



BUSINESS DATA MANAGEMENT

MAXIMIZING THE SALES OF AN AUTOMOBILE STORE PROJECT PRESENTATION

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ABOUT THE BUSINESS



- M V Motors is a local automobile store in Kanpur. It is a B2C business established in the year 2020.
- The store deals in electric scooters and automobile spare parts. It also provides repairing services to the customers.
- The business is owned by Mr. Shubham Nigam.
- The business employs 3-4 workers which includes mechanics and cleaning staff.
- The data collected from the business was sales and purchase data from October 2023 to December 2023



ANALYSIS PROCESS

DATA CLEANING

THE DATA WAS CLEANED AND THE MISSING DATA WAS IMPUTED USING APPROPRIATE METHODS

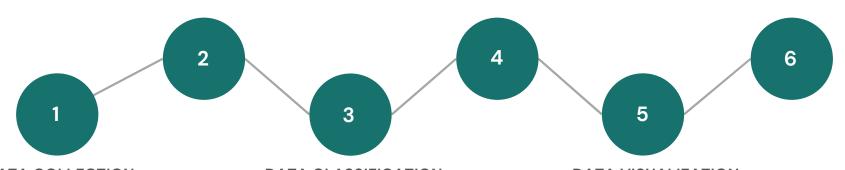
DATA ANALYSIS

DATA ANALYSIS WAS PERFORMED
USING MS EXCEL.
VARIOUS PIVOT CHARTS AND
PIVOT TABLES WERE MADE DURING
ANALYSIS PROCESS

RESULTS AND RECOMMENDATIONS

AFTER THE VISUALIZATION AND ANALYSIS OF THE DATA, DIFFERENT RESULTS WERE FOUND.

RECOMMENDATION WERE GIVEN BASED ON INTERPRETATIONS OF THOSE RESULTS.



DATA COLLECTION

THE DATA WAS COLLECTED FROM THE BUSINNESS AFTER A FEW MEETINGS WITH THE OWNER.

THE DATA COLLECTED WAS SALES AND PURCHASE DATA OF 3 MONTHS

DATA CLASSIFICATION

AFTER CLEANING THE
DATA AND IMPUTING
MISSING VALUES, SOME
NEW COLUMNS WERE
ADDED TO MAKE THE
ANALYSIS PROCESS EASIER.

DATA VISUALIZATION

DATA VISUALIZATION TOOLS
WERE USED TO SEE THE
TRENDS IN THE DATA. CHARTS
LIKE BAR CHARTS AND PARETO
CHARTS WERE USED FOR DATA
VISUALIZATION

PROBLEMS FACED



Low Sales of EV Scooters

The sales of Electric scooters was satisfactory. During interaction with the owner, he told me that people are unaware about the advantages of EV conventional scooters over scooters.



Low revenue generated through repairing services

Another problem faced by the business was that the revenue generated through repairing services the was decreasing.



Market Competition

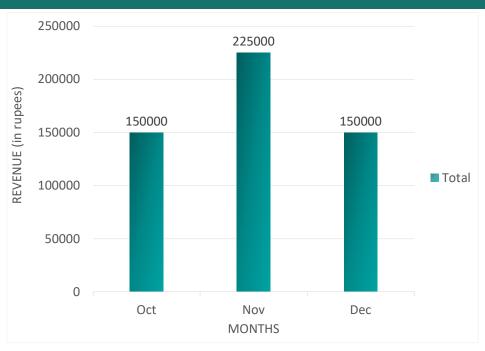
also a big issue faced by the problem faced stores in that area, which more than their sale. affecting the was store's sales.



Overstocking

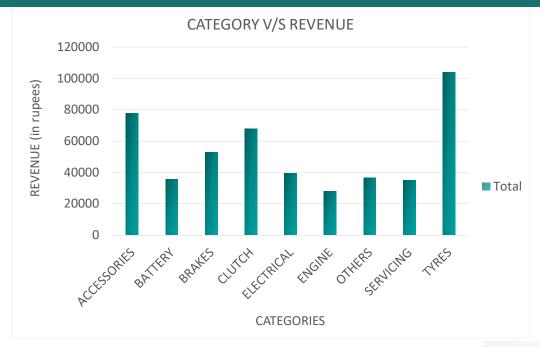
Market competition was Overstocking was a major the business as there were business. The purchase of other automobile some products was way

