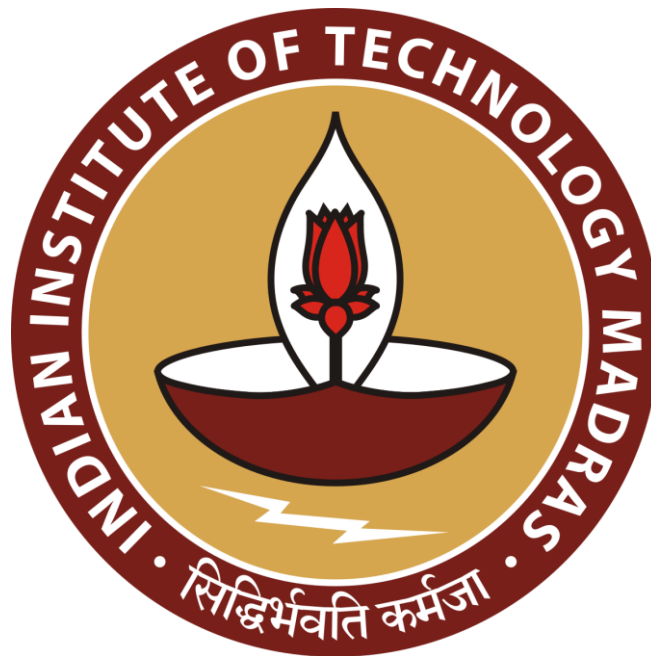# DATA-DRIVEN DECISION MAKING
FOR DOLL STORE SUCCESS

MID-TERM SUBMISSION REPORT FOR BDM CAPSTONE PROJECT

SUBMITTED BY

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CONTENTS

EXECUTIVE SUMMARY

Kerala Doll House, located on a busy commercial street in Thrissur, focuses on selling a wide variety of dolls, doll accessories, and related merchandise. The store competes effectively by offering a unique shopping experience and a diverse range of products. The company offers both B2B and B2C sales.

Since its beginning, the company has seen tremendous success. On the flip side, it faces stockouts, a lack of buyers, and a rise in market prices. Stockouts are more frequent during the seasonal demand because Indian manufacturers cannot keep up with the demand. The report showcases information regarding the originality of data, cleaned data, metadata and descriptive statistics, analytic process, results, and findings.

The analysis process revealed significant findings. It identified the top-selling products of each month as well as products that needed more marketing. Profit analysis determines which months necessitate additional investment. The analysis of total sales and purchases identifies the months with the lowest sales. Charts serve as a visual representation of each month's trend growth.

Additionally, the project recommends using marketing strategies to deal with seasonal increases in market prices. Sales will increase, pricing will be optimized, and stock shortages will be resolved with the help of data-driven strategies. These recommendations can promote long-term growth in a competitive industry by leveraging the power of data insights. Detailed solutions to the problem statements will be presented in the final report.

PROOF OF ORIGINALITY OF DATA

- Letter from organization with letterhead
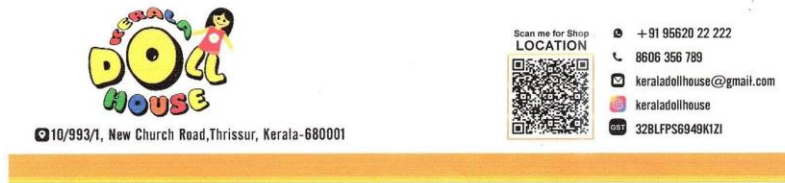
Subject : Proof of Originality of Data for Project Submission.

I, Rayammarakkar Jamal Shabeer of Kerala Doll House, confirm that the data provided to Geethika K Shine for her Business Data Management Capstone Project is original and authentic.

I have personally overseen the data collection process and can vouch for its accuracy and confidentiality. The data reflects the actual state of our business operations.

For Kerala Doll House

Proprietor

● Image related to organization and images with owner

- Video with the owner

METADATA

- **Type of data**: Sales and purchase data.
- **Dates collected**: Data from March, April, and May are collected.
- **Data format**: Data is stored in PDF format.
- **Data fields**:
    - Date: Date of the sale
    - Particulars: The type of item, such as a doll, a teddy doll, or toys
    - Vch Type: It includes the quantity and the rate per piece.
    - Vch No: It specifies the bill number.
    - Debit Amount: The total amount, including GST.
    - Credit Amount: The total amount, excluding GST.
- **Cleaned data:**
    - Month: The month of sale/purchase.
    - Particulars: The type of item, such as a doll, a teddy doll, or toys
    - Quantity: The number of items purchased
    - Amount: The total amount for that particular month.

