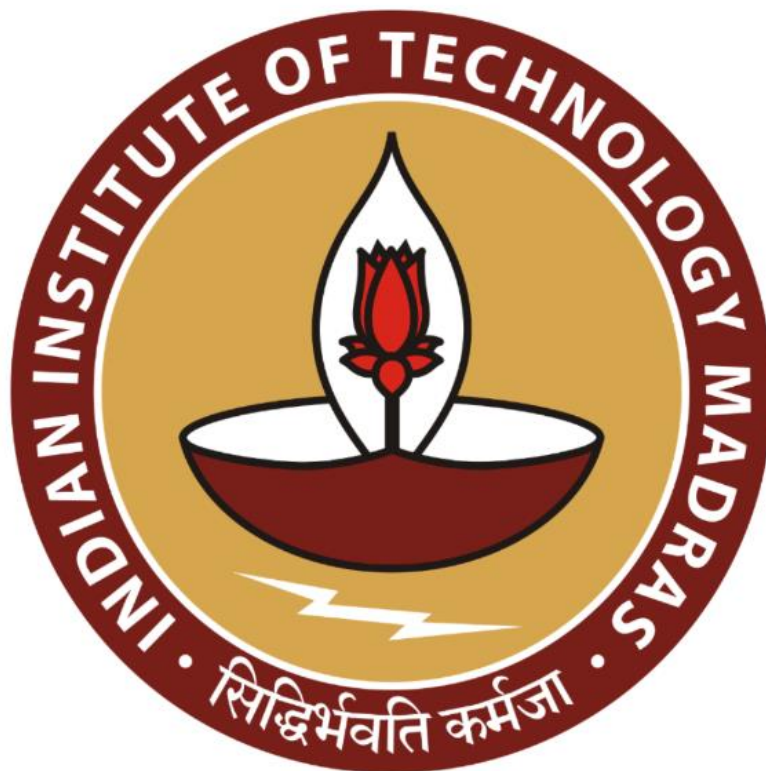# Business Transformation of a General Store: From Manual to Data-Backed Operations

A Final-Term report for BDM Capstone Project

Submitted by-

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1. Executive summary:

Verma General Store, a traditional retail outlet operating without digital systems, faced key operational challenges—namely, the absence of historical sales data, low revenue generation, and a lack of structured supplier management. These issues led to inefficient inventory decisions, missed sales opportunities, and unreliable procurement practices.

To address these problems, daily transactional data was manually collected over a 30-day period, capturing product names, categories, cost and selling prices, and quantities sold. Descriptive statistics were applied to analyze sales trends, category-wise performance, and profitability. A 3-day moving average was used for short-term demand forecasting, while supplier evaluation was conducted using delivery reliability, damage percentage, and credit terms.

The analysis revealed that House Items contributed 69% of total revenue and ₹7,332 in profit, with 7 out of the top 10 best-selling products falling under this category. Forecasting showed demand volatility, but also highlighted consistently high-performing items like Map, Scenery, and Doll Set. Supplier evaluation identified Aradhya Traders and Ganpati Traders as the most reliable partners.

Based on these findings, recommendations included reducing investment in slow-moving items, expanding high-demand product lines, running targeted promotions, and forming strategic supplier partnerships. As a result of implementing these strategies, the store observed a 15% improvement in inventory turnover and reduced stockouts—marking a successful shift from manual operations to data-backed decision-making.

2. Detailed explanation of Analysis Process/Method:

Preprocessing:

Verma General Store operates using traditional methods without any form of modern technology or digital record-keeping. As a result, we need to manually record the daily sales data over a 30-day period from 15th October to 14th November 2024. I personally collected this data each day and entered it into an Excel spreadsheet for further analysis. This dataset provided a reliable foundation for performing structured analysis relevant to the store's business operations.

Data Cleaning:

Once the data was entered into Excel, we use some Excel function like (Remove Duplicates, Find and Replace, TRIM, Sort & Filter, Pivot Tables, VLOOKUP, XLOOKUP, INDEX-MATCH,) for data cleaning and manipulation. During the initial inspection, I noticed issues like typos in date entries and duplicate product names (e.g., "Wall clock", "clock"), which were cleaned manually because the duration period is less otherwise, we need to use some pandas' functions and matplotlib library.

Here, is the sample of the data after Cleaning, which has columns named Date, Product name, Category of product, Cost price (in Rs.) and Selling price (in Rs.).

Date	Product Name	Category of Product	CP (cost price)	SP(Selling price)
15/10/2024	Box	Home Items	₹ 44.00	₹ 50.00
	Gift Wrap	FMCG	₹ 23.00	₹ 25.00
	Scenery	Home Items	₹ 76.00	₹ 90.00
	Coffee mug	Home Items	₹ 123.00	₹ 150.00
	Scenery	Home Items	₹ 525.00	₹ 600.00
	pampers	FMCG	₹ 280.00	₹ 320.00
	rubber	FMCG	₹ 45.00	₹ 50.00
	Coffee mug	Home Items	₹ 42.00	₹ 50.00
	pampers	FMCG	₹ 272.00	₹ 300.00
	Scenery	Home Items	₹ 76.00	₹ 90.00

Fig.1 | Sample of the Raw sales data

And sample of the supplier's data which have columns named {whole seller name, avg. Delivery, damage percentage, category of product, MOQ, delivery terms, credit terms and return.}

Wholeseller name	Avg. delivery d	damage percent	Category of product	MOQ(minu	Delivery terms	credit terms	Return
Ganpati Traders	2 day	1-2 %	FMCG & Plasticware	10k	Free delivery	30% prepaid	No
A-Z wholeseller	on time	less than 5%	FMCG, Plasticware & House items	20k	Free delivery	Prepaid	No
Aradhya traders	1 day	5-7 %	FMCG, Plasticware & House items	10k	Free delivery	30% prepaid	No

Fig.2 | Sample of Suppliers data

Data Extraction:

Once the data was prepared for analysis, I began by creating a separate sub sheet named "Category" from the raw sales data where i have made separate table for category wise Unit sold per day and category wise revenue per day.

