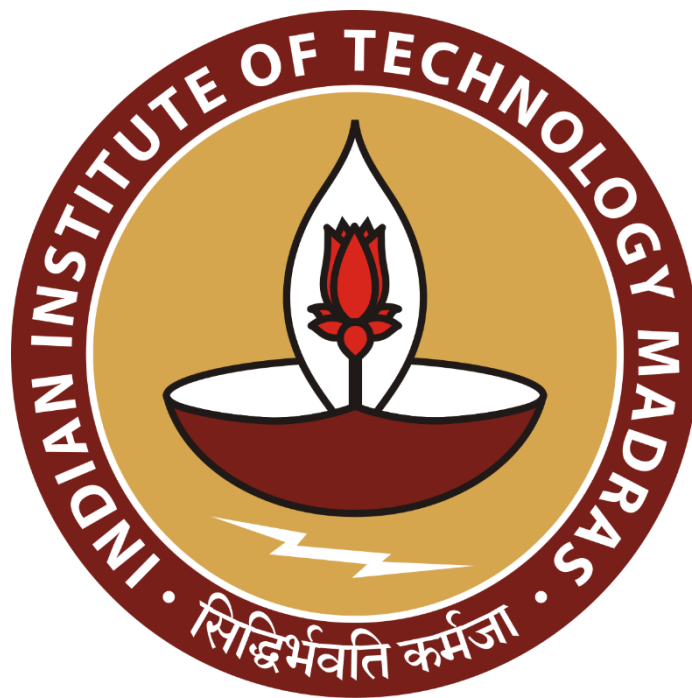# Analyzing The Business Model of Kissan Sewa Kendra

A Mid-Term report for the BDM Capstone Project

Submitted by

Name: Gurdeep

Roll number: 22f3001660

IITM Online BS Degree Program,

Indian Institute of Technology, Madras, Chennai

Tamil Nadu, India, 600036

Analyzing The Business Model of Kissan Sewa Kendra:

1. Executive Summary: -

This midterm submission report provides a comprehensive overview of the data cleaning processes, data pre-processing, and data analysis that have been carried out thus far. The report includes concise details concerning the verification of data authenticity, which encompass a shop photograph, conversation screenshots, and excel snapshots of the primary data. In line with the distributor's business problems, specific data points and variables of interest, such as item prices, the quantity of items in each carton, and city names, were identified and obtained from the distributor. Initially, the provided datasets were organized into separate sheets corresponding to different months within an excel file. To streamline the data cleaning and pre-processing procedures, these individual sheets were merged into a unified sheet utilizing excel functions. Pivot tables and Pareto charts were then created to facilitate Pareto analysis, focusing on sales and revenue patterns. Additionally, line charts were generated to visualize the correlation between items and monthly revenue, as well as items and monthly sales. Moreover, complementary charts, including bar charts and scatter plots, were employed to conduct a more detailed analysis of the data.

In conclusion, this report presents valuable insights derived from the data analysis, accompanied by key findings and conclusions. The findings obtained through the analysis contribute to a better understanding of the underlying patterns and trends within the data, shedding light on potential opportunities or challenges for the distributor. The report serves as a milestone in the ongoing project, highlighting the progress made in data processing and analysis while setting the stage for further investigation and decision-making based on the acquired insights.
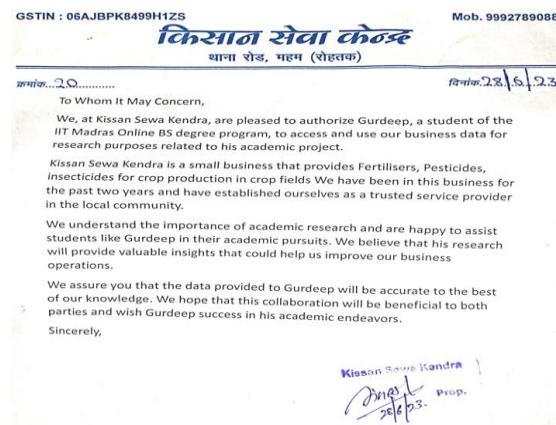
2. Proof of Originality: -

a) Letter head: -

The data is provided by Mr. Dinesh Chahal who is the owner of the Kissan Sewa Kendra Shop of Pesticides, insecticides, and Fertilizers. Please have a look of the letter head signed by the owner of the Shop with the Stamp.

Link to the letter head: -
https://drive.google.com/file/d/1qci9zx4QggkBcPn4hQWfc59zP9m6uwVq/view?usp=drive_link

b) Images related to organization along with your images with founder**: -**

Link to the pic: -

https://drive.google.com/file/d/1ZYkHfpDF-y2bnuM5Cvc04re3-lNUzMMm/view?usp=sharing

https://drive.google.com/file/d/1_xCkRi1Ri3yR304gn_hgGtpY-cYajiM3/view?usp=sharing

c) Recorded video with the founder in the organization: -

Link to the video: -

In this video the owner of the shop "Kissan Seva Kendra tells" when the shop had started and gives the full proof that the data has been collected by Gurdeep Student in IIT Madras for the BDM project.

https://drive.google.com/file/d/1CoIhk6BbusvJS_JyqicLRnR_1ewBNOgA/view?usp=sharing

3. Metadata: -

This section describes the metadata obtained from the pre-processed data.

