

Strategic Insights for Enhancing Retail Sales in Timepiece Business

A Mid-Term report for the BDM capstone Project

Submitted by

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1. Executive Summary:

‘New Golden Shop’ is a watch and clock store in Rewari, Haryana that has been running since 1957 located Railway Road, Rewari, Haryana – 123401. The shop follows a B2C business model and serves regular walk-in customers. Despite its longstanding presence and loyal customer base within the market, the business faces significant challenges in managing dead stock accumulation and achieving sustainable growth, which are hindering its financial stability and expansion potential.

I collected sales data for 8 weeks from February to March 2025 to see how each brand was performing. I also looked at how many products were bought and how many are still left unsold. Additionally, the shop's sales and revenue remain stagnant, with minimal growth across months. This lack of profitability and responsiveness to market demands restricts opportunities for expansion, innovation, and improved overall performance, leaving the business unable to capitalize on seasonal peaks or changes in customer demand.

To address these challenges, I propose a comprehensive analytical approach. By analyzing past sales and engaging in discussions with the business owner, I aim to identify performances of products and understand the financial landscape better. This will help me provide the financial overview of the business. Analyzing the details and preferences of customers will allow me to create a structured system to increase profitability.

2. Proof of originality of the Data:

Details:

- Shop Name: New Golden Watch Shop
- Type of Organisation: B2C (Business-to-Consumer)
- Shop’s Address: Shop 36, Railway Road, Rewari, Haryana – 123401
- Shop Owner’s Name: Mr. Rakesh Kumar
- Number of Employee: 1
- Working Time: 09:00 AM to 9:00 PM (12 hours)
- Working Days: Monday - Saturday
- Interview Video: [Interview video](#)
- Letter: [Authorization Letter](#)



Image 1 & 2: New Golden Watch Shop, Rewari- Haryana

- Some more photographs: [Photo-1](#)
- Some more photographs: [Photo-2](#)

The business owner primarily uses two methods for Recording Data:

1. **Khata Book:** Used at the owner's residence for recording and calculating detailed monthly income from the shop.
2. **Daily Notepad:** Used to record the number of watches and clocks sold per day.

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Titan - 3	Titan - 1
Sonata - 2	Capric - 1
Zorp - 2	Citizen - 2
Tony - 0	maxima - 1
Sonata - 2	Victoria - 3
Fastback - 1	Shanter - 2
Kenneth Gal - 1	Riken - 0
Police - 0	

24/2

Titan	→ 78 X 250	→ 22250
Sonata	→ 50 X 150	→ 7500
Fastback	→ 32 X 200	→ 7200
Zorp	→ 45 X 100	→ 4500
Kenn	→ 11 X 700	→ 7700
Tony	→ 5 X 800	→ 4000
Police	→ 11 X 550	→ 6050
		64310
		←
Titan	→ 32 X 150	→ 4800
Capric	→ 25 X 200	→ 5000
Citizen	→ 12 X 800	→ 9600
		31500
Maxima	→ 31 X 100	→ 3100
Victoria	→ 14 X 100	→ 1400
Shan	→ 60 X 75	→ 4500
Riken	→ 25 X 120	→ 3000
		31500
		64310 + 31500 = 95810

Image 3 & 4 Snapshot of some Data Recordings

3. Metadata:

- Data Format: Excel/Sheets (XLSX)
- Range: February 3, 2025, to March 31, 2025
- Business Closed: The business was closed on Sundays.
- Units of Measurement for Features involving Money: Indian Rupee (₹)

Feature Importance Explanation: -

- **Brand:** Helps identify customer preferences (used in ABC & trend analysis).
- **Cost Price & Selling Price:** Essential for-profit margin calculation.
- **Quantity Sold:** Drives demand pattern insights.
- **Quantity Left:** Highlights overstock or dead stock issues.
- **Date of Sale:** Useful for week-wise and day-wise trend analysis.
- **Supplier Info:** Can inform restocking decisions and supply chain consistency.

As the shop uses outdated methods for data entry and management, some figures might be approximate or slightly inaccurate due to manual calculation errors.

Information about the Sales Data of Business: [Sales Data](#)

Information Collected: This excel file contains 3 sheets.

→Sheet 1

- Types of products in each category (Wrist Watches & Wall Clocks).
- Cost Price: Cost Price incurred while purchasing items from different suppliers.
- Selling Price: The selling price for the items.
- Information about the suppliers and the brands they supply to the shop.

