

# Enhancing Business Efficiency and Reducing Operational Costs of Visista Fashions

**Presented By**

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Business Data  
Management Capstone  
Project



# OUTLINE

1. About Visista Fashions
2. Identified Challenges
3. Data collection & Cleaning
4. Data Analysis
5. Findings
6. Recommendations

# VISISTA FASHIONS

- **“Visista Fashions”** is a B2C online business based in Kolkata. The company offers a variety of women’s clothing, men’s clothing, and home products.
- Mr. Shuvendu Kundu and his brother, Mr. Prosenjit Roy, started this business on December 1, 2021.
- They use WhatsApp and Facebook for marketing and sales and are gradually expanding their business to offline channels.



# IDENTIFIED CHALLENGES

The business faces three key challenges:

1. Procurement issues with disputed products from suppliers



2. Inventory overload due to bulk ordering and slow-moving items



3. Inefficiency in managing returns



# DATA COLLECTION AND CLEANING

- Received one years of business data (1st April 2022 to 31st March 2023) for "Visista Fashions" in a PDF file.
- This file includes sales, purchases and closing balances all in one sheet.
- Hence, the data was converted to Excel format for cleaning and analysis.



**Visista Fashions**  
 22/4, P. C. Road, Nahati,  
 North 24 Parganas  
 Pin - 743 165, West Bengal  
 Contact : 8276016347

