BDM PROJECT

PROPOSAL

PROJECT NAME:
ANALYSIS OF BIKE SHOWROOM

STUDENT NAME:
Chaudhary Umangkumar Harshadbhai

STUDENT EMAIL:
21f3001035@ds.study.iitm.ac.in

Table of Contents

[1] Does the Proposal discuss a business problem?

→ Yes

[2] Executive Summary (Bike Showroom)

In the twenty-first century, bikes are a necessity for getting from one city to another. The bike showroom is necessary.

Honda, Suzuki, Yamaha, and other bike brands are available on the market. I'll conduct an analysis of the Hero bike showroom called "*Shreeji Auto Vadali*," which is situated in our tehsil. This bike shop is a local, community-focused business that aims to provide high-quality, affordable bicycles, accessories, and maintenance services to cycling enthusiasts. They offer a range of bicycles, from entry-level models for children and beginners to high-end road and mountain bikes for experienced riders. I'll share my knowledge to help the Hero showroom do better business. It's been 15 years since this showroom opened. The analysis looks at various aspects of the business, including its financial performance, customer base, competition, marketing strategy, and operations. The shop faces competition from other local bike shops as well as online retailers. To remain competitive, the bike shop needs to differentiate itself by offering excellent customer service, a wide selection of bikes and accessories, and expert advice and support. In the showroom, there are three partners. They have therefore divided up some of the tasks in order to achieve the goal. They employ various mechanics to maintain or service the bikes as well as salespeople to deal with customers. So, this is how the entire process is divided in order to sell bikes and satisfy customers.

As a Business Analyst I will do data analysis that is provided by shop itself. And I'll help to shop to solve the problems or issues that they are facing.

[3] Organization background

Hero Showroom is a retail chain of motorcycle showrooms owned by Hero MotoCorp; the world's largest manufacturer of two-wheelers based in India. Hero MotoCorp has a network of over 10,000 touchpoints in India. So, in every city hero showroom is located. Hero MotoCorp sells a wide range of two-wheelers, including motorcycles and scooters. Splendor Plus, Passion Pro, and HF Deluxe are some of the most well-liked models of bikes sold by Hero MotoCorp in India. The company also sells a variety of sports bikes, such as the Xtreme 160R, XPulse 200, and Karizma ZMR, as well as scooters like the Pleasure, Maestro Edge, and Destini 125.

Over 100 nearby villages are served by Shreeji Auto Vadali's bike sales. They purchase the bikes from the District Hero showroom by taking over the dealership. The shop has gone through various financial crises. I will therefore assist them in emerging victorious from such a crisis.

[4] Problem Statement (listed as objectives)

1. **Increase sales and revenue**
2. **Some location has higher sales than others**
3. **Focus on sales of different bike models based on data**
4. **Sales for some bike models are higher on festival days than other days.**
5. **Sales of Particular colour bike is higher than another bike colour.**
6. **Scooter's sales are lower compare to bikes**

[5] Background of problems

1. First goal of any organization is to increase the sells so that revenue and profit can be increased. If there is low customer demand for a product or service, it can lead to lower sales and revenue. Pricing issues such as setting the price too high or too low, failing to provide discounts and promotions, or not providing a competitive pricing strategy can lead to lower sales and revenue.

2. Selling of bikes are higher in some locations. Due to this sales get affected. Regions with higher income levels may have a higher demand for premium bikes, while regions with lower income levels may have a higher demand for affordable bikes.

3. When one bike model is selling higher than others, it can also create inventory management issues. If the business is not able to anticipate the demand for that model accurately, it may struggle to keep up with customer orders, leading to backorders and dissatisfied customers.

4. Due to seasonal sales, it is difficult for businesses to plan and forecast sales accurately, leading to inventory management issues and supply chain inefficiencies. This can create challenges in reaching new customers and growing the customer base beyond the festival period.

5. When a particular colour bike is selling higher than others, it can be a signal that the business needs to focus on product development to create new bike colours that will appeal to a broader customer base. If the business is not able to anticipate the demand for particular colours accurately, it may struggle to keep up with customer orders, leading to backorders and dissatisfied customers.

6. One of the main challenges is that consumers may have a preference for bikes over scooters due to their design, speed, and performance capabilities. This can make it difficult for businesses to attract customers who prefer bikes.

[6] Problem solving approach

1. (Growth of business) Showroom has data but not in structured format so they won't be able to get insights from the data. I will make data in structured format. To make good profit and increase the sales or increase the revenue data analysis is needed.

2. (Location wise sales) At some location sales are higher than compare to other locations so from the data I will be able to get the locations details where sales are less so that business owner can do more marketing at less sales locations.

3. (Particular bike model) Sales of some bike model is higher than other bike models. With the use of statistics of data, it will be easy to decide that which bike models should showroom purchase from production's dealer. From this statistics showroom's owner can keep more stock of more selling model's bike.

4. (Higher sales on festival days) Bike's sales are higher on festival days like Diwali, Janmashtami, Holi etc. so based on data I will check which bike sold among all bikes so business owner can give good offer on off days other than festival days of bikes which are sold higher.