Metadata:

B2C SALES2021 Register
1-Mar-23 to 31-Mar-23

Page 1

Date	Particulars	Vch Type	Vch No.	Debit Amount	Credit Amount

Sample data:

B2C SALES2021 Register
1-Mar-23 to 31-Mar-23

Page 1

Date	Particulars		Vch Type	Vch No.	Debit Amount	Credit Amount
1-Mar-23	CASH		B2C SALES2021	4644	800.00	
	Sales@12%					714.29
		DOLL	1 pcs 714.29/pcs	714.29		
	CGST@6%					42.86
	SGST@6%					42.86
	Round Off					(-)0.01
1-Mar-23	CASH		B2C SALES2021	4645	330.00	
	Sales@12%					294.64
		DOLL	1 pcs 133.93/pcs	133.93		
		DOLL	1 pcs 160.71/pcs	160.71		
	CGST@6%					17.68
	SGST@6%					17.68
1-Mar-23	CASH		B2C SALES2021	4646	785.00	
	Sales@12%					700.89
		DOLL	1 pcs 700.89/pcs	700.89		
	CGST@6%					42.05
	SGST@6%					42.05
	Round Off					0.01
1-Mar-23	CASH		B2C SALES2021	4647	480.00	
	Sales@12%					428.57
		DOLL	1 pcs 428.57/pcs	428.57		
	CGST@6%					25.71
	SGST@6%					25.71
	Round Off					0.01

Cleaned data:

Purchase

Month	Particular	Quantity	Amount
March	Teddy doll	388	46,142
	Doll	2146	91,600
	Toys	1170	25,706
April	Teddy doll	7327	1,79,205
	Doll	100	3,360
May	Teddy doll	1961	91,099

B2B Sales

Month	Particular	Quantity	Amount
March	Teddy doll	407	67,262
	Doll	21	4000
April	Teddy doll	947	2,13,574
	Doll	13	2622
May	Teddy doll	339	79,575

B2C Sales

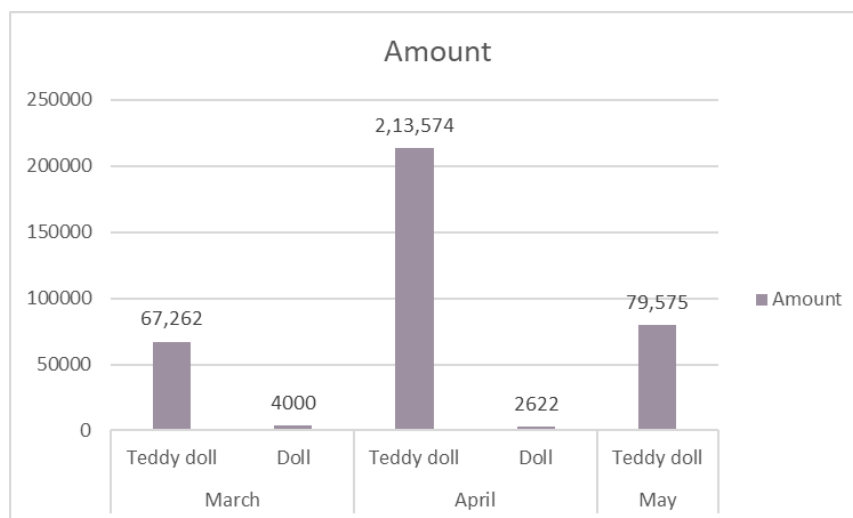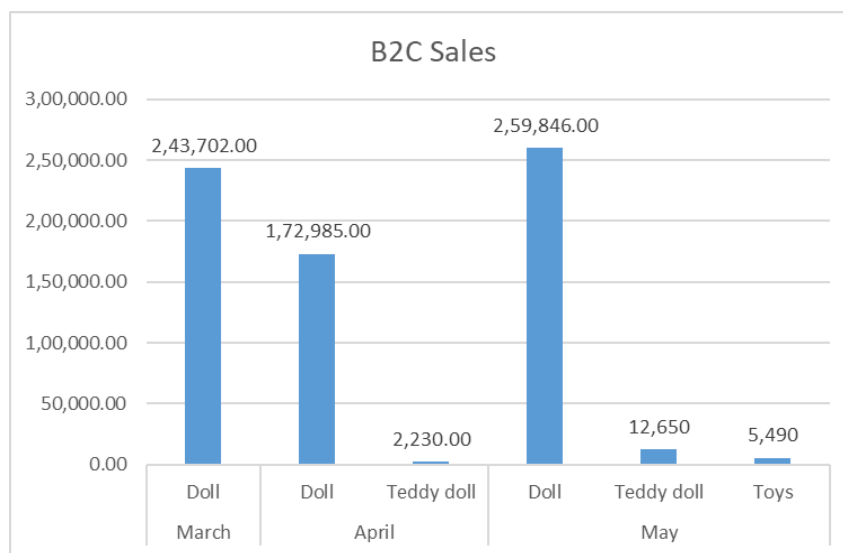| Month	Particulars	Quantity	Amount
March	Doll	592	2,43,702
April	Doll	297	1,72,985
	Teddy doll	5	2230
May	Doll	460	2,59,846
	Teddy doll	134	12,650
	Toys	30	5,490