**Opening Stock Summary**  
 1-Apr-2022 to 31-Mar-2023

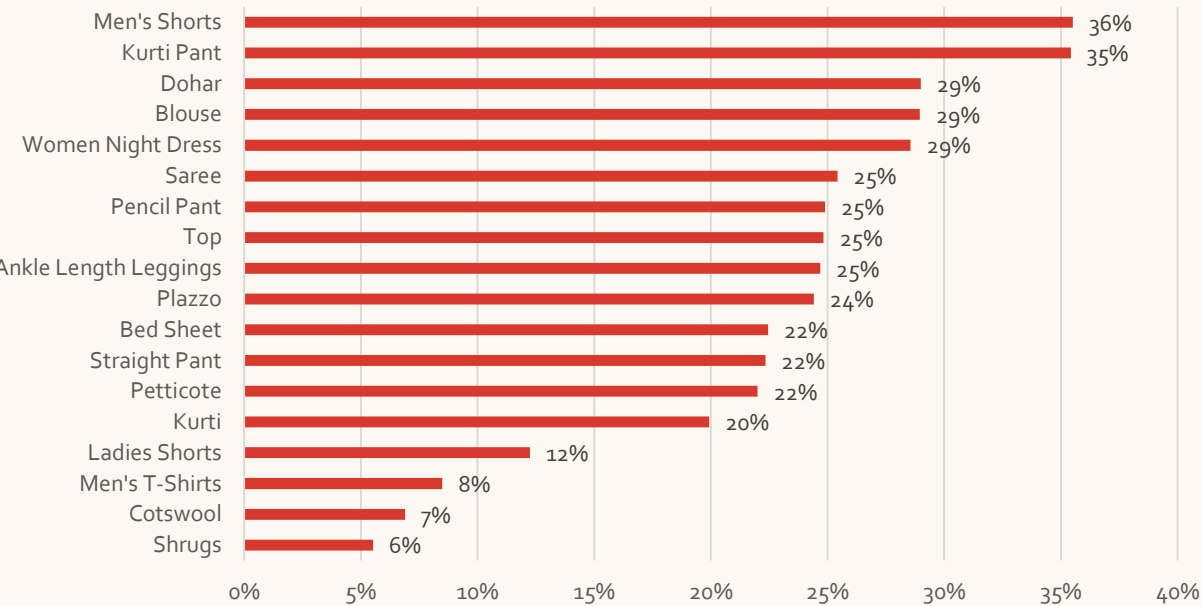
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Particulars	Opening Balance				Inwards				Outwards							Closing Balance				
	Quantity	(At units)	Rate	Value	Quantity	(At units)	Rate	Value	Quantity	(At units)	Rate	Value	Gross Value	Consumption	Gross Profit	Pct %	Quantity	(At units)	Rate	Value
Asan Khul																				
Batik Print Saree																				
Batik Print Saree					5 Pcs.		361.00	1,805.00									5 Pcs.		361.00	1,805.00
BD - 4ply Silk					2 Pcs.		1,200.00	2,400.00	2 Pcs.		1,800.00	3,600.00	3,600.00	2,400.00	1,200.00	33.3%				
BD - Dhakai Jamdani					2 Pcs.		4,150.00	8,300.00	1 Pcs.		6,000.00	6,000.00	6,000.00	4,150.00	1,850.00	38.8%	1 Pcs.		4,150.00	4,150.00
BD - Dhakai Maslin					1 Pcs.		6,510.00	6,510.00	1 Pcs.		8,501.00	8,501.00	8,501.00	6,510.00	1,991.00	23.4%				
BD Palace - Tant					5 Pcs.		400.00	2,000.00	5 Pcs.		624.00	3,120.00	3,120.00	2,000.00	1,120.00	56%				
BD - Pashu Saree																				
BD - Tant Jamdani																				
BD - Tanuchuri Silk					1 Pcs.		700.00	700.00	1 Pcs.		1,000.00	1,000.00	1,000.00	700.00	300.00	30.8%				
Bed Sheet 100 X 110																				
Bed Sheet 100 X 120																				
Bed Sheet 100 X 130																				
Bed Sheet 100 X 140																				
Bed Sheet 100 X 150																				
Bed Sheet 100 X 160																				
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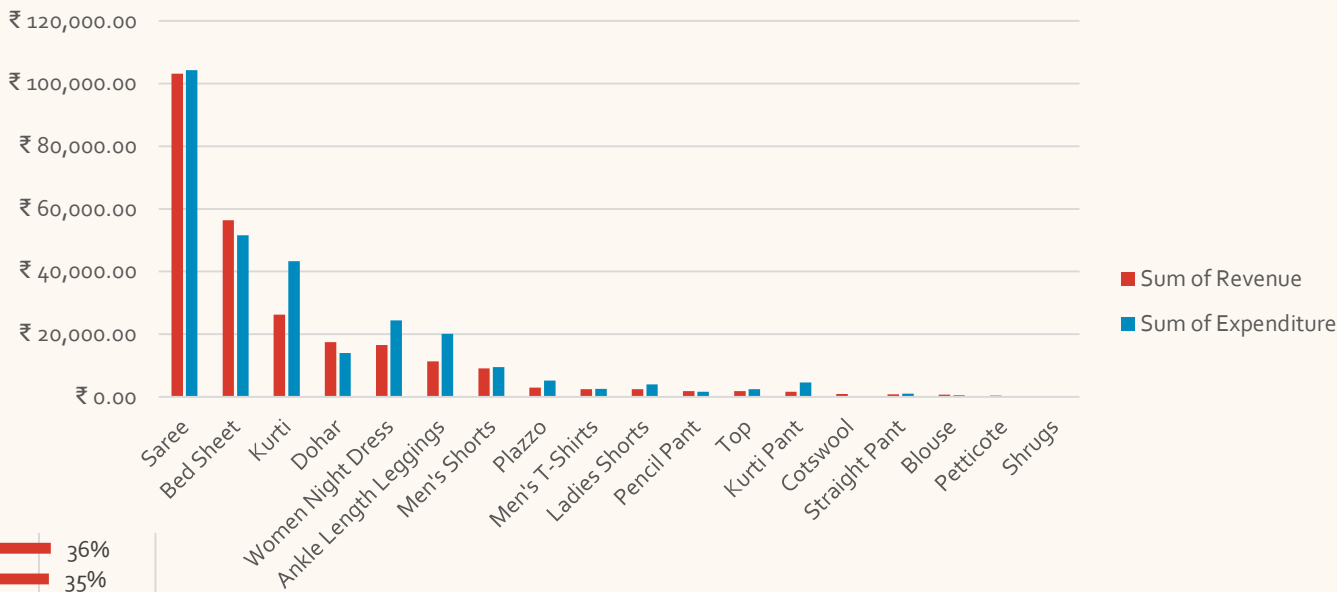
# DATA ANALYSIS

- Sarees and bed sheets contribute the highest revenue and expenditure, indicating strong sales but also high costs.
- Some categories, like men's t-shirts and shrugs, show low revenue and expenditure, hinting at limited market demand.