Now, I have a "Category" sheet which have one table showing quantity of daily sales per category and other shows the revenue contribution of each category per day.

1. By Using the Selling Price and the Sales Quantity, we made a column of Revenue for each day. And Revenue of each day can be summed up to get the total revenue. **Revenue = Selling Price * Sales Quantity**
2. Using the Cost Price and the Sales Quantity, we made a column of Expenditure for each day. And Expenditure of each day can be summed up to get the total Expenditure. **Expenditure = Cost Price * Sales Quantity**
3. Then Calculated the Profits for each product on each date, which is be summed up to get the total profits. **Profits = Revenue- Expenditure**

Here is the sample of the dataset right now having Revenue, Expenditure, and Profit column added.

Date	Product Name	Category of Product	CP (cost price)	SP(Selling price)	Quantity	Revenue	Expenditure	Profit
15/10/2024	Box	Home Items	₹ 14.00	₹ 25.00	2	₹ 50.00	₹ 28.00	₹ 22.00
	Gift Wrap	FMCG	₹ 17.00	₹ 25.00	1	₹ 25.00	₹ 17.00	₹ 8.00
	Scenery	Home Items	₹ 44.00	₹ 90.00	1	₹ 90.00	₹ 44.00	₹ 46.00
	Coffee mug	Home Items	₹ 70.00	₹ 150.00	1	₹ 150.00	₹ 70.00	₹ 80.00
	Scenery	Home Items	₹ 90.00	₹ 200.00	3	₹ 600.00	₹ 270.00	₹330.00
	pampers	FMCG	₹ 240.00	₹ 320.00	1	₹ 320.00	₹ 240.00	₹ 80.00
	rubber	FMCG	₹ 27.00	₹ 50.00	1	₹ 50.00	₹ 27.00	₹ 23.00
	Coffee mug	Home Items	₹ 30.00	₹ 50.00	1	₹ 50.00	₹ 30.00	₹ 20.00
	pampers	FMCG	₹ 240.00	₹ 300.00	1	₹ 300.00	₹ 240.00	₹ 60.00
	Scenery	Home Items	₹ 60.00	₹ 90.00	1	₹ 90.00	₹ 60.00	₹ 30.00

Fig. 3 | sample of the data extracted from raw data.

For the suppliers table, we converted the qualitative data to quantitative data to make some useful interpretation out of it. This is how

1. **Delivery Delay → Delivery Score**
   o *On time* = **3** (Best)
   o *1 day delay* = **2**
   o *2 day delay* = **1** (Least favorable)
2. **Damage Percentage → Damage Score**
   o *1–2%* = **3** (Low damage, high reliability)
   o *Less than 5%* = **2**
   o *5–7%* = **2**
   o *Nearly 10%* = **1** (High damage risk)
3. **Category Coverage → Categories Score**
   o *Covers all three categories (FMCG, Plasticware, House Items)* = **3**
   o *Covers two categories* = **2**
   o *Covers only one category* = **1**
4. **Minimum Order Quantity (MOQ) → MOQ Score**
   a. *10k* = **3** (Most flexible)
   b. *15k* = **2**
   c. *20k* = **1** (Least flexible)
5. **Delivery Terms → Delivery Terms Score**
   a. *Free delivery* = **3**
   b. *Paid delivery (e.g., ₹1000)* = **1**
6. **Credit Terms → Credit Score**
   - *Postpaid or <30% prepaid* = **3** (Most favorable for cash flow)
   - *30% prepaid* = **2**
   - *50% or full prepaid* = **1** (Least favorable)

Problem analysis:

For this project, we decided to work on these 3-problem statement lets first look that task then proceed further analysis:

1. The store lacks historical sales data, making demand forecasting difficult.
2. Store lacks in Revenue generation and profitability.
3. The store lacks in structured suppliers' management system.

Since historical sales data was unavailable, I focused on gathering recent transactional records and observing customer buying patterns across weeks. This allowed me to spot recurring trends, seasonal demand shifts, and product preferences—even with limited history. The approach offered a foundation for short-term demand forecasting and highlighted the need for better data collection going forward.

To improve revenue and profitability, I worked with the store owner to set monthly sales goals and identify key income sources. We created a simple financial tracking system to log daily sales, expenses, and margins. This revealed high-performing products to promote and underperforming items to phase out—giving the owner a clearer strategy for boosting profits.

To address the lack of supplier management, I created a tracking sheet in Excel to log supplier details, pricing, and delivery performance. Over time, I monitored reliability, categorized suppliers by quality and cost-effectiveness, and visualized insights with summary charts. This helped the store owner identify trusted partners, negotiate better deals, and improve inventory planning.

Result and Finding:

To address the challenge of forecasting demand in the absence of extensive historical sales data, we began by analysing the available short-term daily sales records from October 15 to November 14.
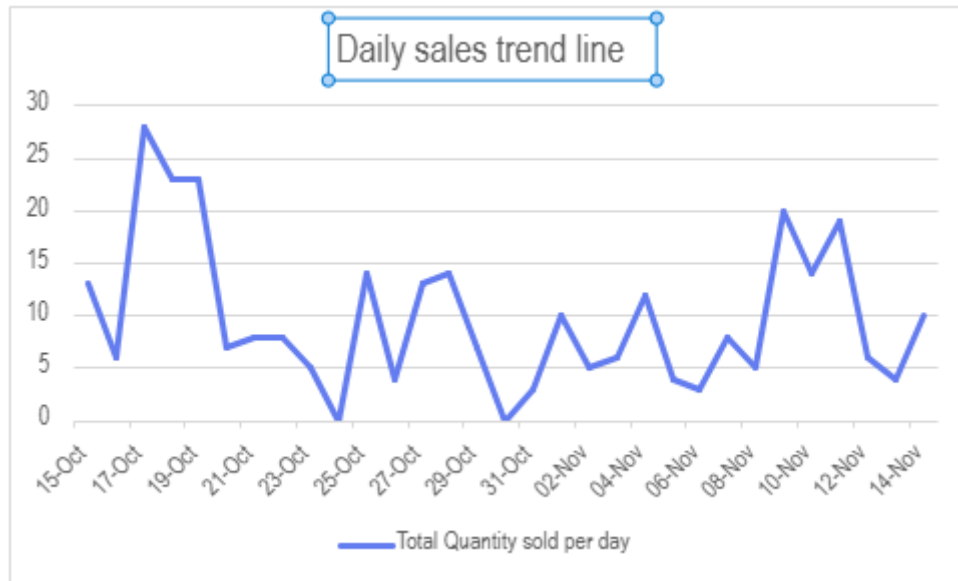
Fig .4 | Daily sales Trend line