→Sheet 2 &3

- This Sheet contains information about the Sales of Wrist Watches & Wall Clocks respectively.

- This Sheet lists sales data of belts on a weekly basis.
- Total 8 weeks of data is collected
- Quantity: The total number of items sold on a particular day.

Insights: -

The store is operational from 9am to 9pm. The owner keeps track of every individual item sold and this thing basically helps them to calculate their weekly or monthly sales and profits.

Information about the Inventory Data of Business: - [Inventory Data](#)

Information Collected: This excel file contains 2 sheets.

→Sheet 1: -

- This sheet contains inventory data of Wrist Watches.
- Brand: - 7 brands are available in the shop for Wrist Watches.
- Quantity bought- The entire quantity of Wrist Watches from a specific brand purchased by the owner.
- Date- The date on which the items are bought.
- Quantity left- (Quantities left after 2 weeks of purchasing them) + (old stock of same brand)

→Sheet 2: -

- Almost everything is similar to the 1st sheet except that the data in this sheet is about wall clocks.

Insights: -

Items are generally purchased by the owner every two weeks and items are often sold out by the end of the second week.

4. Descriptive Statistics: -

Purchase Data (Wrist Watches): -

Total Number of purchases – 529 units.

Most Purchased Item – Titan with a total of 141 units.

Average Cost per unit – ₹ 1992.86(approx.)

Total Purchase Cost - ₹ 862,600

*** All the values are rounded off***

Mean Quantity Purchased per Item – 75 units.

Purchase Data (Wall clocks): -

Total number of purchases – 472 units.

Most purchased item – Ajanta (115).

Average Cost per Unit - ₹ 607.14 (approx.)

Total Purchase Cost - ₹ 272,000

Mean Quantity Purchased per Item – 67 units.

Sales Data (Wrist Watches): -

Total Number of Sales Records – 420 sales.

Top Selling Item – Titan with an average sale of 3 units/day.

Average Quantity Sold per day – 9 units/day.

Mean Revenue per day - ₹ 12,426

Mean Daily Sales – 9 units.

Median Daily Sales – 8 units.

*** All the values are rounded off***

Sales Data (Wall Clocks): -

Total Number of Sales Records – 398 sales.

Top Selling Item – Ajanta with an average sale of 2 units/day.

Average Quantity Sold per day – 8 units/day.

Mean Revenue per day - ₹ 5949

Mean Daily Sales – 8 units.

Median Daily Sales/Day – 7units.

*** All the values are rounded off***

Inventory Data (Wrist Watches): -

Item with Highest Remaining Stock – Tommy Hilfiger (48 units)

Mean Remaining Stock per item – 15.53 units.

Inventory Data (Wall Clocks): -

Item with Highest Remaining Stock – Citizen (30 units).

Mean Remaining Stock per Item – 10.42 units.

*** All the values are rounded off***

5. Detailed Explanation of Analysis Process: -

The analysis process for this project integrates both quantitative and qualitative methods, strategically selected to address the unique challenges of the business. Extensively utilized spreadsheets and their functions for various calculations essential to the analysis process. Spreadsheets provided a familiar and user-friendly interface for conducting complex calculations and aggregating data. Functions such as SUM, AVERAGE, PIVOT TABLE etc were employed to streamline the process of summarizing and analyzing large datasets.

ABC Segmentation Analysis: -

In this project, ABC Analysis was employed to categorize the inventory based on the value and impact of different items on overall profit generation. I began by extracting data from the shop's purchase and sales records. Items were classified into three categories: -

Category A contains the best-selling items that make the most money. Titan watches are top performers - they cost ₹1,200 each, sell 3 units daily, and have only 4 units left in stock. This shows customers love them. Fastrack watch also perform well like Titan. Similarly, brands in wall clocks like Ajanta and Rikon, which are also some affordable options, also sell out swiftly and do not remain in inventory for long. Category A items should be prioritized for regular stock checks and restocking as they are crucial for revenue.

Category B includes moderate sellers. In Category B items like Sonata & Zoop (Wrist Watches) and Casio & Maxima (Wall clocks), which still demanded attention but did not have as high as Category A items. Also, in this category the profit margin is also less than the items in Category A. These items account for about 15-20% of the value and 30-40% of the items. Category B items need balanced attention and can be reviewed periodically to prevent overstocking or understocking.