Best Agrolife Limited

WEF 04-06-2022 — Price List — For Unit 1, 2 (Except - Srinagar, WB)

S. No	Products	Packing	MRP Per Unit (Rs.)	Billing Price Ltr/Kg/unit (Rs.)	Invoice Discount/Scheme
	FNP				
1	AVDAAN	5 x 4 Kg (Bag)	1580.00	Pending	Scheme Separate
	Organic Manure	10 x 1 Kg (Bucket)	405.00	Pending	
2	AXEMAN	14 x 666 gm	7517.00	7470.00	
	Dinotefuran 15% + Pymetrozine 45% WG	30 x 333 gm	3792.00	7560.00	
		40 x 133.2 gm	1530.00	7650.00	
3	BEST LINE	20 x 500 gm	4150.00	3560.00	
	Pyraclostrobin 20% WG	40 x 200 gm	1700.00	3610.00	
		50 x 100 gm	879.00	3700.00	
		50 x 60 gm	543.00	3790.00	
4	BIDEN	60 gm	1020.00	Pending	
	Bispyribac Sodium 20% + Pyrazosulfuron Ethyl 15% WDG	40 gm	720.00	Pending	
5	CAPTCHA	10 x 1 Kg	1610.00	630.00	Rs. 70/- NRD on inv discount for 21-23 material
	Captan 70% + Hexaconazole 5% WP	40 x 500 gm	815.00	640.00	
		40 x 250 gm	420.00	660.00	
6	CHLORMAX price per/unit	100 X 8 gms (J)	163.00	75.00	FGO June Month
	Metsulfuron Methyl 10%+Chlorimuron Ethyl 10%WP	100 X 8 gms (P)	163.00	70.00	On 100 units FGO 30 units
7	CUBAX	10 x 1 Ltr	2180.00	1210.00	Rs. 302/- (25%) NRD on inv discount for 21-23 material
	Hexithiazox 5.4 % EC	20 x 500 ml	1140.00	1250.00	
		40 x 250 ml	595.00	1310.00	
8	CUBAX POWER	10 x 1 Ltr	2850.00	1680.00	
	Fipronil 7% + Hexithiazox 2% SC	20 x 500 ml	1450.00	1695.00	
		40 x 250 ml	750.00	1715.00	
		50 x 100 ml	325.00	1795.00	
9	D-ZOLE	10 x 1 Ltr	4520.00	2050.00	
	Difenoconazole 25% EC	20 x 500 ml	2385.00	2065.00	Rs. 50/- NRD on inv discount for 21-24 material
		40 x 250 ml	1275.00	2100.00	
		50 x 100 ml	585.00	2180.00	
10	DIRON	4 X 1 Kg	7100.00	3000.00	
	Dinotefuran 20% SG	8 x 500 gm	3630.00	3040.00	FGO June Month
		16 x 250 gm	1890.00	3110.00	On 100 kg FGO 16 kg
		40 x 100 gm	775.00	3200.00	On 52 kg FGO 8 kg

Fig. 1.1: Primary Data

S. No	Products	Packing	MRP Per Unit (Rs.)	Billing Price Ltr/Kg/unit (Rs.)	Invoice Discount/Scheme
18	PYMAX	4 x 1 Kg	8140.00	3000.00	For 21-23 Mat
	Pymetrozine 50% WG	8 x 500 gm	4170.00	3130.00	FGO June Month
		16 x 250 gm	2135.00	3240.00	On 100 kg FGO 16 kg
		25 x 120 Gm	1049.00	3350.00	On 52 kg FGO 8 kg
19	PYDON	10 x 1 Ltr	3590.00	NA	Cash & Carry Price wef 30-05-2022
	Pyriproxyfen 5% + Diafenthiuron 25% SE	20 x 500 ml	1815.00	NA	
		40 x 250 ml	925.00	NA	
		50 x 100 ml	380.00	NA	
20	Q-FOP 10	10 x 1 Ltr	2660.00	1350.00	Rs. 337/- (25%) NRD on inv discount for 21-23 material
	Quizalofop ethyl 10%EC	20 x 500 ml	1375.00	1387.00	
		40 x 250 ml	710.00	1424.00	
21	Q-FOP	10 x 1 Ltr	1810.00	880.00	
	Quizalofop ethyl 5%EC	20 x 500 ml	925.00	902.00	
		40 x 250 ml	490.00	925.00	
		50 x 100 ml	240.00	970.00	
22	RAQS	20 x 400 ML	1076.00	pending	
	Quizalofop Ethyl 4% + Oxyfluorfen 6% EC	40 x 250 ml	695.00	pending	
23	RESURGENT	10 x 1 Ltr	5990.00	3110.00	
	Fipronil 18.87% SC	20 x 500 ml	3005.00	3135.00	
		40 x 250 ml	1515.00	3180.00	
		50 x 100 ml	621.00	3250.00	
24	RICH GROW	10 x 1 Ltr	1410.00	630.00	Scheme Separate
	Natural Origin Biological Yield Enhancer	20 x 500 gm	735.00	650.00	
		40 x 250 ml	395.00	690.00	
		50 x 100 ml	210.00	750.00	
25	RONFEN	10 x 1 Ltr	5190.00	2440.00	
	Pyriproxyfen 8% + Dinotefuran 5% + Diafenthiuron 18% SC	20 x 500 ml	2605.00	2480.00	
		40 x 250 ml	1315.00	2520.00	
		50 x 100 ml	541.00	2560.00	
26	SULU	10 x 1 Kg	960.00	460.00	Special June Lifting 15% = Rs. 69/- on Inv Dis.
	Tebuconazole 10% + Sulphur 65% WG	20 x 500 gm	495.00	480.00	
		40 x 250 gm	300.00	530.00	
27	TEBUCA	10 x 1 Ltr	1580.00	660.00	Special On Inv Disc. for 21-23 mat of