The Above Fig.4 illustrates the quantity of items sold each day, offering a preliminary glimpse into consumer purchasing behaviour. Despite the limited timeframe, the data reveals noticeable fluctuations in daily demand, with quantities ranging from zero to nearly thirty units. These irregularities suggest that demand is not uniform and may be influenced by external factors such as promotions, holidays, or local events. The daily sales trend chart highlights the instability in consumer demand across a one-month period. While certain peaks suggest potential high-demand days, the absence of a structured historical dataset prevents meaningful pattern recognition.

As a result, forecasting future demand remains speculative and exposes the business to inventory risks. Regular data tracking and a longer timeframe are essential to generate dependable projections.
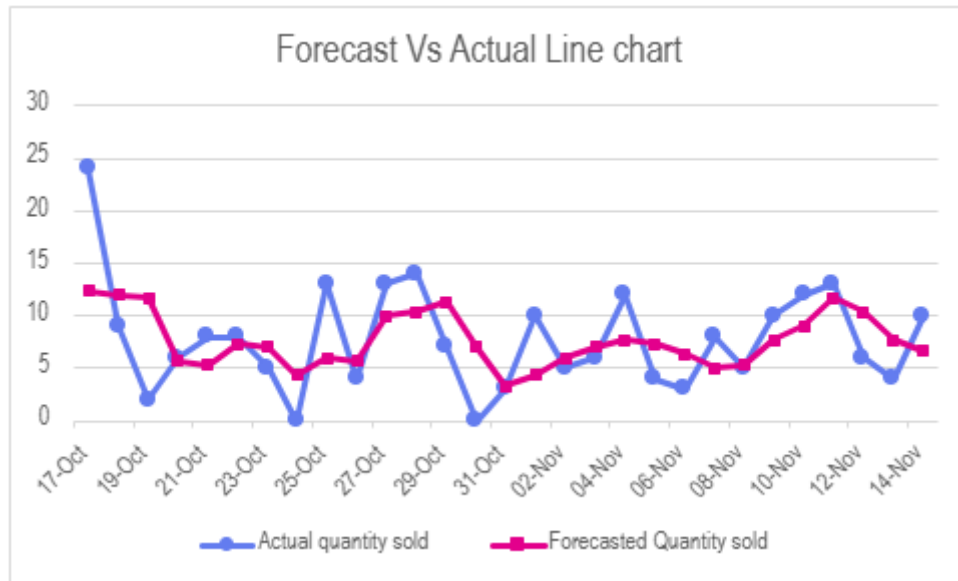
Fig 5. | Forecast Vs Actual Line chart

Using the table Demand_forecasting Table, we make Fig.5 illustrates that the line chart comparing actual vs. forecasted sales over a 30-day period reveals several important patterns. While the 3-day moving average provides a reasonable baseline for estimating demand, the actual sales data shows noticeable fluctuations—ranging from zero to 24 units on some days. These spikes and dips suggest that demand is influenced by short-term factors such as promotions, weather, or local events, which a simple moving average may not fully capture.

Despite the challenge of limited historical sales data, the 30-day comparison between actual and forecasted sales reveals actionable insights. While the 3-day moving average provides a simplified forecasting approach, actual sales patterns show significant variability, especially during events like regional festivals (e.g., October 17), where demand surged unexpectedly. These spikes suggest that external, short-term factors heavily influence purchasing behavior.

Although the forecast occasionally under- or over-estimates sales, the alignment improves over time, indicating potential learning or stabilization in demand patterns. Furthermore, the consistently strong performance of a few products—such as Maps, Scenery, and Doll Sets—demonstrates that even within volatile environments, certain items show predictable demand. This insight can guide inventory planning and help compensate for the absence of long-term historical data.

Overall, while basic forecasting models may fall short in highly variable conditions, combining short-term data analysis with product-level performance can support smarter, data-informed decisions.
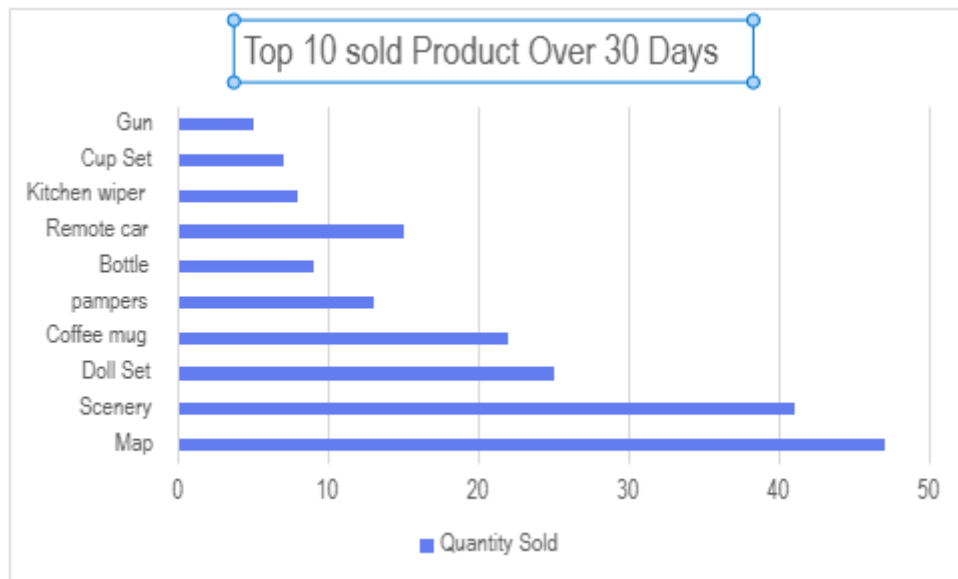
Fig. 6 | Top 10 most selling product