Profit Margin Per Categories



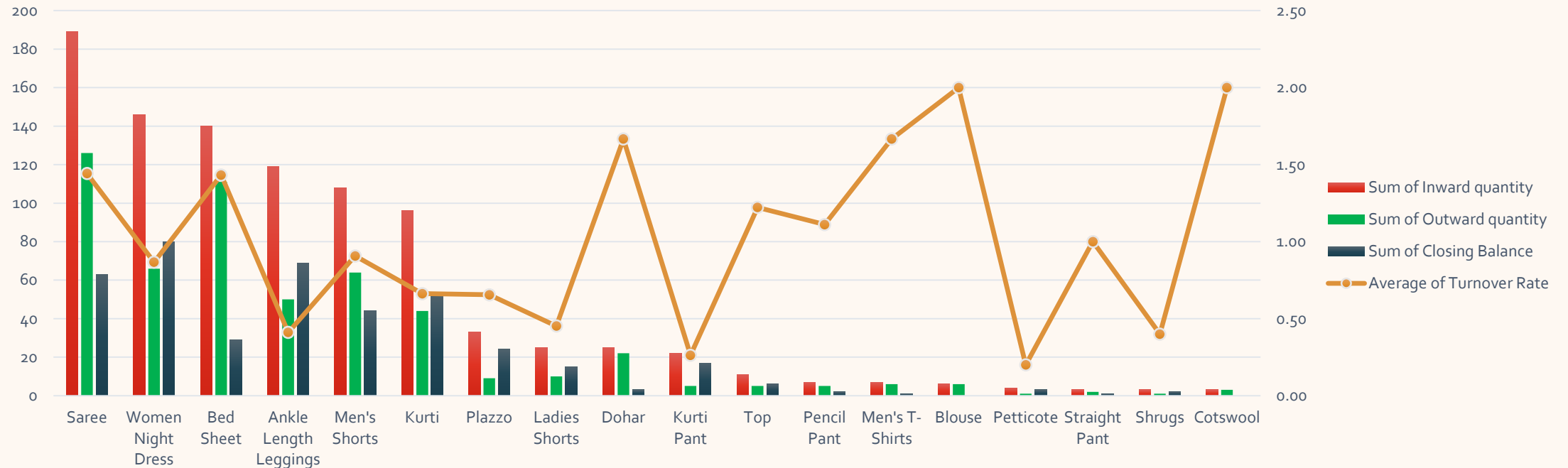
Total Revenue Vs Total Expenditure Vs SKU



- Men's shorts and kurti pants lead in profit margins, achieving 35-36% profitability.
- Items like shrugs and costwool show the lowest profit margin



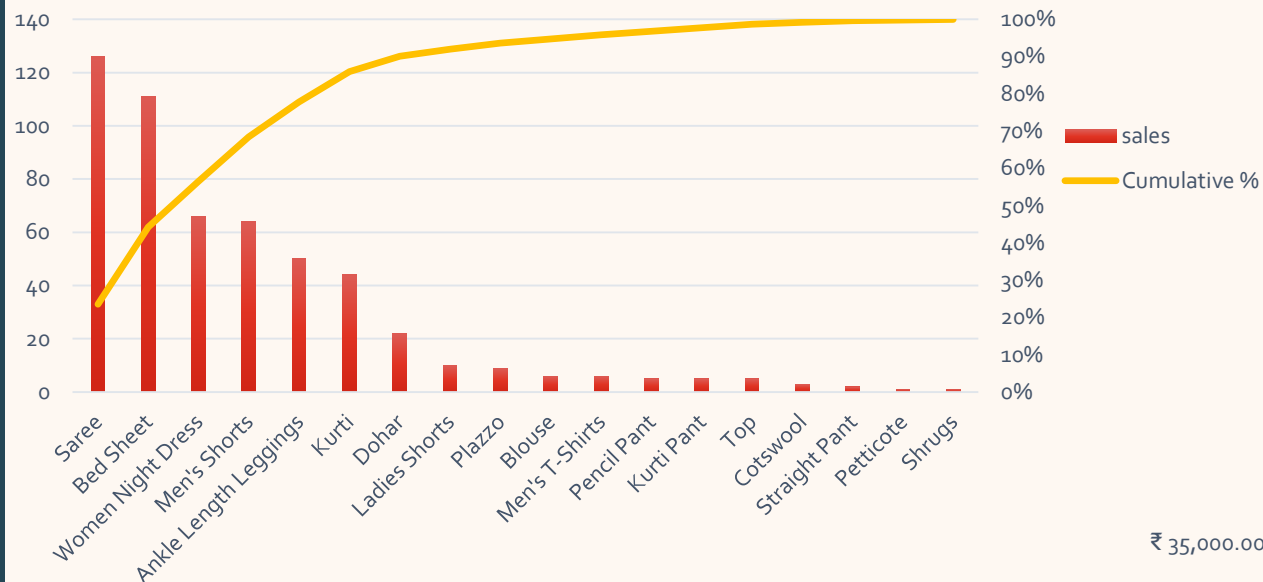
## Inventory Inflow, Outflow and Turnover Rate Overview



- **High Inventory Activity:** Sarees, bed sheets, and ankle-length leggings exhibit the highest inward and outward quantities, indicating strong demand and turnover.
- **Turnover Insights:** Categories like cotswool and dohar have the highest turnover rates, suggesting efficient inventory movement despite relatively lower quantities.
- **Low Activity Categories:** Items such as shrugs and petticoats have minimal inventory movement, pointing to a need for stock optimization or demand generation.