Fig. 1.2: Primary Data

Link to the Primary Data: -

The upward screen shots are not the complete data for the complete data I'm providing the link.

https://drive.google.com/file/d/1fyBSNbuOCuS5PBWDkAgvxpZVi2IlEVCr/view?usp=sharing

Cleaned Data: -

The Data provided by the merchant has been cleaned from the Fig. 1.1 and Fig. 1.2 and placed in excel file as shown in the Fig. 3:

The data in Fig. 2 contains additional variables/columns such as price per unit, Total revenue, and Total units sold in 1 year and a row talking about total no. of units sold in a month of all variety. apart from the variables/columns mentioned in the metadata table viz. Table 1.

S. No	Products	\multicolumn{12}{c}{Units sold}	MRP Per Unit (Rs.)	Total Revenue in (Rs.)	Total units sold in 1 year
		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			
1	AVDAAN	33	39	30	14	34	30	0	33	34	14	23	31	1580	497700	315
2	AXEMAN	0	14	0	0	14	0	0	0	31	0	0	20	7517	593843	79
3	BEST LINE	15	26	0	13	21	19	34	0	31	29	21	19	4150	946200	228
4	BIDEN	13	18	0	28	0	28	0	35	34	15	0	17	1020	191760	188
5	CAPTCHA	39	20	16	0	0	23	22	0	27	17	0	10	1610	280140	174
6	CHLORMAX	0	19	39	0	0	35	34	0	23	0	13	38	163	32763	201
7	CUBAX	19	35	24	32	23	0	35	28	23	35	0	11	2180	577700	265
8	CUBAX POWER	28	19	36	0	0	0	0	0	27	19	37	39	2850	584250	205
9	D-ZOLE	0	14	20	0	0	20	0	25	29	0	15	0	4520	555960	123
10	DIRON	0	0	0	0	19	21	23	0	24	0	36	0	7100	873300	123
11	DONGLE	32	27	19	17	17	0	28	0	38	31	0	34	3750	911250	243
12	MAJOUR	0	0	29	9	0	15	21	25	34	0	0	0	182	24206	133
13	MIXWELL	0	33	30	24	14	22	0	37	0	35	0	30	1005	226125	225
14	MYCORISER	15	20	35	13	27	39	29	0	35	0	26	31	600	162000	270
15	MASTERY	0	0	17	0	0	16	0	0	27	36	0	0	2110	202560	96
16	PACLOK	24	10	11	28	27	0	23	22	0	32	21	0	4950	980100	198
17	PICHAI	22	18	25	0	33	21	33	23	0	0	0	14	979	185031	189
18	PYMAX	17	0	28	0	0	0	0	0	0	12	15	29	8140	822140	101
19	PYDON	25	19	20	19	0	0	0	36	28	0	0	18	3590	592350	165
20	Q-FOP 10	23	20	32	14	32	18	23	0	21	33	18	0	2660	622440	234
21	Q-FOP	20	34	15	0	34	35	0	22	27	0	35	38	1810	470600	260
22	RAQS	20	30	36	21	0	0	28	35	0	13	0	0	1076	196908	183
23	RESURGENT	0	25	0	10	20	0	35	0	0	0	0	10	5990	599000	100
24	RICH GROW	21	38	0	0	0	37	0	36	34	25	12	30	1410	328530	233

Fig. 3: Cleaned Data in excel file.

Link to the cleaned data: -

https://docs.google.com/spreadsheets/d/1018LHPS_x35Q3s_9qgeoYG0XqgK5FXo3/edit?usp=sharing&ouid=102881309893037642836&rtpof=true&sd=true

Metadata: -

| S. NO.	Variable/Column Name	Description
1	Products	Name of the products sold by the distributor.
2	Units Sold	List of units sold in each month of the year 2021-22.
3	MRP Per unit(Rs.)	Price of the one unit of the Item.
4	Total Revenue in (Rs.)	Total revenue of the product in the year 2021-22
5	Total units sold in 1 year	Total number of units sold of that product in the year 2021-22
6	Total units sold monthly	Total number of units sold on the monthly bases.