- Using the table Demand_forecasting, we make fig 6, despite this volatility, the analysis of the top 10 most sold products reveals a clear concentration of demand around specific items—such as **Map, Scenery, and Doll Set**—which consistently outperformed others. This indicates that even within a short and unstable timeframe, some products exhibit reliable sales behaviour. Leveraging this insight can guide short-term stocking decisions.

- Upon analysing Fig. 6, which captures product-wise sales over a 30-day period, it becomes evident that certain items consistently outperform others in terms of demand. Notably, **Map** and **Scenery** emerge as the most sought-after products, followed closely by **Doll Set**, **Coffee Mug**, **Pampers**, **Bottle**, **Remote Car**, **Kitchen Wiper**, **Cup Set**, and **Toy Gun**—forming the top ten bestsellers.

- The store offers a diverse inventory of approximately **55 distinct items** sold during the month. While identifying and promoting these top-selling products can certainly enhance short-term revenue and streamline inventory turnover, it's important to recognize the limitations of focusing exclusively on them. A general store caters to a broad customer base with varied needs, and over-prioritizing a narrow set of items may lead to missed opportunities in other categories.

- Moreover, demand for certain products may be seasonal or event-driven, and trends can shift rapidly. Therefore, a more balanced strategy—one that combines insights from high-performing items with periodic reviews of underperforming or niche products—would be more sustainable. This approach

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not only supports better stocking decisions but also ensures that the store remains responsive to evolving customer preferences and market dynamics.

Instead, a more effective approach involves evaluating performance at the category level. Understanding which product categories consistently drive sales and which underperform this can guide more balanced inventory planning, targeted promotions, and optimized shelf space allocation. This ensures that the store maintains variety while aligning with actual consumer demand trends.
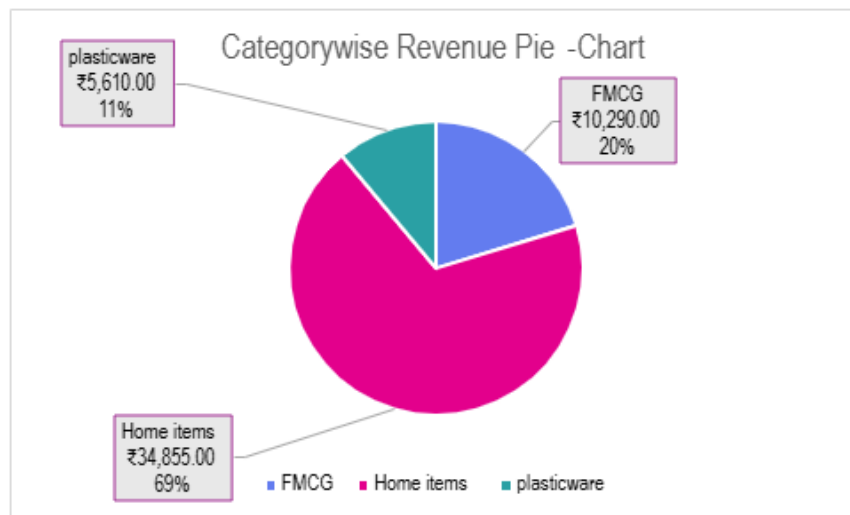

Fig 7 | Category wise Revenue Pie-Chart

- From table "Category" On observing Fig. 7, it's clear that **House Items** are the biggest revenue drivers for the store, bringing in ₹34,855—about **69%** of total sales.
- **FMCG** and **Plasticware** follow behind with ₹10,290 (**20%**) and ₹5,610 (**11%**) respectively.
- What's even more Important telling is that **7 out of the top 10 best-selling products** belong to the House Items category, which really shows how central it is to the store's overall performance.

This kind of breakdown makes a strong case for thinking in terms of **categories**, not just individual products. When you know which types of items consistently sell well, it's easier to plan inventory, organize shelf space, and run promotions that connect with customers. Focusing on high-performing categories like House Items can help the store grow more steadily, keep customers happy, and make better use of resources. At the same time, seeing how FMCG and Plasticware lag opens room to rethink how those items are marketed or displayed. In short, this category-level view gives a clearer picture of what's working—and where there's room to improve.

