotal for effective customer relationship management:

1. **Unified Customer Database:** CRM systems centrally manage comprehensive customer information, covering contact details, communication history, purchases, and preferences.

2. **Efficient Contact Management:** Businesses leverage CRM to organize and streamline customer contacts, enabling segmentation based on various criteria for targeted communication.
3. **Sales Process Automation:** CRM automates sales workflows, encompassing lead management, opportunity tracking, and sales forecasting, enhancing efficiency and focus on high-priority tasks.
4. **Automated Marketing Support:** CRM systems assist marketing endeavors by automating tasks like email campaigns, lead nurturing, and customer segmentation, ensuring personalized and timely communication.
5. **Customer Service Excellence:** CRM tools provide resources for effective customer support, including inquiry management, ticket tracking, and timely issue resolution, contributing to heightened customer satisfaction.
6. **Advanced Analytics and Reporting :** CRM analytics deliver insights into customer behavior, sales performance, and overall business operations, fostering data-driven decision-making and strategy refinement.
7. **Seamless Integration:** CRM seamlessly integrates with other business applications, such as marketing tools, ERP systems, and communication platforms, facilitating smooth information flow across the organization.
8. **Mobile Accessibility:** Modern CRM solutions offer mobile applications, empowering sales and service teams with on-the-go access to crucial customer information, enhancing flexibility and responsiveness.
9. **Workflow Streamlining:** CRM facilitates the automation of repetitive tasks and workflows, minimizing manual effort and reducing the risk of errors for improved operational efficiency.
10. **Feedback and Survey Capabilities:** CRM systems often include features for collecting customer feedback and conducting surveys, enabling businesses to gauge satisfaction levels and identify areas for enhancement.
11. **Scalability Assurance:** CRM systems are designed for scalability, accommodating the evolving needs of businesses, whether small startups or large enterprises.
12. **Robust Security Measures:** CRM systems prioritize data security and compliance with privacy regulations, implementing robust measures to safeguard sensitive customer information.

Implementing a CRM system yields numerous advantages, from strengthened customer relationships to enhanced sales and marketing effectiveness, and streamlined business processes. The selection of a CRM solution should align with the specific needs and goals of the organization.

2.2 Data Capture Points:

Leads:

In the Leads module of Zoho CRM, data capture points are meticulously designed to trace the origin of lead acquisition, be it through a website form, social media, or events. Comprehensive contact details including name, email, and phone are recorded, alongside qualification criteria such as budget and timeline for effective prioritization. The module also captures historical follow-up actions and communication records, ensuring a thorough understanding of lead interactions over time.

Contacts:

The Contacts module within Zoho CRM focuses on detailed data capture to enrich customer profiles. It stores comprehensive contact information, including address, job title, and company details. A thorough communication history log encompasses emails, calls, and meetings, while recorded activities associated with the contact provide valuable insights. The module further captures relationship status and personalized preferences for a nuanced understanding of each contact.

Accounts:

In the Accounts module, Zoho CRM captures critical data related to companies. Specifics such as industry, size, and location are meticulously recorded, along with a list of associated contacts within the company. Financial details, including revenue, provide a comprehensive view, and key contacts and decision-makers are identified for strategic engagement.

Deals/Opportunities:

For the Deals/Opportunities module, Zoho CRM captures essential deal particulars, including the amount and expected close date. Progression stages within the sales pipeline are meticulously tracked, and products or services linked to the deal are recorded. Identification of sales team members involved ensures accountability and collaboration in the sales process.

Activities:

The Activities module in Zoho CRM captures data related to scheduled tasks, events, and follow-ups. Participants and attendees for events are documented, and the status of each activity, whether completed, pending, or scheduled, is recorded. Comprehensive notes and details provide a reference point for future interactions and planning.

Campaigns:

In the Campaigns module, Zoho CRM captures specific details crucial for marketing endeavors. This includes campaign specifics such as the name, start date, and end date. Defined target audience and segmentation criteria are recorded, along with performance metrics like click-through rates and conversions. Leads generated through campaigns are tracked, establishing a clear association.

Documents:

The Documents module in Zoho CRM captures uploaded documents related to leads, contacts, and deals. Document classification and category ensure organized storage, while version history and updates provide a timeline for document tracking. Detailed permissions and access logs enhance security and control over document access.

Products:

For the Products module, Zoho CRM captures detailed product catalog information, including name, description, and quantity. Associations of products with deals or opportunities are meticulously recorded, and the module captures generated quotes and proposals for each product. Notable product-related notes and updates provide insights into the product lifecycle and customer preferences.