Table. 1: Metadata
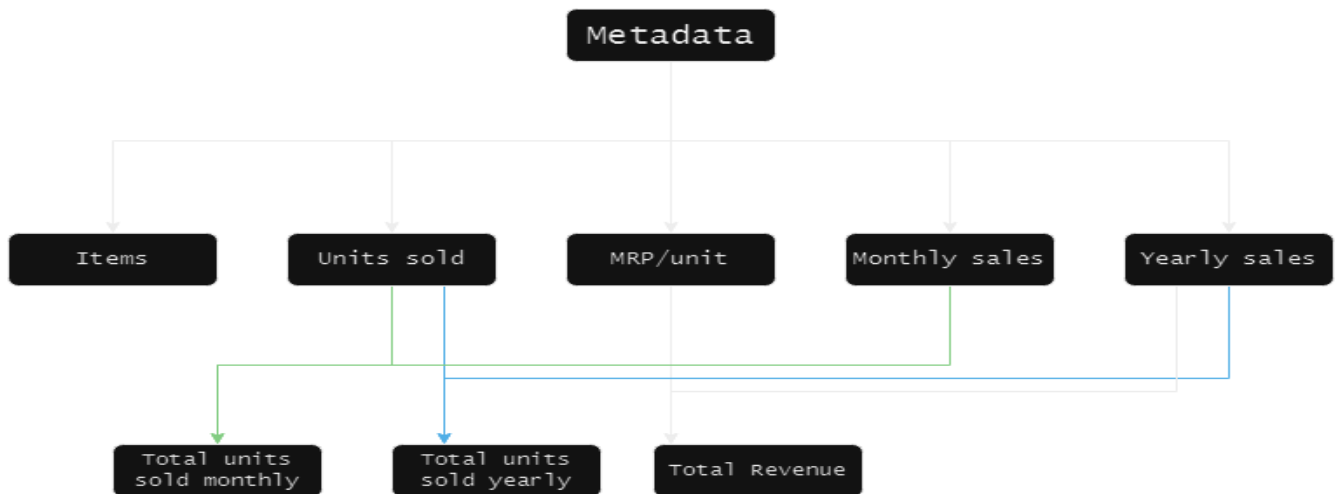
Fig. 4: Hierarchy of metadata variables

4. Descriptive Statistics: -

Descriptive statistics concern the development of certain indices from the raw data. Comparison between Maximum and minimum products on the bases of sales and revenues are the two most common statistics used for data analysis. Here, Total revenues is derived from sales of each month into MRP of each unit have been calculated to derive the graphs shown in Fig. 9 to Fig. 11 for describing the comparison between highest and lowest sales and Fig. 5.1 and Fig. 5.2 for describing sales in each month for the financial year 2021-22. It can be observed that in the month of February the sales are the highest and lowest in the month of October. Also, Avdaan is sold mostly in the financial year 2021-22 can be seen in Fig. 4 and Axemna is being sold least over the year as shown in Fig. 4. In Fig. 6 there is the scatter plot between Total units sold and total revenue to gives an idea about the extent to which the sales and revenue showing variance with respect to the mean sales and mean revenue.
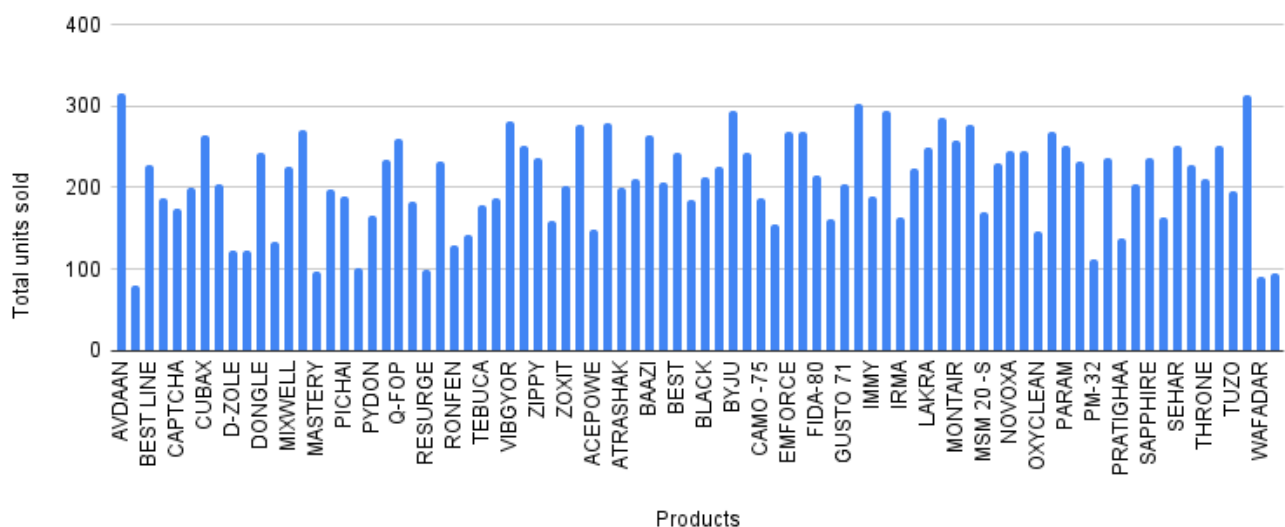
Fig. 4: Total units vs Products

Items count vs Months
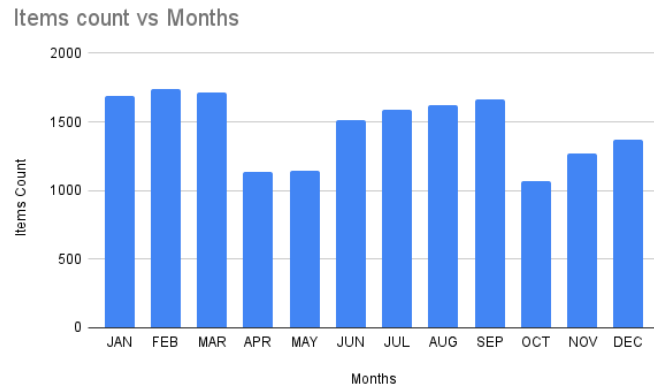
Fig. 5.1: Items count vs Months.