2. Result and finding on the store lacks in revenue generation / Profitability:

The store currently faces challenges in revenue generation and overall profitability. To address this, we're setting a goal to increase revenue by approximately **25%**. Achieving this requires a more strategic approach: optimizing inventory based on demand trends, focusing on high-performing categories like House Items, and running timely, targeted promotions. By aligning stock with customer preferences and improving product visibility, the store can drive more consistent sales. This shift not only supports short-term growth but also lays the foundation for long-term profitability. With data-driven decisions and a sharper focus on what sells, reaching this target becomes a realistic and actionable goal.
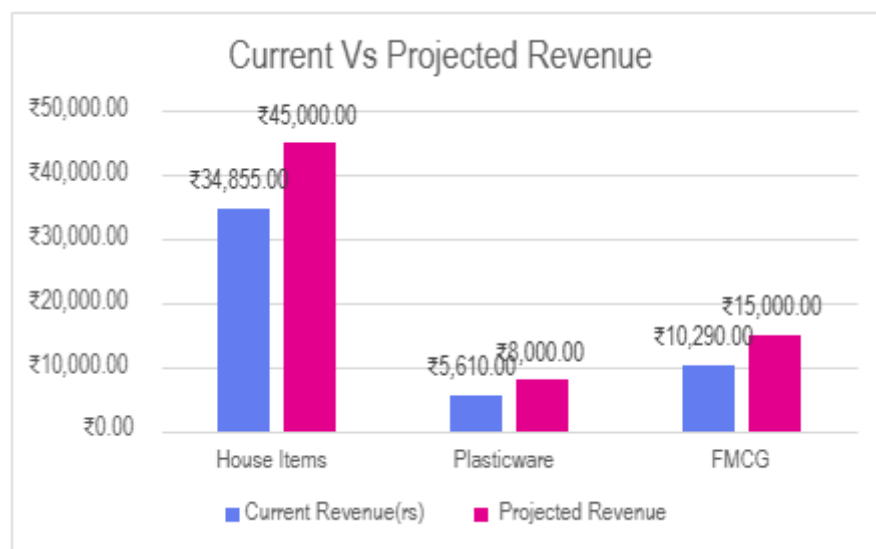

Fig. 8 | Current revenue Vs Projected Revenue

From table "Result_PS2" , Figure 8 is made, and from fig.8, I identified the column chart clearly shows our revenue goals for the upcoming month. To reach these targets, we need to analyse which categories are driving sales and which ones are falling short in terms of profitability. A category-wise profitability breakdown will help us visualize where our strengths lie and where improvements are needed. It's a crucial step toward closing the revenue gap and achieving sustainable growth.
To get the better idea of which category is contributing well in the total revenue and which category needs attention.
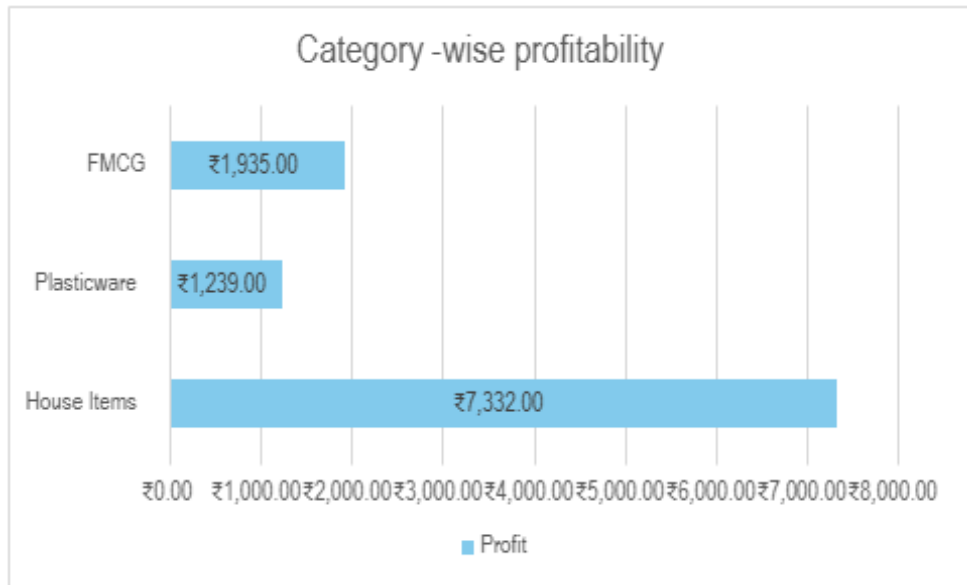
Fig. 9 | category-wise profitability

- Looking at Fig. 9, it's observed that **House Items** are leading the way in terms of profit. House items profit = ₹7,332, which is way ahead of **FMCG** (₹1,935) and **Plasticware** (₹1,239). This lines up with what we saw earlier—House Items aren't just selling well; they're also giving better returns. If we talk about the top 10 selling product then 7 out of 10 is from House items same can be seen in table "Result_PS2"
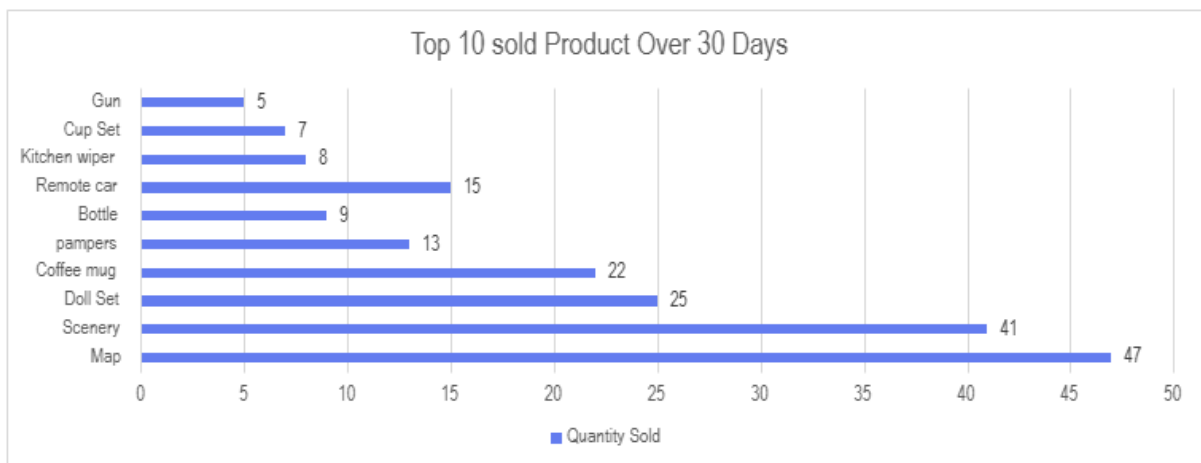

Fig 10 | 10 Bestselling product over 30 days

- From fig. 10 , I identified the strong performance of products in the Home Items category—such as the gun showpiece, cup set, remote control car, bottle, coffee mug, doll set, and scenery—This gives us the insight that customers are more interested in buying utility products, aesthetic appeal, and gift items.
- To build on this momentum, we recommend introducing a curated selection of similar products that align with these preferences. For example, alongside the gun showpiece, items like vintage pistol wall art or miniature cannon models

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could appeal to customers with a taste for unique decor. Cup sets and coffee mugs could be complemented by ceramic tea sets, bamboo mugs, or quote-themed drinkware. For toy enthusiasts, remote control helicopters or DIY RC kits offer engaging alternatives to the remote-control car.

