

# Vijetha Supermarkets Pvt Ltd. (Vegetables)

Vijetha Supermarkets Pvt Ltd is 22 years old company with 70+ outlets in and around Hyderabad & the State of AP. They are retailers and deal in FMCG, staples, fruits and vegetables and lifestyle products.

## Data Collection:

I have selected the supermarket inside our resident gated community and requested the branch manager to share their transactional business data. He kindly agreed to share a subset of their data, of the vegetables category. The data collected was from Jan to Jun 2021 - six .xls sheets with monthly summaries containing information such as SKU Code, SKU description, Quantity Sold and Net Sales Amount. Since the taxes are not applicable on vegetables, there was no change in sales after including tax.

## Analysis:

When I tried to consolidate data into a single sheet I realised that there were different sets of vegetables sold every month. This led to '#NA' values for the vegetables which weren't available during that month. Due to the initial formatting some of the values were missing in the original data and I tried to impute these using linear regression. Then I noticed that vegetables which are measured differently (KG, Piece, Bunch) were all combined. I classified these accordingly into three different tables for each month. I identified the top SKUs by quantity sold, net sales and average price (over the month), and plotted monthly and seasonality trends.

## Interpretation:

The quantity sold and net sales dropped down in the months of April and May (Net sales came down by more than Rs. 1 lakh). The possible explanations for this are that many families moved out to their native places, or were hesitant to purchase from the store physically and instead made online purchases during the peak of the second wave of the pandemic - resulting in lower sales. Among the top SKUs, only onions had fluctuating price and sales as compared to the others. The top major contributors to net sales are onions (15%), potatoes (8%) and coconuts (6%) on average over the six months. The average net sales is ₹ 5,14,548 and average quantity sold is ~33900 from January through June.

## Recommendations:

- Net sales of onions being highest and its prices fluctuating most often, buying more stock when prices are lower and maintaining its quality/shelf life for a longer time will help increase profitability.
- Adequate stock for the top selling SKUs must be maintained as demand for them is constantly high.

## Business in brief:

- Vijetha Supermarkets Pvt Ltd is 22 years old company with 70+ outlets in and around Hyderabad & the State of AP. They deal in FMCG, staples, fruits and vegetables and lifestyle products.
- One of the pioneer retail companies, now among the biggest Food & Grocery retailers in Hyderabad & the State of AP
- Branch/Outlet Location: My Home Vihanga, Gachibowli, Hyderabad - 500032 (Gated Community)
- Website - <http://vijetha.in>



## Data Collection

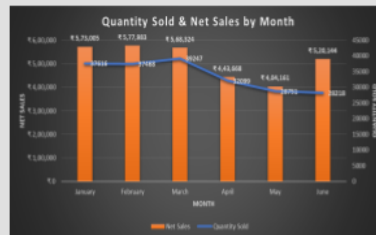
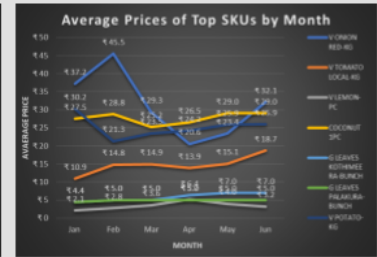
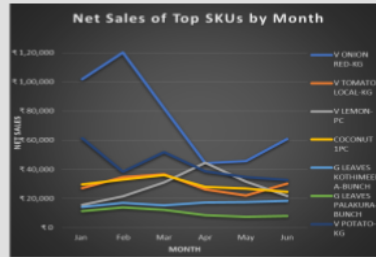
- Visited Vijetha Supermarket outlet in my residence, a gated community.
- Negotiated with Branch Manager
- Agreed to share a subset of their data of vegetables category
- Data shared in aggregated manner - monthly summary from January to June 2021 in .xls format
- Sample of the Dataset:

VIJETHA SUPERMARKET PVT.LTD									
Sales Report (Detail)									
Date	SKU Code	PLU Code	SKU Description	Qty Sold	Qty Ref	SP	Tax Amt	Net Sales	Net Sales
	007812		V SWEET CORN-PC	461.00	0.00			Amount	Amount
	009002		COCONUT 1PC	1071.00	0.00			(Excl.Tax)	(Indl.Tax)
	009668		V GREEN TAMARIND-KG	2.83	0.00			141.30	141.30
	009670		G LEAVES KOTHIMEERA-BUNCH	3203.00	0.00			14229.00	14229.00
	009671		G LEAVES PUDHINA (MINT)-BUNCH	1005.00	0.00			4559.00	4559.00

# Analysis & Interpretation:

- Raw data clubbed SKUs measured in KG, PC and Bunch
- Different set of vegetables every month
- Drop in April & May: Residents leaving to native places during the peak of second wave of Covid-19

Major Contributors by sales: Onions (~15%), Potatoes (8%), Coconuts (6%)  
 Avg. Net Sales: ₹ 5,14,548  
 Avg. Qty Sold: 33900



Overall				
Top SKUs by Net Sales	Top SKUs in Qty KG	Top SKUs in Qty PC	Top SKUs in Qty Bunch	
V ONION RED-KG	V ONION RED-KG	V LEMON-PC	G LEAVES KOTHIMEERA-BUNCH	2910.1
V POTATO-KG	V TOMATO LOCAL-KG	COCONUT 1PC	G LEAVES PALAKURA-BUNCH	2079.6
COCONUT 1PC	V POTATO-KG	V DRUMSTICK-PC	G LEAVES MENTHI-BUNCH	1626
V TOMATO LOCAL-KG	V CARROT-KG	V MULLANGI (RADISH)-PC	G LEAVES CURRY LEAVES-BUNCH	1021.3

## Recommendations

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