2.3 Analytical Requirements:

Zoho CRM offers several analytical components that empower users to gain valuable insights into their customer relationship management processes. These components are designed to enhance decision-making, optimize workflows, and improve overall business performance. Here are some key analytical components in Zoho CRM:

- **Sales Analytics:** Zoho CRM's Sales Analytics delivers comprehensive insights into the sales pipeline, aiding sales teams in monitoring progress, identifying bottlenecks, and projecting future sales. Users can delve into key performance indicators (KPIs) like conversion rates, average deal size, and sales velocity for a more nuanced understanding.
- **Customer Analytics:** Effective CRM hinges on understanding customer behavior, and Zoho CRM excels in this regard. Customer analytics empower users to scrutinize customer interactions, preferences, and engagement patterns. This valuable information facilitates the customization of marketing and sales strategies to align with customer needs.



Figure 1: Enter Caption

- **Workflow Analytics:** Zoho CRM's workflow analytics functionality allows users to assess the efficiency of their business processes. Through a detailed analysis of workflows, organizations can pinpoint areas for enhancement, streamline processes, and boost overall productivity
- **Email Analytics:** Seamlessly integrating with email platforms, Zoho CRM provides valuable insights into email campaigns and communications. Users can monitor metrics such as email open rates, click-through rates, and other pertinent indicators to gauge the effectiveness of their email marketing endeavors.
- **Dashboards and Reporting:** As consultants, we strategically utilize Microsoft's advanced analytical tool, Power BI, recognized for its cutting-edge capabilities in crafting dynamic dashboards and visualizations seamlessly incorporating real-time data. Serving as the linchpin of our analytical initiatives, Power BI empowers us to generate a diverse array of visual representations meticulously depicting the intricate nuances of ExpressMart's sales performance. These visualizations transcend mere aesthetics; they play a pivotal role in clarifying and influencing business decisions. By distilling actionable insights from the abundant data available, these visual representations provide a comprehensive grasp of trends, patterns, and key performance indicators. Ultimately, they serve as a guiding force for strategic decision-making within the sphere of ExpressMart's business operations. Navigating the dynamic landscape of real-time data, Power BI stands as an indispensable ally, facilitating a data-driven approach that amplifies the precision and effectiveness of our analytical processes.
- **Score Card:** This scorecard provides a comprehensive overview of key performance indicators, offering a roadmap for strategic decision-making and performance improvement. The elaboration for each point guides specific actions and adjustments based on a detailed analysis of historical data and business characteristics.

Sales Performance:

- Key Performance Indicator (KPI): Attaining the highest sales record in 2014.
- Target: Achieve or surpass the noteworthy 2014 sales figure of 4.3 million.

- Elaboration: Evaluating the peak sales recorded in 2014 establishes a performance benchmark for the future. The target underscores the significance of consistently sustaining or exceeding this milestone, reflecting a commitment to continual growth.

Profitability:

- KPI: Achieving peak profits in December and October.
- Target: Implement strategies to consistently realize high profits during December and October.
- Elaboration: Recognizing the months of highest profitability informs strategic planning. The target emphasizes the need to implement measures ensuring consistent high profits during these specific months, potentially through promotions, inventory management, or targeted marketing initiatives.

Delivery Modes:

- KPI: Standard delivery contributing 59.95 percent of sales.
- Target: Evaluate and optimize alternative delivery modes to diversify revenue streams.
- Elaboration: Acknowledging the dominance of standard delivery in sales distribution suggests a focus on diversification. The target encourages exploring alternative delivery methods to enhance revenue streams and potentially enhance customer satisfaction.

2.4 Gap Analysis

Gap analysis serves as a strategic management instrument employed to evaluate the disparity, often referred to as the "gap," between the present condition of a process, system, or organization and its envisioned future state. The primary objective of performing a gap analysis is to pinpoint areas necessitating enhancements to attain predetermined objectives or benchmarks. This analytical tool is instrumental in discerning and prioritizing areas that require improvement to align with defined goals or standards.

In the realm of ExpressMart sales, the utilization of gap analysis entails a scrupulous scrutiny of sales performance in relation to the envisioned targets. This involves a comprehensive evaluation of existing sales data, customer trends, and the intricate dynamics of the market to pinpoint areas where enhancements are deemed essential. The desired state encapsulates the anticipated outcomes, encompassing benchmarks such as revenue targets, customer satisfaction levels, and market share. It functions as the definitive benchmark against which the current state is assessed, providing a lucid roadmap for advancement and strategic progress.

2.5 Database Design

Within the dataset, there are three core tables: "people," "orders," and "returns," each symbolizing distinct entities within a relational database. The entity-relationship (ER) diagram (Figure 2) illustrates the connections between these three entities. In this schema, the "people" table establishes a one-to-many relationship with the "orders" table, signifying that one individual can be associated with multiple orders. Simultaneously, the "orders" table maintains a many-to-many relationship with the "returns" table, utilizing the orderid as a key. This design reflects the complex interplay between these entities, where individuals can be linked to various orders, and orders, in turn, can be associated with multiple returns through the specified key.