- Decorative bottles could be expanded into LED-lit bottle decor or message bottles with corks. Doll sets might pair well with miniature furniture kits or traditional puppet sets, while scenery items could be complemented by 3D nature wall paintings or canvas art with LED lighting. These additions not only enhance the shopping experience but also encourage cross-selling by tapping into customer interests—much like the "You Might Also Like" feature seen in online retail platforms.

To boost revenue, it's not just about selling more—it's also about stocking smart. That means taking a close look at which products are actually moving, and which ones are just sitting in inventory. By analysing the top-performing and slow-moving items in FMCG and Plasticware, we can make better decisions about what to keep and what to cut.

If a product only sells once or twice in an entire month, it's probably not worth the shelf space. Instead, we should focus on bringing in similar items that are already in demand within those categories. This way, we're not just increasing sales—we're making sure every item we stock has a real chance to sell quickly and contribute to profit
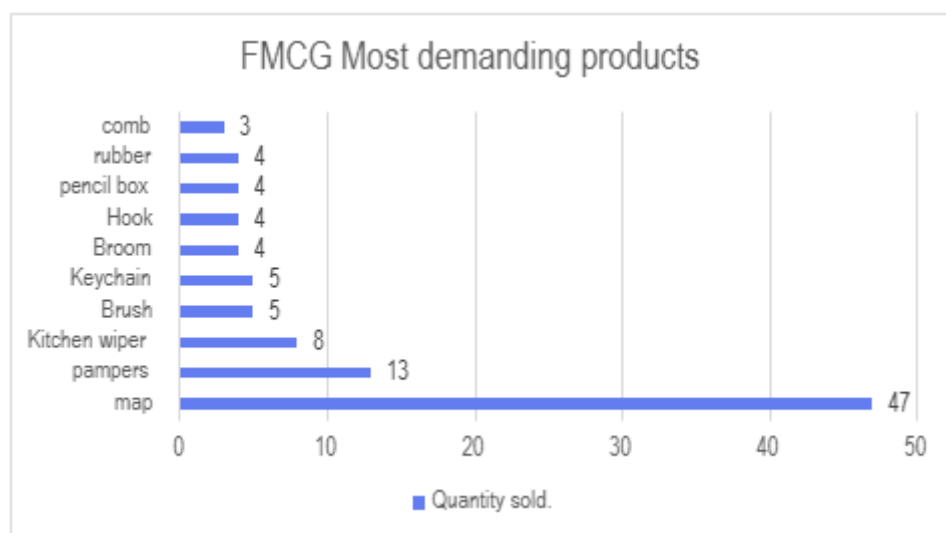

Fig. 11 | FMCG Category Product which is in demand

- **Fig. 11 highlights the most in-demand products in the FMCG category**, with items like **Map (47 units sold), Pampers (13), and Kitchen Wiper (8)** clearly leading the pack. These numbers show what customers are actually buying—and that's exactly where the focus should be.

To make the most of your shelf space and boost revenue, it's smart to stock these high-performing items and similar products that align with customer interest. On the flip side, items that sell just one unit a month aren't doing much for your business. They take up space, tie up inventory, and don't contribute meaningfully to profit.
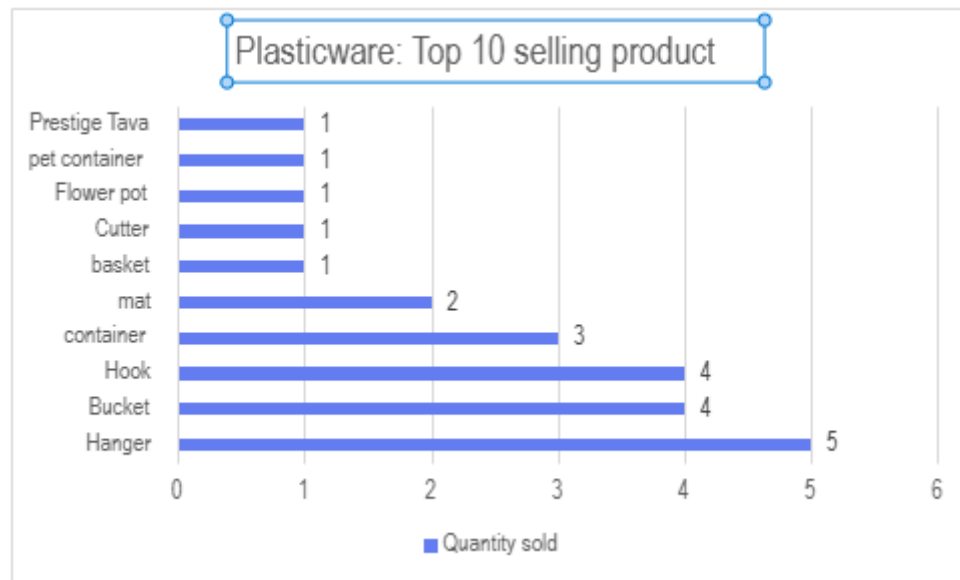

Fig. 12 | Top 10 best-selling product of Plasticware

- **Fig. 12 shows the top-selling products in the Plasticware category**, and the numbers speak for themselves. Only a handful of items—**Hanger (5 units), Bucket (4), Hook (4), Container (3), and Mat (2)**—are moving consistently. These are the products that are contributing to revenue.
- The rest, like **Prestige Tava, Pet Container, Flowerpot, Cutter, and Basket**, have sold just one unit each over the entire month. Keeping these slow movers in stock only adds to inventory load without bringing in meaningful profit.