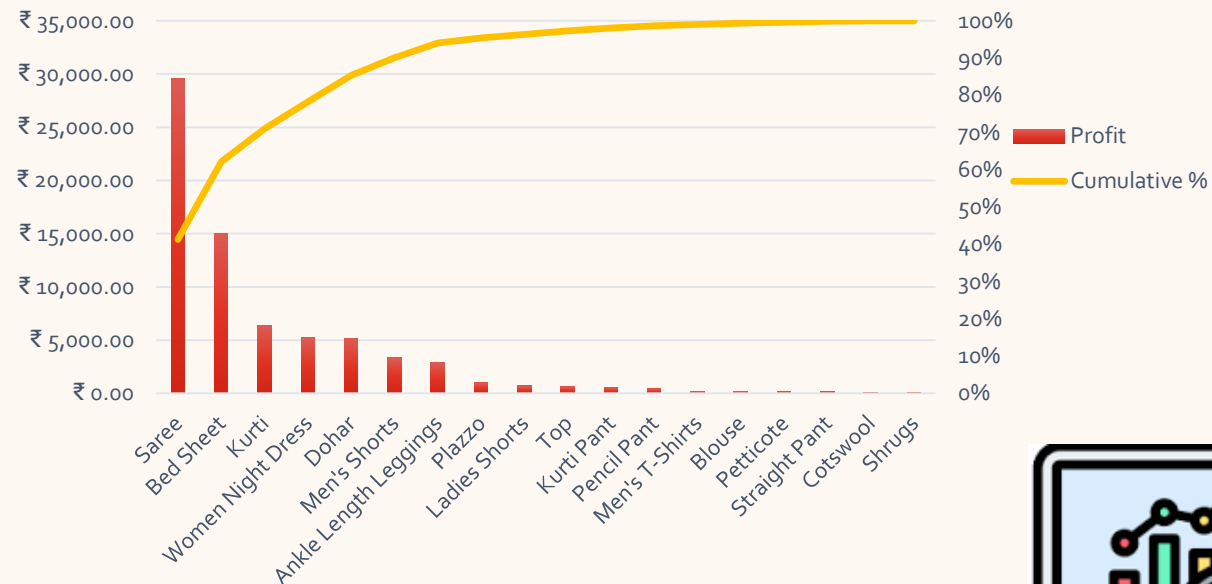
### Sales Pareto Chart by Category



- This chart shows each category's cumulative contribution to total sales volume
- Sarees and Bed sheets are the top selling categories.
- Categories like Women night dress, Men's Short and Ankle Length Leggings also have significant sales.

- The profit chart reveals which categories generate the most gross profit.
- Sarees, Bed Sheets, and Kurtis are again leading contributors, showing that these items not only sell well and also profitable.
- Lower-sales items with decent profit margins, such as Dohar, could benefit from targeted marketing.

### Profit Pareto Chart by Category





# FINDINGS



- Products like Sarees and Bed Sheets generate significant revenue but have lower profit margins, indicating the need for cost optimization in sourcing.
- Items like Women's Night Dresses and Men's Shorts show the highest profit margins, suggesting an opportunity to expand these categories to maximize overall profitability.
- Products with low sales, like Shrugs and Cotswool, take up storage space and lock in capital, making it important to find ways to sell off old stock.
- High-demand items like Sarees and Bed Sheets risk running out of stock, making it essential to keep sufficient inventory levels.

# RECOMMENDATIONS



- Optimize costs for high revenue but low-margin items like sarees and Bed sheets by negotiating supplier prices or improving operation efficiency.
- Expand high-profit categories (Women's night dress, Men's shorts)
- Apply targeted marketing to boost slow-moving high-margin products(e.g.,Dohar)
- Offer discounts or special deals on long-standing stock to create space for new products.
- Regularly check fast-moving items to keep them well-stocked and avoid stock out.
- Develop a structured returns and dispute management process to improve operational efficiency.