RESULTS AND FINDINGS



☐ ANALYSIS OF ELECTRIC SCOOTER'S SALE

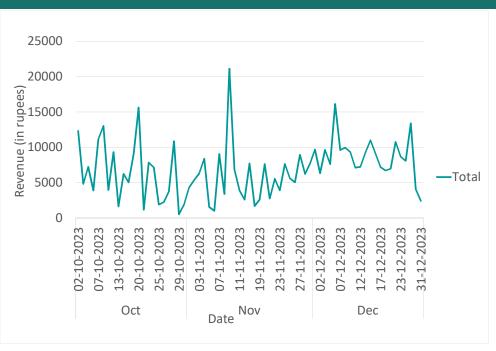
The maximum sales of EV scooters was made in the month of **November**, **during the festive season**, which was **Rs.225000**.



☐ CATEGORY WISE ANALYSIS OF SPARE PARTS

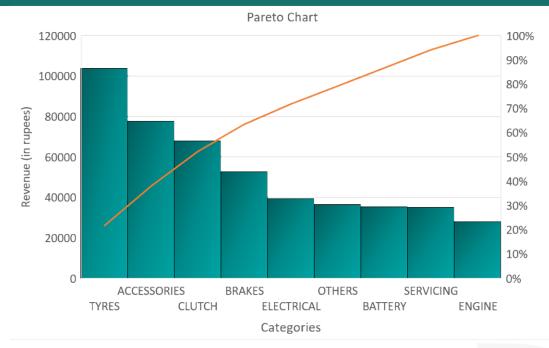
The most revenue generating category of spare parts is "Tyres", which generated revenue of Rs.103898.01 from October 2023 to December 2023.

RESULTS AND FINDINGS



□ DAILY REVENUE ANALYSIS

Time series graph was used to analyze the daily revenue generated through automobile spare parts. The maximum revenue generated was on **9th November 2023** of **Rs. 21110.86**.

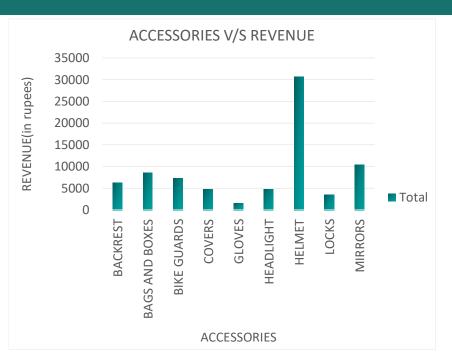


□ PARETO ANALYSIS

Pareto analysis was also performed to find out the categories which contribute the most to revenue.

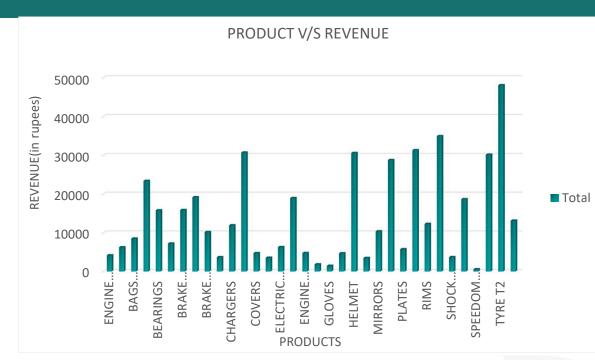
After analyzing, it was found that **Tyres, Accessories and Clutch** were 3 main revenue generating categories.

RESULTS AND FINDINGS





The most revenue generating product in "Accessories" category is **Helmet**, which generated revenue of **Rs.30651.66** from **October 2023 to December 2023**.



PRODUCT WISE ANALYSIS

The most revenue generating product is **Tyre**, which generates total revenue of **Rs. 48123.36** in 3 months.

RECOMMENDATION

SOLUTIONS OF THE PROBLEMS

Giving Offers To The Customers

The sales of EV scooters was the most during the festive season. To increase the sales, the shop can give different offers to the customers on the purchase of scooters.

Example- Free Helmet on purchase of scooter.

02 Door-Step Servicing

They should start providing doorstep services to their customers by sending their staff to the customer's place.

03 Online Presence

They should also start promoting their business online, this will help them in standing out in the competitive market

04 Employing new staff

They should try to replace the old staff by new and more skilled workers. It is also recommended that they hire a person who could supervise and manage the store properly as the owner may not be available every day.

Using more revenue generating and overstocked products

They should try selling and using more revenue generating and overstocked parts during repairing as well to increase the sales of these revenue generating items.

THANK YOU • FOR YOUR NICE ATTENTION