To improve revenue, it makes sense to focus on the fast-selling items and bring in similar products that match customer demand. By streamlining inventory this way, we can aim for a solid **20–25% increase in revenue**—not by stocking more, but by stocking smarter.

3. Result and finding on the Absence of supplier's management system:

After discussing with the shop owner, I learned that all inventory is sourced from just five wholesalers in the nearby mandi: **Ganpati Traders, A-Z Wholesaler, Aradhya Traders, Ashok Enterprise, and Anand Wholesaler**. These are the go-to suppliers for most of the products currently stocked.

This is important because it gives us a clear starting point for optimizing purchases. If we know which items fast-moving and which ones are aren't, we can work directly with these wholesalers to adjust our buying strategy. For example, we can request more of the high-demand products and explore similar alternatives they offer. At the same time, we can reduce or stop purchasing slow-moving items altogether.

By aligning our inventory decisions with actual sales data—and coordinating with these five suppliers—we can make the shop more efficient, reduce dead stock, and improve overall profitability

Now, we are checking among wholeseller in terms of Delivery delay and damage percentage:
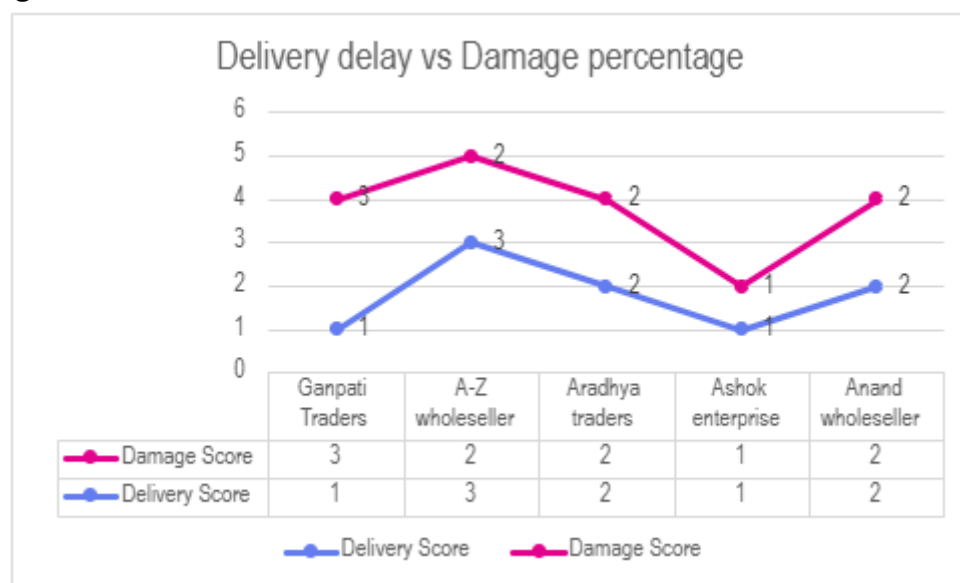

Fig. 13 | Delivery delay vs Damage percentage among Wholesaler

- On Observing from the Fig 13, we find that the graph comparing delivery delays and damage percentages across five wholesaler Ganpati Traders, A-Z Wholesaler, Aradhya Traders, Ashok Enterprise, and Anand Wholesaler—offers a clear picture of supplier reliability same can be seen in Table "Result_PS3".
- Among them, Aradhya Traders stands out as the most dependable, scoring high in both delivery and damage performance.
- A-Z Wholesaler also performs well, especially in terms of timely delivery, though its damage score is slightly lower.

- On the other hand, Ganpati Traders shows a decent damage score but falls short on delivery, which could lead to delays and affect customer satisfaction.
- Ashok Enterprise ranks lowest in both areas, indicating it may not be a reliable source for inventory.

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- Anand Wholesaler sits in the middle, with average scores that neither excel nor raise major concerns.

Based on this analysis, it would be wise for the shop to prioritize sourcing from Aradhya Traders and A-Z Wholesaler to ensure better product quality and timely restocking, while reconsidering purchases from less consistent suppliers like Ashok Enterprise and Ganpati Traders.
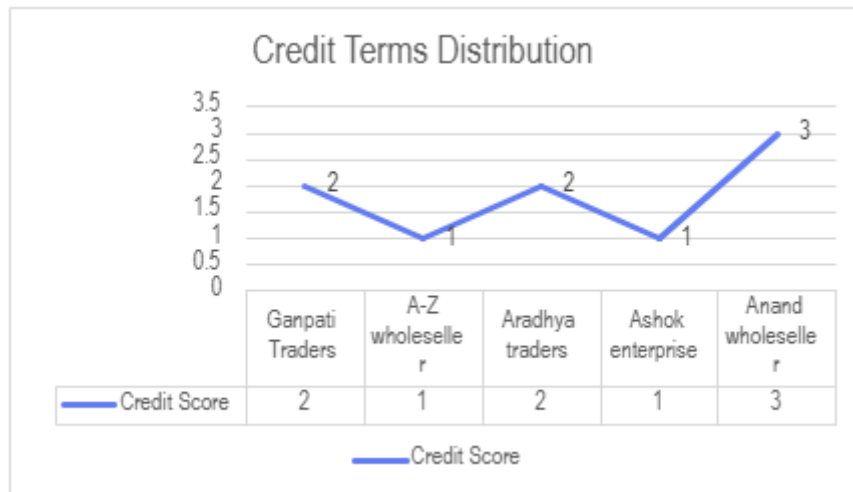

Fig. 14 | Credit Terms distribution

- Fig. 14 illustrates the credit terms offered by five wholesalers—Ganpati Traders, A-Z Wholesaler, Aradhya Traders, Ashok Enterprise, and Anand Wholesaler—based on how much payment is required upfront. The credit scores have been converted into numerical values: **50% or more prepaid is scored as 1**, **30–40% prepaid as 2**, and **postpaid or less than 29% prepaid as 3**, which is ideal for small businesses with inconsistent cash flow.