Category C In this Category the items are those which sell in high price and the inventory is also high which create dead stock, items like Tommy Hilfiger & Police (Wrist Watches) and Citizen & Victoria London (Wall Clocks). These items were ordered in smaller quantities to avoid overstocking but still somehow these items managed to overstock and had filled up the inventory. Category C items often have the highest potential for dead stock. We will consider strategies such as promotions, discounts, or bundle sales to clear this inventory.

Trend Analysis & Demand Forecasting: -

This method is particularly suitable for financial data, which is inherently time-dependent. By examining trends, patterns, and variations over time, we can gain insights into the business's financial health and performance. This method stands out because it allows for understanding of trends based on historical data. I used sales data to identify patterns in product demand over time.

The sales data from February to March 2025 reveals distinct patterns across both wrist watches and wall clocks. I noticed a stable demand for Titan watch and Ajanta & Timex, which accounted for over 35-40% of sales. On the other hand, items like Kenneth Cole watches showed some variability in sales, with some items like Maxima clocks belts seeing occasional dips and highs. By looking at sales trends over time, I was able to understand which items are becoming more popular and which are not. This helped us plan better for the

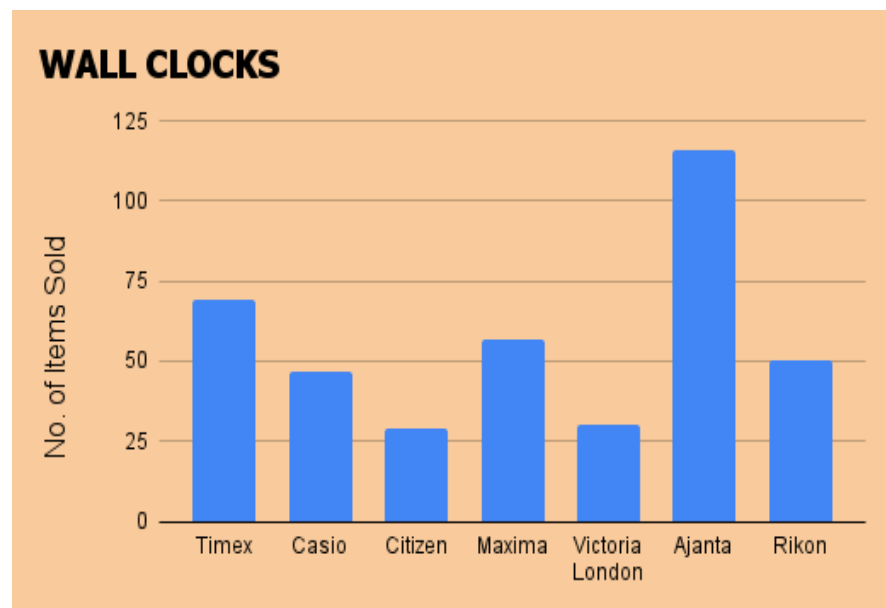
future. For example, items with rising sales can be stocked more, while those with slow movement can be ordered less. This way, we avoid overstocking and save costs by buying only what is needed.

Conversations: -

Talking to the business owner gave me useful insights that numbers alone couldn't show. Their experience and views helped me better understand how the shop runs daily. By combining their input with data analysis and trends, I was able to create a more complete strategy to manage inventory, boost sales, and reduce dead stock. This mix of methods worked well because it connected real-world knowledge with facts and figures. It helped me see both the business's challenges and the areas where it can grow. Using both data and personal insights made the analysis more practical and realistic.

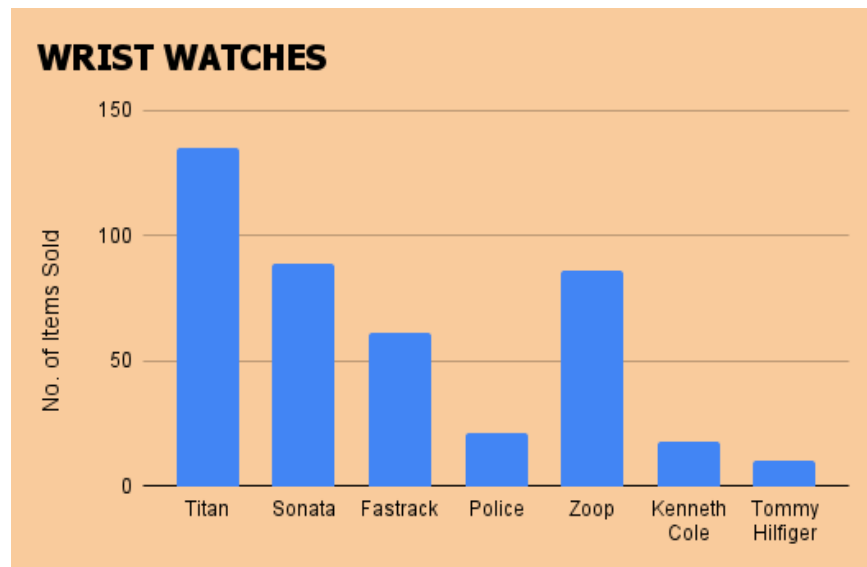
6. Results and Findings:

