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Manikyam

Manikyam_EX5_Additional case
study part 1 and part 2

Exercise 5-
Additional Case
Study | Part 1&2

| Row Labels | Count of Gender |
|--------------------|-----------------|
| Male | 26 |
| Female | 24 |
| Grand Total | 50 |

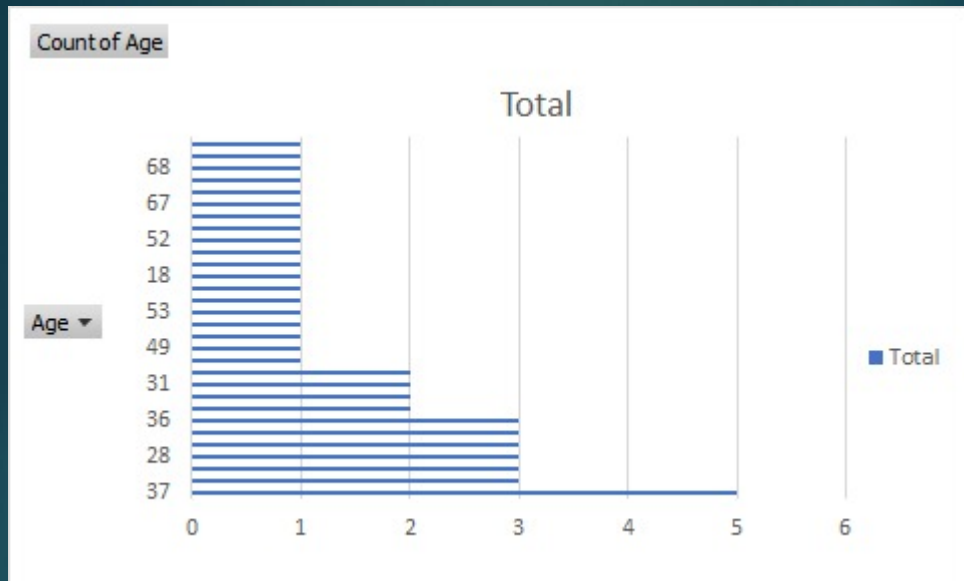
There are totally 50 feedback given by 26 male and 24 female

| Row Labels | Count of Age |
|--------------------|--------------|
| 37 | 5 |
| 33 | 3 |
| 35 | 3 |
| 28 | 3 |
| 42 | 3 |
| 29 | 3 |
| 36 | 3 |
| 21 | 2 |
| 25 | 2 |
| 31 | 2 |
| 26 | 2 |
| 23 | 1 |
| 49 | 1 |
| 45 | 1 |
| 24 | 1 |
| 53 | 1 |
| 30 | 1 |
| 43 | 1 |
| 18 | 1 |
| 47 | 1 |
| 55 | 1 |
| 52 | 1 |
| 56 | 1 |
| 32 | 1 |
| 67 | 1 |
| 57 | 1 |
| 38 | 1 |
| 68 | 1 |
| 39 | 1 |
| 27 | 1 |
| Grand Total | 50 |

The above table gives information regarding the different ages of customer with count