Products sold in each month
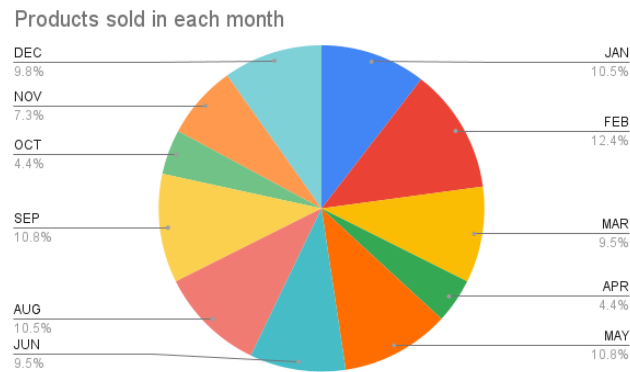
Fig. 5.2: Products sold in each month.

Total units sold vs. Total Revenue in (Rs.)
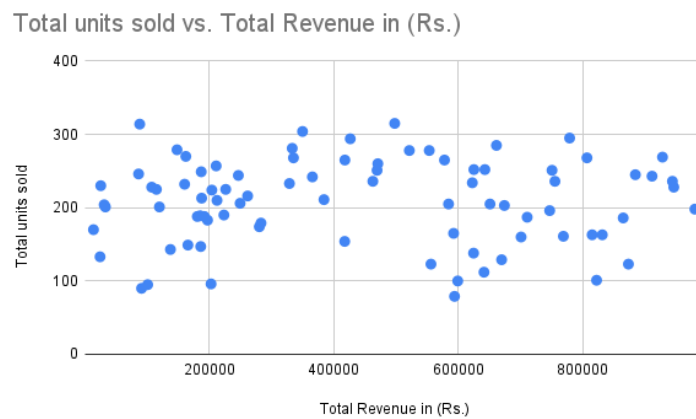
Fig. 6: Total units sold vs Total Revenues per unit (in Rs.)
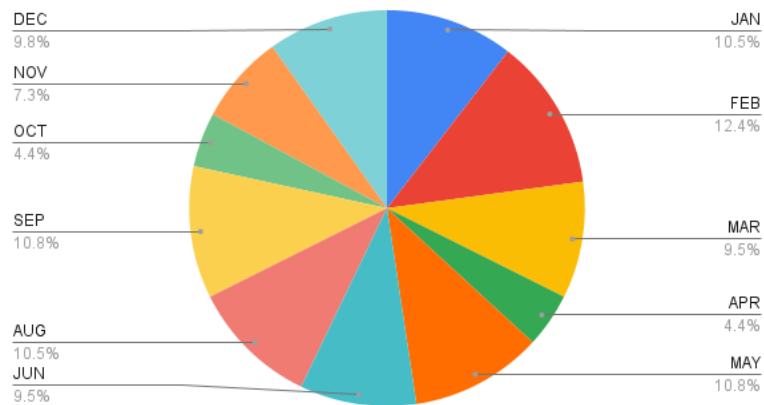
Fig. 7: Month wise volume analysis of Avdaan (highest sales in year)
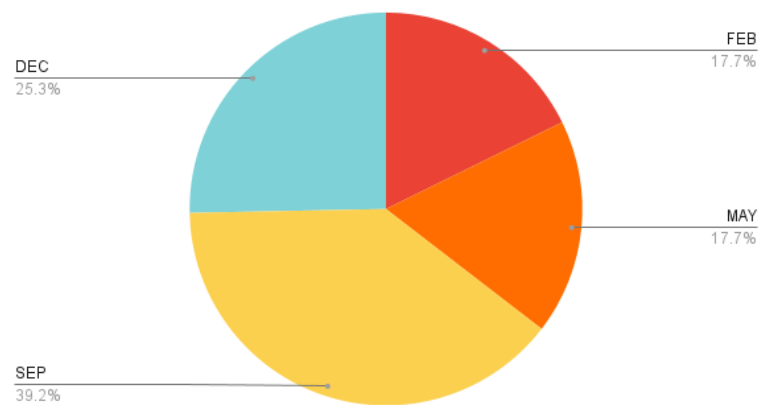
Fig. 8: Month wise volume analysis of Axeman (lowest sales in year)

Fig. 9: Comparison between maximum and minimum products sold count monthly.

Fig. 10: Comparison of sales of highest and lowest revenue monthly.

