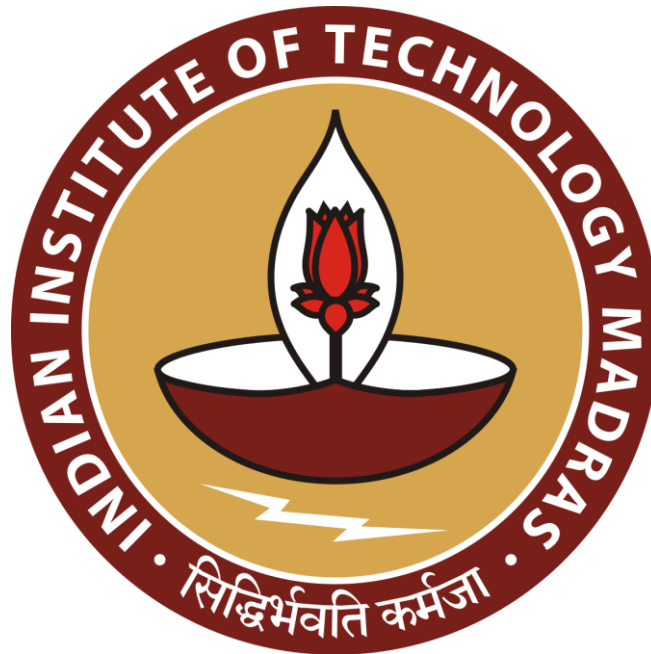# DATA-DRIVEN DECISION MAKING
FOR DOLL STORE SUCCESS

A PROPOSAL REPORT FOR BDM CAPSTONE PROJECT

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EXECUTIVE SUMMARY

A capstone project on business data management aims to apply data management principles and practices to a real-world business problem. The project focuses on a doll store in Kerala that caters to children of all ages. The business has both wholesale and retail customers.

The company faces common challenges with stock shortages and increased market prices during seasons. A decrease in the number of buyers is another issue the company faces. The primary purpose of this project is to analyze the sales and purchase data and extract meaningful information from it. The expected outcome helps the company improve the store's inventory management, pricing, and marketing strategies.

ORGANIZATIONAL BACKGROUND

Kerala Doll House, located in Thrissur, is Kerala's first doll store and sells around 600 varieties of dolls, including imported ones. The company started functioning in 2018 and has witnessed a huge success rate since then. Doll House consists of five staff members, and additional staff are hired during peak seasons. Kerala Doll House has a stock of one lakh dolls, ranging in price from Rs 30 to Rs 6,000.

PROBLEM STATEMENT

- Stock shortage: The company faces common issues with stock shortages during the season while taking stock from different parts of the country.

- Increased market price: Stock shortages increase demand for products, leading to a hike in market prices, especially during peak seasons.
- Decrease in buyers: COVID-19 pandemic has had a significant impact on the market and led to a decline in consumer spending.

BACKGROUND OF THE PROBLEM

The ban on Chinese products has led to an increase in their prices as Indian manufacturers are not yet able to produce these products at the same scale as Chinese manufacturers. It also led to a decrease in the availability of these products. During peak seasons, the company finds difficulty purchasing stock as the manufacturers are not yet able to meet the demand for these products. The COVID-19 pandemic has caused economic uncertainty, job losses, and supply chain disruptions, which have led to a decrease in consumer spending.

PROBLEM-SOLVING APPROACH

Details about the methods used with Justification:
- For the purpose of analyzing the growth rate, sales, and purchase data will be arranged by month.
- Various factors like profit, quantity sold, and revenue will be analyzed.
- Analysis helps determine the areas of improvement that can be made.
- By plotting a graph, peak seasons can be examined.
- The graph can also be used to analyze the top-selling items for each month.

Details about the intended data collection with Justification:
- The analysis uses data gathered over a four-month period.

- Data on both retail and wholesale sales will be gathered.

- Purchase and sales data are included.

Details about the analysis tools with Justification:

- The primary tool used for analysis is MS Excel.

- Data cleansing, graphing, and table creation can all be done in Excel.

- Lucid Chart is used to create Gantt charts and work breakdown structures.

- Google Docs is used for the reporting section.