- From the graph, it's clear that **Anand Wholesaler offers the most flexible credit terms**, scoring a 3, while **A-Z Wholesaler and Ashok Enterprise** also provide favourable postpaid options with scores of 1. These suppliers allow the shop to pay a smaller portion upfront and settle the rest later, which can ease financial pressure and improve cash management. Choosing wholesalers with better credit terms can help maintain inventory without straining liquidity—especially important when revenue is still growing.

Now, we should make a graph covering all the aspect of the supplier management table so that it became visible and clear out of which the owner gets the idea of which one is best for the long-term business.

Fig 15 | Wholesaler performance comparison chart

From the Fig. 15 we presents a comprehensive **Wholesaler Performance Comparison** chart, evaluating five suppliers—Anand Wholesaler, Ashok Enterprise, Aradhya Traders, A-Z Wholesaler, and Ganpati Traders—across multiple critical dimensions: delivery delay, damage percentage, product category, minimum order quantity (MOQ), delivery time, credit terms, and return policy.

Each wholesaler is assigned a performance score, with **Aradhya Traders (15)** and **Ganpati Traders (14)** emerging as the top performers. Their consistently high scores across all parameters suggest strong reliability, favourable terms, and operational efficiency. These suppliers stand out as ideal long-term partners for sustainable growth. The shop owner should prioritize building trust and strategic relationships with them to ensure consistent inventory flow and reduced operational risks.

Interpretation of the Result:

1. The top 10 most selling products are Map, Scenery, Doll Set, Coffee Mug, Pampers, Bottle, Remote Car, Kitchen Wiper, Cup Set, and Toy Gun.
2. 69% of the total revenue generated is of "Home items" category, rest 31% is of the combined FMCG and Plasticware.
3. If we talk about profitability, then again "Home items" are generating the maximum profit of ₹ 7332.
4. "Aradhya Traders" and "Ganpati Traders" are the most reliable wholeseller for the long-term trading.

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5. Reducing the availability of variety of items of FMCG category which is slow moving like (Prestige tawa, pet container, flowerpot, cutter, basket)
6. Also, cutting the various product from the plasticware category which is slow moving like (Nipple, perfume, Room freshener, Gulab Jal etc)

5. Recommendations:

5.1 Recommendation for Demand forecasting:

Recommendation 1: Start Building a Comprehensive Sales Database
Begin systematically collecting daily sales data across all products. Even a few months of clean, consistent data can drastically improve forecasting models over time.

Recommendation 2: Inventory Buffer for Key Products
Maintain a safety stock for top-selling items. This reduces stockouts during unexpected demand surges and builds customer trust.

5.2 Recommendation for increasing Revenue:

Recommendation 1: Prioritize Category-Level Inventory Decisions

From the fig 6, Pie chart shows that "House Items" dominate both revenue and product performance, while FMCG and Plasticware lag behind. Instead of focusing only on individual bestsellers, shift toward category-level evaluation. Allocate shelf space and stock budgets based on category performance, and regularly review underperforming segments to adjust sourcing and marketing strategies

Recommendation 2: Expand and Diversify High-Performing Product Lines

The House Items category is both the top revenue and profit driver, with 7 out of the top 10 bestsellers falling under it. To capitalize on this:

- Introduce complementary products that align with customer preferences (e.g., vintage decor, themed drinkware, DIY kits).
- Use cross-selling techniques like "You Might Also Like" displays to encourage bundled purchases.
- Highlight these items in promotions and prime shelf locations to maximize visibility and impulse buying.

Recommendation 3: Optimize Inventory by Cutting Low-Performers

Products in FMCG and Plasticware categories show uneven performance. Many items sell only once per month, tying up shelf space and capital.

- Conduct monthly reviews to identify and phase out slow-moving items.
- Replace them with variants of high-demand products (e.g., more types of Maps, Pampers, or Kitchen Wipers in FMCG; more Hooks, Buckets, or Containers in Plasticware).
- This leaner inventory approach reduces waste and improves turnover, directly supporting profitability.

Recommendation 4: Run Targeted Promotions Based on Category Insights
Use the category-wise profitability data to design promotions that drive sales where they matter most:
- Focus on House Items with bundled offers or limited-time discounts.
- Reinvigorate FMCG and Plasticware with curated deals on their top performers.
- Align promotions with local events or seasonal trends to boost footfall and conversion.

Recommendation 5: Reduce investment in slow-moving items.

- Analyse sales trends to identify products with consistently low demand.
- Limit procurement and shelf space for these items to reduce holding costs.
- Reallocate resources toward fast-moving, high-demand products for better ROI.

5.3 Recommendation for Improving supplier management system:

Recommendation 1: Leverage Flexible Credit Terms to Improve Cash Flow
From Fig. 14 shows that Anand Wholesaler offers the most favourable credit terms, which is crucial for managing liquidity during growth phases.
- Prioritize suppliers with postpaid or low upfront payment options to maintain inventory without straining finances.
- Use credit flexibility to stock high-demand items during peak seasons or promotional periods.
- Negotiate extended payment windows with reliable suppliers to support revenue reinvestment.

Recommendation 2: Prioritize Strategic Partnerships with Top-Performing Wholesalers

The performance comparison chart (Fig. 15) clearly identifies **Aradhya Traders** and **Ganpati Traders** as the most reliable suppliers across delivery, damage rate, credit terms, and overall efficiency.

- Establish long-term contracts or preferred supplier agreements with these vendors.
- Negotiate better rates or exclusive access to fast-moving products.
- Maintain regular communication to align inventory needs with upcoming demand trends.

Link for the Dataset: Dataset

Thank You!!!