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DESCRIPTIVE STATISTICS

- Teddy dolls are the most popular product among wholesale customers, accounting for 98% of total B2B sales.
- Dolls are the most popular item among retail customers, accounting for 97% of total B2C sales.
- April had the most sales, totaling Rs. 3,91,411.
- The lowest sale occurred in March, with a total of Rs. 3,14,964.
- The average monthly purchase is Rs. 1,45,704.
- The average B2B sale per month is Rs. 1,22,344.
- The average B2C sale per month is Rs. 2,32,301.
- April had the most purchases, totaling Rs. 1,82,565.
- The highest profit was made in April, with a total of Rs. 2,66,462.
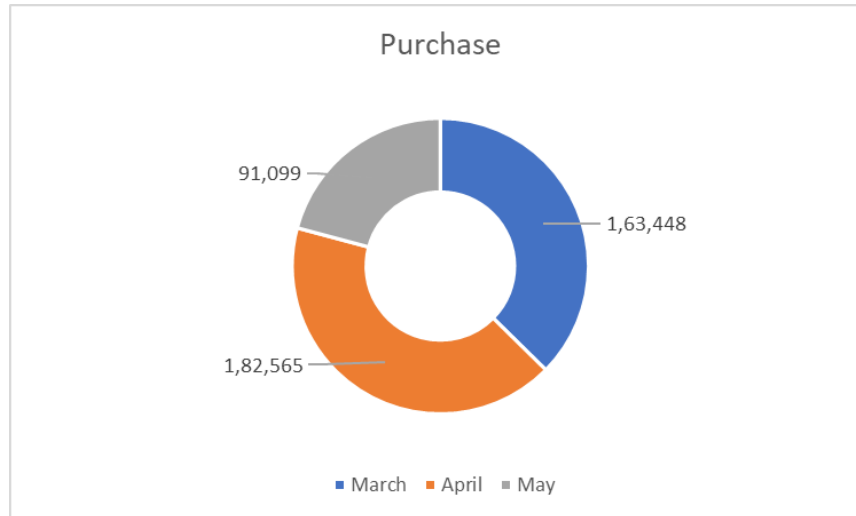
ANALYSIS PROCESS

- The problems that the company was experiencing were identified. These include stock shortages during the season, a decrease in buyers, higher market prices, and so on.
- The sales and purchase data for March, April, and May were collected in order to analyze the sales growth rate and trends. The data is saved in PDF format.
- The data was cleaned by removing unnecessary rows and columns.
- The store carries various variations of the same product, such as teddy dolls, at various price points. Such similar data was grouped together to facilitate analysis.
- To examine the monthly trend rates, B2B and B2C sales data were separated.
- MS Excel is the primary tool used for analysis. The features of Excel are utilized to create tables, plot patterns, and draw conclusions.
- During analysis, patterns and trends in the data were searched for. This includes determining the months with the most and least sales as well as purchases.
- The average sales and purchase rates were also identified.

- Pie charts and bar charts were used for data visualization. It displays the total monthly sales of each product.
- The analysis resulted in conclusions for future actions. This involved summarizing the key findings of the analysis. Teddy dolls, for example, sell the least among retail customers. Sales can be increased by optimizing prices and stocking customer-favored variants.
- Profits are also examined to determine which months require additional investment.

RESULTS AND FINDINGS

B2C Sales

	March	April		May		
	Doll	Doll	Teddy doll	Doll	Teddy doll	Toys
Amount	2,43,702.00	1,72,985.00	2,230.00	2,59,846.00	12,650	5,490

Amount

	March		April		May
	Teddy doll	Doll	Teddy doll	Doll	Teddy doll
Amount	67,262	4000	2,13,574	2622	79,575

Purchase

91,099

1,63,448

1,82,565

■ March ■ April ■ May

- The lowest sale occurred in March, with a total of Rs. 3,14,964. It has been observed that buyers have less money at the end of the fiscal year.
- However, April had the most sales, totaling Rs. 3,91,411. This is because it is the holiday season, which is often a time when children receive gifts.
- April also had the highest purchase volume to meet the holiday season's demands.
- It is advised that the profits from the remaining months be saved up to cover the increased expenses during the seasons.
- The issue of stockouts can be addressed by increasing the number of purchase companies and stocking up before the season.
- Teddy bears are the most popular with wholesale customers, while dolls are the most popular with retail customers.
- Toy sales, on the other hand, are not increasing as expected.
- To maintain a balance on both items, marketing must be increased to increase the growth rate of teddy dolls among retail customers and dolls among wholesale customers.
- Toy sales among wholesale customers must be increased through price optimization.