Timex	69
Casio	47
Citizen	29
Maxima	57
Victoria London	30
Ajanta	116
Rikon	50

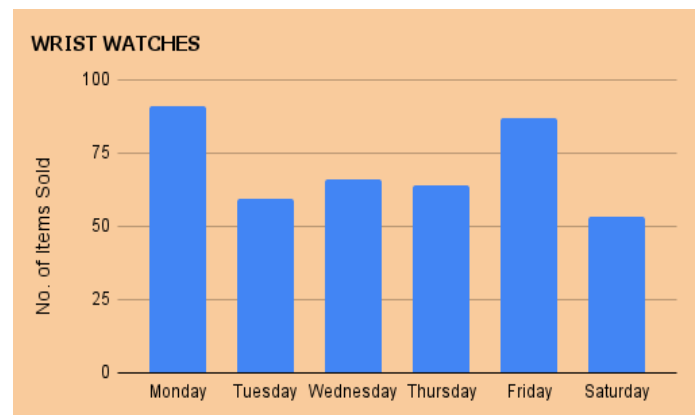
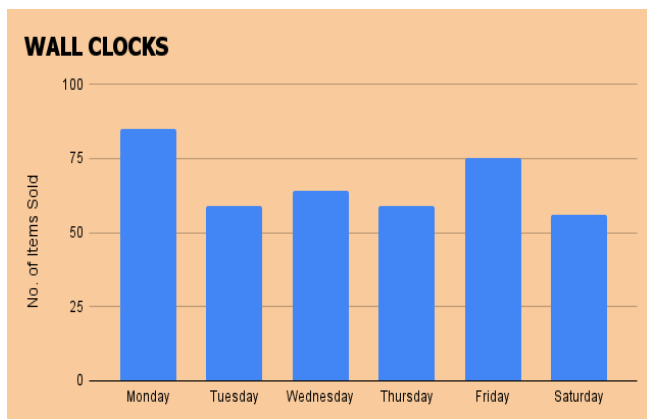


- **Ajanta** is the top-selling brand, indicating very high customer preference and strong demand.
- **Maxima** and **Rikon** show moderate performance, contributing fairly to total sales.
- **Citizen** and **Victoria London** are the least sold, which leads to making them a dead stock.

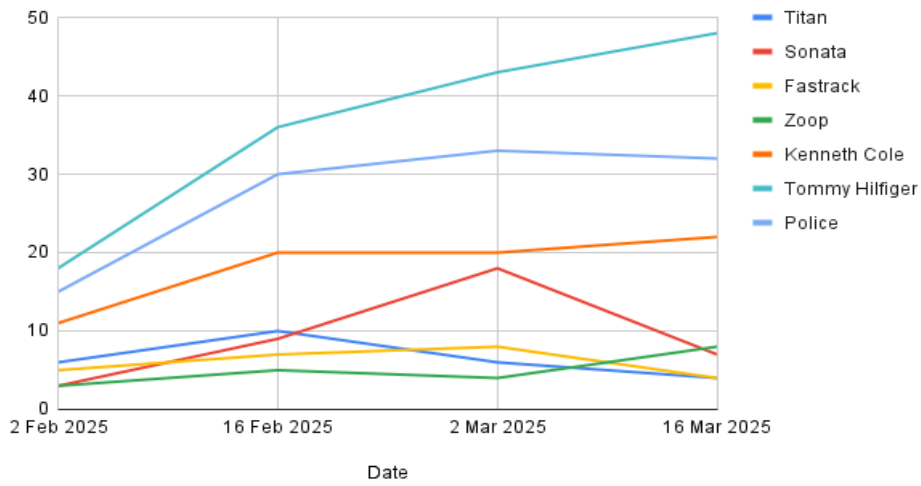
Titan	135
Sonata	89
Fastrack	61
Police	21
Zoop	86
Kenneth Cole	18
Tommy Hilfiger	10