- The Gantt chart is used to analyze the project's timeline.

EXPECTED TIMELINE

Work breakdown structure
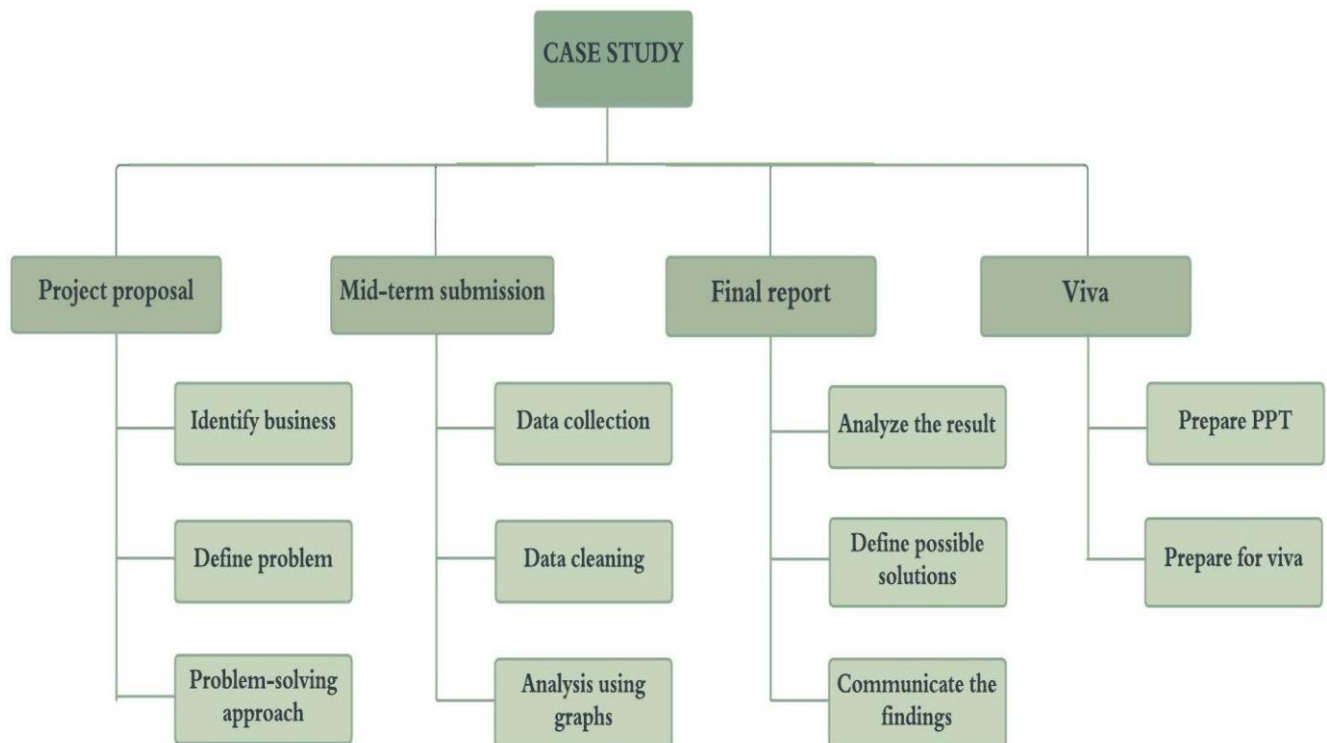
Gantt chart

	July 25-31	Aug 1-5	Aug 6-10	Aug 11-15	Aug 16-20	Aug 21-25	Aug 26-31	Sept 1-5	Sept 6-10	Sept 11-15
Project Proposal										
Identify business	■									
Define problem	■	■	■							
Problem solving approach	■	■	■							
Proposal submission		■								
Mid-Term										
Data collection		■	■							
Data cleaning		■	■	■						
Analysis			■	■	■	■				
Mid-term submission			■							
Final Report										
Define solution							■	■		
Communicate findings								■	■	
Final report submission										■
Preparing ppt										■

EXPECTED OUTCOME

- Resolve the issue of stock shortages.
- Methods to deal with rising market prices
- Techniques for increasing profits and investing in more products.
- Product quality improvement while maintaining fair prices.