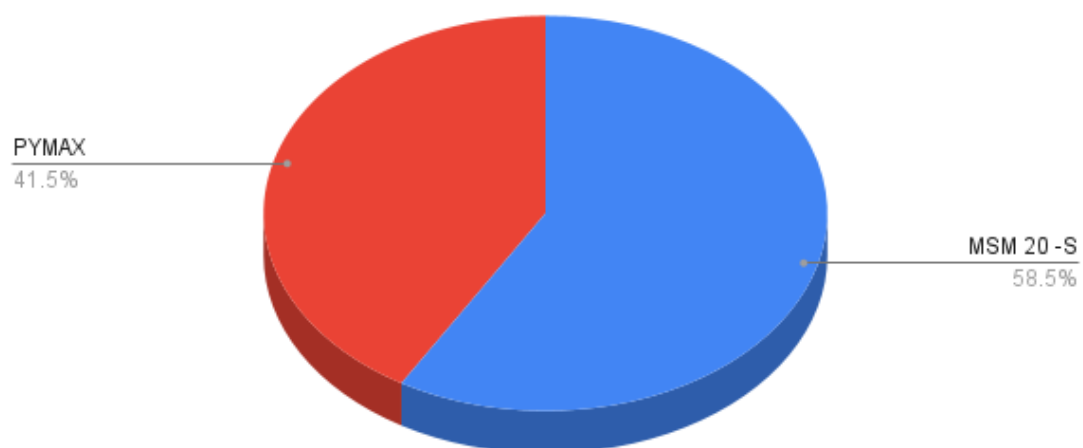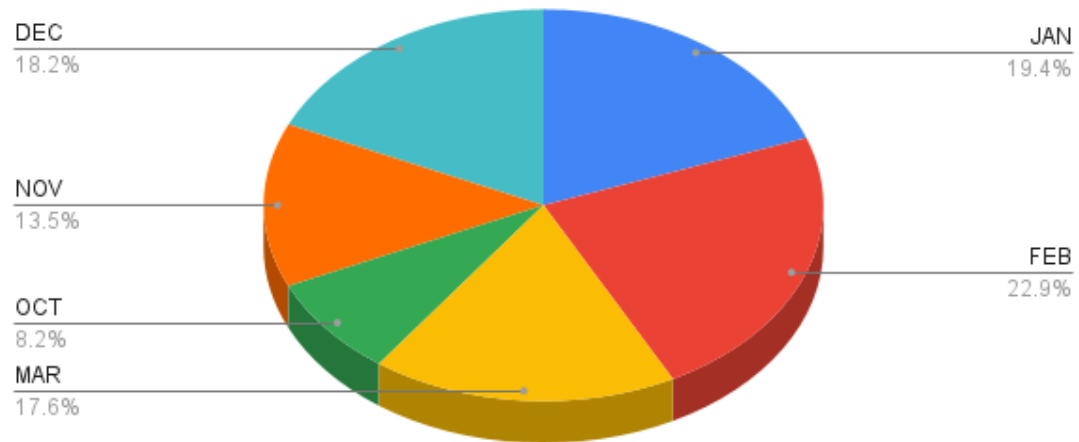Fig. 11: Comparison of sales of highest and lowest MRP (in Rs.)
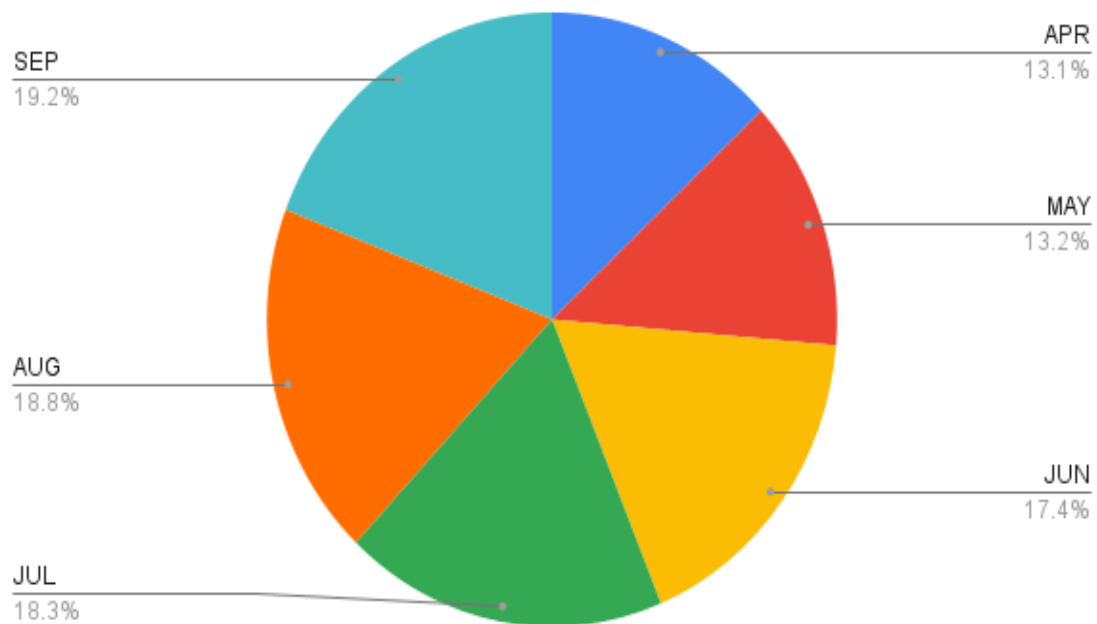
Fig. 12: Products sold in winter season.

Fig. 13: Products sold in summer season.