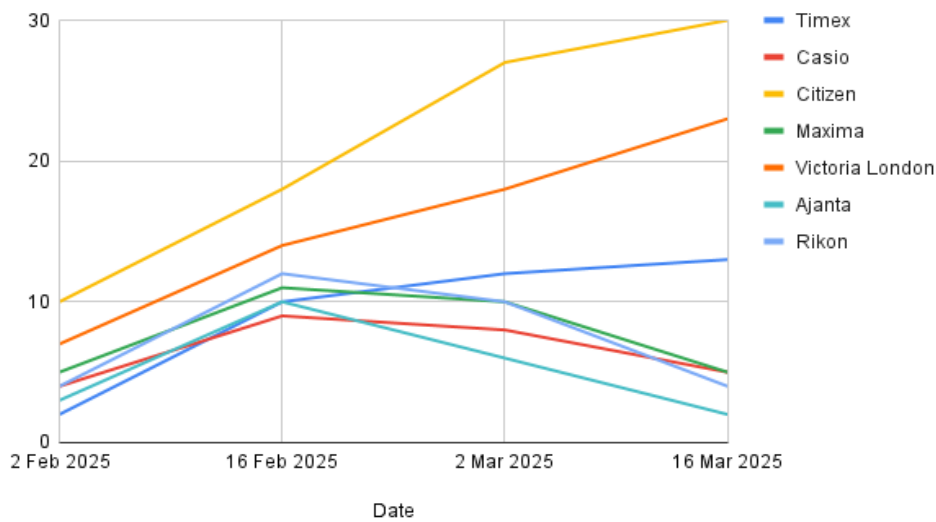
- **Titan** has the highest sales among all brands, showing strong demand and customer preference.
- **Sonata** and **Zoop** also performed well, making them reliable mid-range sellers.
- **Tommy Hilfiger** sold the least.
- **Kenneth Cole & Police** had also low sales which requires attention.



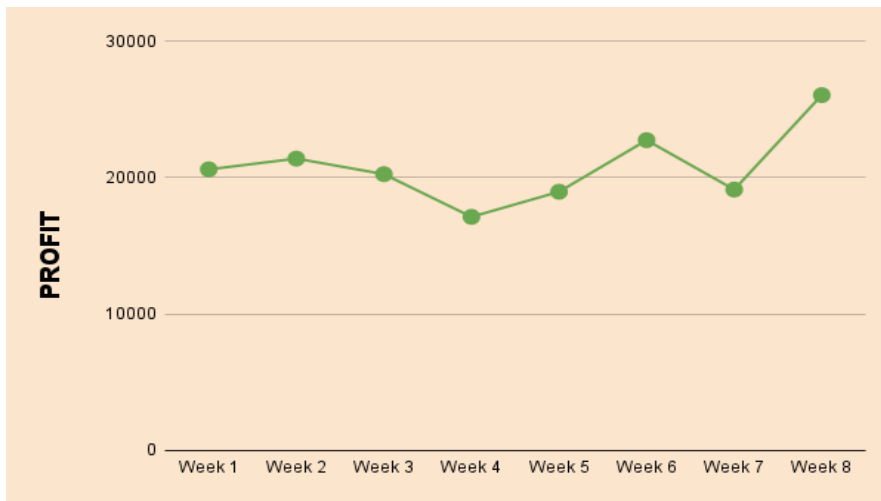
- These bar graphs shows that Highest sales occur on Monday and Friday.
- Mid-week shows consistently lower performance.
- Saturday shows the lowest sales.



- This line chart is created through Inventory data of Wrist Watches.
- This chart shows that the line representing the Tommy Hilfiger & Police is clearly increasing its number in inventory every two weeks.



- This line chart is created through Inventory data of Wall Clocks.
- This chart shows that the line representing the Citizen is clearly increasing its number in inventory every two weeks.
- Similarly, Victoria London is also becoming a dead stock gradually.
- All the other lines are somewhere constant.



- This graph shows week wise profit of the shop ‘New Golden Shop’.
- Profit remained relatively **stable** in weeks with minor fluctuations.
- A slight decline in profit may be observed during week 4, which could be attributed to the end of the month.
- In week 8 the increment of profit can be observed but in overall weeks the profit is remain stable.
- Mean Weekly Profit is ₹ 20,777.
- Median Weekly Profit is ₹20,425.