The "people" table contains information about individuals, providing details such as their names and associated regions. This table serves as a foundational repository for data related to people and their respective locations.

#	Gap	Desired State	Action
1	Current sales fall short	Achieve and surpass highest recorded sales	Implement effective sales strategies to consistently surpass historical benchmarks, fostering sustained growth
2	Profitability not consistent	Attain consistent profitability year-round	Identify and implement measures to enhance profitability across all months, reducing dependency on seasonal peaks
3	Overreliance on standard delivery	Diversify revenue streams by optimizing alternative modes	Promote and optimize alternative delivery modes to achieve a balanced contribution from various channels
4	Imbalance in contribution	Achieve balanced contribution from all consumer segments	Develop and execute targeted campaigns to increase sales in corporate and home office segments, ensuring a diversified customer base
5	Underperforming items impact sales	Optimize sales for all products	Reassess inventory and marketing strategies for underperforming items, applying successful strategies from high-performing products
6	Returns impact profitability	Minimize returns for positive profitability	Implement measures to reduce returns by addressing product quality, accurate descriptions, and enhancing customer support
7	Furniture category lacks profit	Increase profitability within Furniture category	Promote high-profit-margin products within Furniture and introduce strategies to boost profitability in this category
8	Underperforming regions need focus	Achieve consistent success in underperforming regions	Implement targeted marketing, promotions, and inventory management strategies to improve sales performance in underperforming regions
9	Discounts misaligned	Align discounts with customer expectations and purchasing power	Regularly assess and align discount strategies with customer expectations, avoiding over-reliance on deep discounting
10	Underperforming regions lack demand	Stimulate demand and achieve growth in underperforming regions	Implement targeted marketing, discounts, and promotions. Evaluate and adjust store locations, delivery charges, and product offerings to enhance sales in these regions. Focus on the home office segment for potential growth opportunities

Figure 2: Gap Analysis

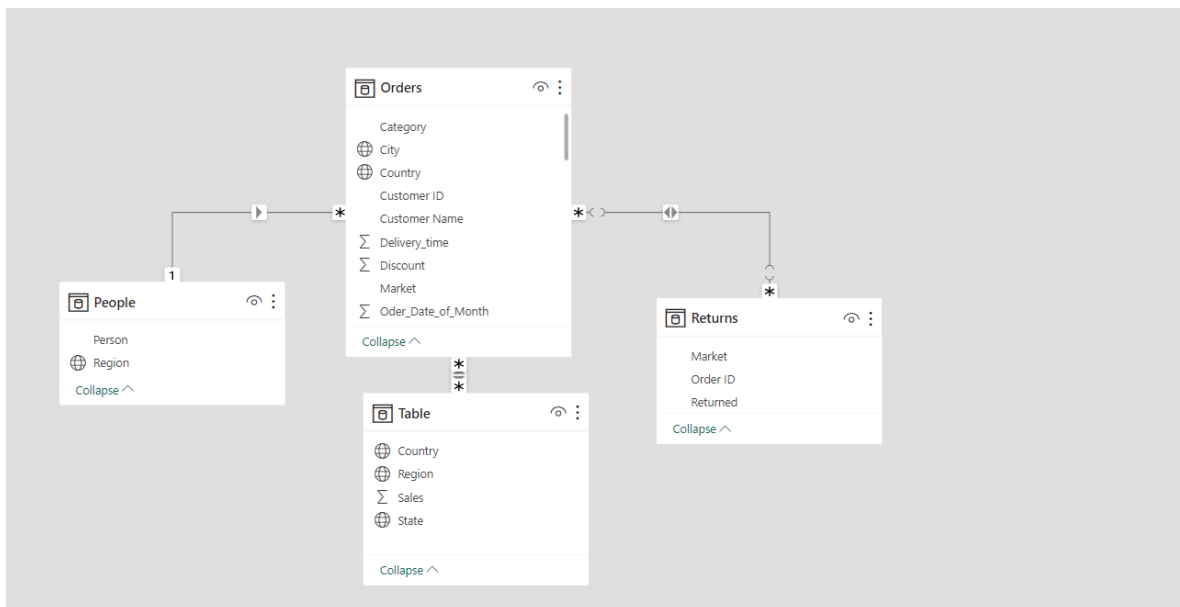


Figure 3: ER Diagram

The "orders" table is a comprehensive repository that captures intricate details about orders. It includes essential data pertaining to customers, products, cities, states, and countries. This table serves as a pivotal point in connecting various elements of the business transaction process, offering a holistic view of the order-related information.

The "returns" table is specifically designed to delineate information related to returned products. It provides insights into the products that have been returned, contributing to a thorough understanding of the return process and facilitating analyses related to product returns within the dataset.

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