5. Detailed Explanation of Analysis Process/Method: -

S. No	Products	Total units sold in 1 year	Cummuative sale	Cummulative %
1	AVDAAN	315	315	1.80%
82	VYPYR	314	629	3.59%
54	ICON SUPER 505	304	933	5.33%
45	BYJU	295	1228	7.01%
56	IMMY GOLD	294	1522	8.69%
60	MAHABALI	285	1807	10.32%
29	VIBGYOR	281	2088	11.92%
36	ANGLE	279	2367	13.51%
34	ACEFOP	278	2645	15.10%
62	MOTO 70	278	2923	16.69%
14	MYCORISER	270	3193	18.23%
68	PADMAX	269	3462	19.77%
49	EMFORCE	268	3730	21.30%
50	FASTEN	268	3998	22.83%
7	CUBAX	265	4263	24.34%
39	BAAZI	265	4528	25.85%
21	Q-FOP	260	4788	27.34%
61	MONTAIR	257	5045	28.81%
69	PARAM	252	5297	30.24%
80	TOPIA	252	5549	31.68%
30	WARDEN	251	5800	33.12%
77	SEHAR	251	6051	34.55%
59	LAKRA	249	6300	35.97%
66	NUFOP	246	6546	37.38%
65	NOVOXA	245	6791	38.77%
46	CAPAX	244	7035	40.17%
11	DONGLE	243	7278	41.56%
41	BEST SHOOT	242	7520	42.94%
31	ZIPPY GOLD	236	7756	44.28%
72	POROS	236	7992	45.63%
75	SAPPHIRE	236	8228	46.98%
20	Q-FOP 10	234	8462	48.32%
24	RICH GROW	233	8695	49.65%
70	PENDIFAST	232	8927	50.97%
64	MSM 20 -C	230	9157	52.28%
3	BEST LINE	228	9385	53.59%
78	SULFOGOLD	228	9613	54.89%
13	MIXWELL	225	9838	56.17%
44	BLUE WHALE	225	10063	57.46%

Fig. 14.1

44	BLUE WHALE	225	10063	57.46%
58	ISOCURE	224	10287	58.74%
51	FIDA-80	216	10503	59.97%
43	BLACK BULL	213	10716	61.19%
79	THRONE	211	10927	62.39%
38	ATTIRE	210	11137	63.59%
40	BESTRIN	206	11343	64.77%
8	CUBAX POWER	205	11548	65.94%
74	PUTIN	205	11753	67.11%
53	GUSTO 71	204	11957	68.27%
33	ZOXIT	203	12160	69.43%
6	CHLORMAX	201	12361	70.58%
37	ATRASHAKTI	201	12562	71.73%
16	PACLOK	198	12760	72.86%
81	TUZO	196	12956	73.98%
55	IMMY	190	13146	75.06%
17	PICHAI	189	13335	76.14%
4	BIDEN	188	13523	77.21%
47	CAMO -75	188	13711	78.29%
28	TEHLKA	187	13898	79.35%
42	BESTIE	186	14084	80.42%
22	RAQS	183	14267	81.46%
27	TEBUCA	179	14446	82.48%
5	CAPTCHA	174	14620	83.48%
63	MSM 20 -S	170	14790	84.45%
19	PYDON	165	14955	85.39%
57	IRMA	163	15118	86.32%
76	SAPPHIRE GOLD	163	15281	87.25%
52	GUSTO	161	15442	88.17%
32	ZODIO	160	15602	89.08%
48	DIPLOMAT	154	15756	89.96%
35	ACEPOWER	149	15905	90.81%
67	OXYCLEAN	147	16052	91.65%
26	SULU	143	16195	92.47%
73	PRATIGHAAT	138	16333	93.26%
12	MAJOUR	133	16466	94.02%
25	RONFEN	129	16595	94.75%
9	D-ZOLE	123	16718	95.46%
10	DIRON	123	16841	96.16%
71	PM-32	112	16953	96.80%
18	PYMAX	101	17054	97.37%
23	RESURGENT	100	17154	97.94%
15	MASTERY	96	17250	98.49%
84	WARVIN	95	17345	99.04%
83	WAFADAR SUPER	90	17435	99.55%
2	AXEMAN	79	17514	100.00%
	Total Units Sold monthly	17514		

Fig. 14.2

By using pre-processed dataset, a table was created for sales in which Items are taken in the Row field and items Sold in the column for Year 2021-22. After that sorting was performed on the column items Sold as shown in Fig. 14 in descending order, based on the units sold in Year 2021-22 then created a new column as cumulative sale and cumulative percentage. The formula used for calculating cumulative percentage is:

$$Cumulative\ percentange = \frac{cumulative\ sale\ of\ the\ item}{Grand\ total\ sale\ of\ all\ items} \times 100\%$$