| Row Labels | Count of Gender |
|--|-----------------|
| Female | 24 |
| Latest products shown on TV are not available in the store | 1 |
| You have to walk through the entire store and all sections even though you want to buy 1 or 2 things from a particular section | 1 |
| Sometimes, offers are shown on the display but while billing they say its no more valid. I have to go back and get other goods. | 1 |
| Behavior of the employee's working in the shop is not good, usually rude and don't help you find goods. They say the item is not there to avoid extra work | 1 |
| Issue with cleanliness, it is usually messy here | 1 |
| Billing queue is usually very long and doctor has advised me not to stand for a long time | 1 |
| Quality of pulses and rice is poor. I can get better stuff in the grocery store in my street | 1 |
| Clothes segment is the biggest mess, you will find all sizes except the one that you want to purchase | 1 |
| They make errors while generating the bill and we end up overpaying the bill. We have to spend a lot of time in tallying the bill against items bought. | 1 |
| Curd and Milk packets are always leaking | 1 |
| I saw a rat today in the store, it was big and fat. | 1 |
| Diapers and baby lotions are not in same segment, basically you have to run around store to search related items | 1 |
| It is tedious to carry the shopping trolley to upper floor as lift is always crowded and escalators with trolley is risky | 1 |
| Few of the billing counters are always closed. I end up waiting 20 mins to bill one item. | 1 |
| Less number of options available to compare between items | 1 |
| Finding parking space is a nightmare | 1 |
| Shopping trolley is not allowed to be taken to parking, they expect us to carry heavy bags to the car | 1 |
| Frozen Veg and Non Veg items are kept at same place | 1 |
| The dal I purchased last week had insects in it and they are not returning the packet now | 1 |
| Fruits and Vegetables are not fresh | 1 |
| This is Diwali season and they have already gone out of stock on Diyas | 1 |
| I am unable to reach top shelves and there is no one to help | 1 |
| Any time of the day you visit the store, it is crowded and it is like a fish market | 1 |
| I don't know where to search for each product, they are all over the place and not organized well | 1 |
| Male | 26 |
| Personal backpacks are not allowed to be carried inside the store and then they misplace it at the security | 1 |
| Their system does not respond during billing and there is always a huge line for billing | 1 |
| Return policies are not at all friendly and clear to the customers | 1 |
| Cold items are not cold enough to buy | 1 |
| It is very convenient as it is close to my home | 1 |
| Credit card machines never work, I have to pay always cash as internet is not working for swipe machines | 1 |
| Products that I need are always out of stock | 1 |
| Crowd management is not good, be it entry, exit or parking | 1 |
| The store is not at all kid friendly, pointed racks cause injuries to kids | 1 |
| Few of the food items I picked were expired and should not be present in the shelves | 1 |
| They don't accept food coupons that my company gives me every month | 1 |
| Few products are charged more than MRP and when you question about it, they will say that electricity is required to keep them fresh and cold | 1 |
| Opening and closing time of store is not consistent. One they they close at 9 PM, one day at 9:30 PM | 1 |
| I bought a t-shirt from big bazaar and the color faded after first wash, complete waste of money even though it was cheap | 1 |
| Products are not organized properly, it is so much mess everywhere | 1 |
| I bought biscuits pack and they were all broken to small pieces when I opened at home. | 1 |
| Quality of toys is very poor, not good for small kids | 1 |
| I usually need to buy 3-4 items and that takes too much time in searching the products and then billing | 1 |
| Shopping baskets are very old, dirty and broken | 1 |
| I usually shop here when I have to buy in bulk. It takes time to complete the overall process but I am ok with it as I do it once a month mostly | 1 |
| The store manager shouted at me for taking time to select fresh vegetables | 1 |
| I want to buy 500 ml size water bottles for party but they only have 2 litres available | 1 |
| There are kids running everywhere, I don't know why people come with kids for shopping | 1 |
| I wanted to buy Juice and it is out of stock, how can juice be out of stock? | 1 |
| Big bazaar owned items are over priced and branded items are usually out of stock | 1 |
| I was told that I have to weigh the pulses myself and get a sticker after standing in billing queue for 20 minutes | 1 |
| Grand Total | 50 |

The above table differentiate the feedbacks given by the male and female customer



The bar graph having x axis with count and y axis with ages of customer

Count of Gender

Total



Gender ▾

■ Male

■ Female

The ratio of male to female customer feedback is shown in the above pie chart

Problems with big bazar

- 1.items are organized well
- 2.quality of the stock is well maintained
3. Behavior of employees in the shop
4. proper cleaning and proper maintenance
5. Fruit and vegetables are fresh
6. Product are charged based on MRP
7. proper swip Machine and online payment are available