5. (Colour of bike) There are different colours for bikes. And some colour's bike's selling is higher than others so by data analysis showroom's owner can order that particular colour bikes compare to other colour's bikes.

6. (Lower selling of scooter's) According to owner selling of scooter's is lower compare to other bikes. So, to solve this problem owner can take the feedback from the customer who have already bought the scooter and they came to showroom for services. Also by checking the price of other showrooms, by marketing of other showroom selling of scooter can be increased.

[7] Tools and Technologies

The data provided by the showroom was in an unstructured Excel file format. Therefore, data should first be cleaned, which includes eliminating null values and filling up any gaps etc. This is the proper way to prepare data, and Excel will do it. I'll create pivot tables and a visually appealing graph using Excel. Additionally, I'll try to use Microsoft PowerBI to visualise data so that it may be displayed as a dashboard.

[8] Expected Timelines using Gantt chart
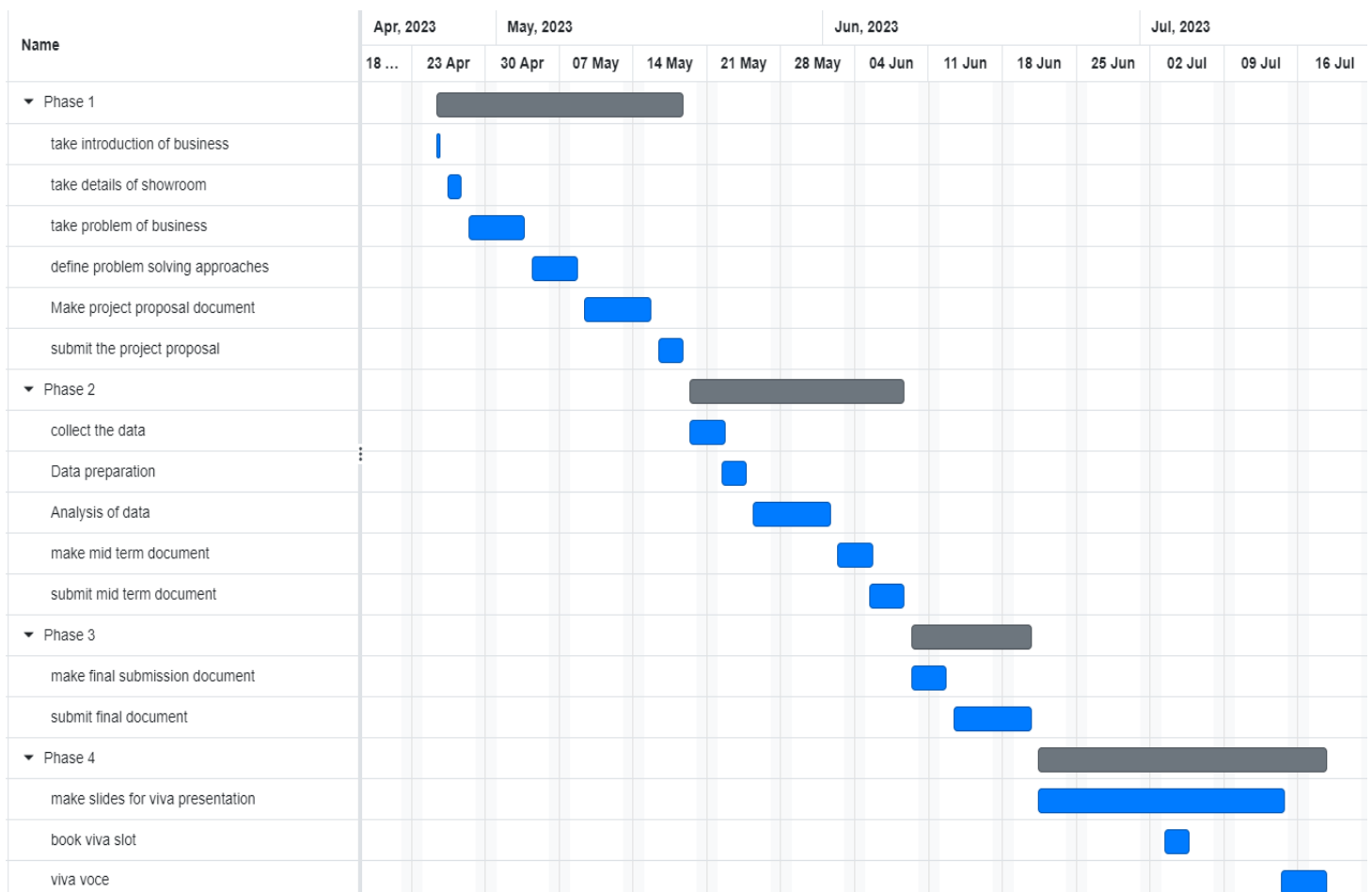
[9] Expected Outcomes

As per showroom owner's perspective, this project will find difficulties area for growth of business. Business owner will be able to solve the problem, which are facing in business. By this project showroom's owner will be able to make more profit by selling more bikes.

As per student's perspective, this project will help to built the connections, to improve communication skills, convincing skill and most important data analytical skill on real world data. By this project student will be able to do data collection, data preparation, data analysis, data visualization etc. student will be able to use graphs for different type of data.