S. No	Products	MRP Per Unit (Rs.)	Total Revenue in (Rs.)	Cummuative revenue	Cummulative %
16	PACLOK	₹ 4,950.00	₹ 9,80,100.00	₹ 9,80,100.00	2.65%
3	BEST LINE	₹ 4,150.00	₹ 9,46,200.00	₹ 19,26,300.00	5.21%
31	ZIPPY GOLD	₹ 4,000.00	₹ 9,44,000.00	₹ 28,70,300.00	7.76%
68	PADMAX	₹ 3,450.00	₹ 9,28,050.00	₹ 37,98,350.00	10.27%
11	DONGLE	₹ 3,750.00	₹ 9,11,250.00	₹ 47,09,600.00	12.73%
65	NOVOXA	₹ 3,610.00	₹ 8,84,450.00	₹ 55,94,050.00	15.13%
10	DIRON	₹ 7,100.00	₹ 8,73,300.00	₹ 64,67,350.00	17.49%
42	BESTIE	₹ 4,650.00	₹ 8,64,900.00	₹ 73,32,250.00	19.83%
57	IRMA	₹ 5,100.00	₹ 8,31,300.00	₹ 81,63,550.00	22.07%
18	PYMAX	₹ 8,140.00	₹ 8,22,140.00	₹ 89,85,690.00	24.30%
76	SAPPHIRE GOLD	₹ 5,000.00	₹ 8,15,000.00	₹ 98,00,690.00	26.50%
49	EMFORCE	₹ 3,010.00	₹ 8,06,680.00	₹ 1,06,07,370.00	28.68%
45	BYJU	₹ 2,640.00	₹ 7,78,800.00	₹ 1,13,86,170.00	30.79%
52	GUSTO	₹ 4,775.00	₹ 7,68,775.00	₹ 1,21,54,945.00	32.87%
75	SAPPHIRE	₹ 3,200.00	₹ 7,55,200.00	₹ 1,29,10,145.00	34.91%
30	WARDEN	₹ 2,990.00	₹ 7,50,490.00	₹ 1,36,60,635.00	36.94%
81	TUZO	₹ 3,810.00	₹ 7,46,760.00	₹ 1,44,07,395.00	38.96%
28	TEHLKA	₹ 3,800.00	₹ 7,10,600.00	₹ 1,51,17,995.00	40.88%
32	ZODIO	₹ 4,380.00	₹ 7,00,800.00	₹ 1,58,18,795.00	42.77%
33	ZOXIT	₹ 3,320.00	₹ 6,73,960.00	₹ 1,64,92,755.00	44.59%
25	RONFEN	₹ 5,190.00	₹ 6,69,510.00	₹ 1,71,62,265.00	46.40%
60	MAHABALI	₹ 2,320.00	₹ 6,61,200.00	₹ 1,78,23,465.00	48.19%
74	PUTIN	₹ 3,175.00	₹ 6,50,875.00	₹ 1,84,74,340.00	49.95%
80	TOPIA	₹ 2,550.00	₹ 6,42,600.00	₹ 1,91,16,940.00	51.69%
71	PM-32	₹ 5,725.00	₹ 6,41,200.00	₹ 1,97,58,140.00	53.42%
69	PARAM	₹ 2,480.00	₹ 6,24,960.00	₹ 2,03,83,100.00	55.11%
73	PRATIGHAAT	₹ 4,525.00	₹ 6,24,450.00	₹ 2,10,07,550.00	56.80%
20	Q-FOP 10	₹ 2,660.00	₹ 6,22,440.00	₹ 2,16,29,990.00	58.48%
23	RESURGENT	₹ 5,990.00	₹ 5,99,000.00	₹ 2,22,28,990.00	60.10%
2	AXEMAN	₹ 7,517.00	₹ 5,93,843.00	₹ 2,28,22,833.00	61.71%
19	PYDON	₹ 3,590.00	₹ 5,92,350.00	₹ 2,34,15,183.00	63.31%
8	CUBAX POWER	₹ 2,850.00	₹ 5,84,250.00	₹ 2,39,99,433.00	64.89%
7	CUBAX	₹ 2,180.00	₹ 5,77,700.00	₹ 2,45,77,133.00	66.45%
9	D-ZOLE	₹ 4,520.00	₹ 5,55,960.00	₹ 2,51,33,093.00	67.96%
34	ACEFOP	₹ 1,990.00	₹ 5,53,220.00	₹ 2,56,86,313.00	69.45%
62	MOTO 70	₹ 1,875.00	₹ 5,21,250.00	₹ 2,62,07,563.00	70.86%
1	AVDAAN	₹ 1,580.00	₹ 4,97,700.00	₹ 2,67,05,263.00	72.21%
21	Q-FOP	₹ 1,810.00	₹ 4,70,600.00	₹ 2,71,75,863.00	73.48%
77	SEHAR	₹ 1,870.00	₹ 4,69,370.00	₹ 2,76,45,233.00	74.75%

Fig. 15.1

72	POROS	₹ 1,960.00	₹ 4,62,560.00	₹ 2,81,07,793.00	76.00%
56	IMMY GOLD	₹ 1,450.00	₹ 4,26,300.00	₹ 2,85,34,093.00	77.15%
39	BAAZI	₹ 1,575.00	₹ 4,17,640.00	₹ 2,89,51,733.00	78.28%
48	DIPLOMAT	₹ 2,710.00	₹ 4,17,340.00	₹ 2,93,69,073.00	79.41%
79	THRONE	₹ 1,820.00	₹ 3,84,020.00	₹ 2,97,53,093.00	80.45%
41	BEST SHOOT	₹ 1,510.00	₹ 3,65,420.00	₹ 3,01,18,513.00	81.44%
54	ICON SUPER 505	₹ 1,150.00	₹ 3,49,600.00	₹ 3,04,68,113.00	82.38%
50	FASTEN	₹ 1,250.00	₹ 3,35,000.00	₹ 3,08,03,113.00	83.29%
29	VIBGYOR	₹ 1,185.00	₹ 3,32,985.00	₹ 3,11,36,098.00	84.19%
24	RICH GROW	₹ 1,410.00	₹ 3,28,530.00	₹ 3,14,64,628.00	85.08%
27	TEBUCA	₹ 1,580.00	₹ 2,82,820.00	₹ 3,17,47,448.00	85.84%
5	CAPTCHA	₹ 1,610.00	₹ 2,80,140.00	₹ 3,20,27,588.00	86.60%
51	FIDA-80	₹ 1,210.00	₹ 2,61,360.00	₹ 3,22,88,948.00	87.31%
40	BESTRIN	₹ 1,210.00	₹ 2,49,260.00	₹ 3,25,38,208.00	87.98%
46	CAPAX	₹ 1,010.00	₹ 2,46,440.00	₹ 3,27,84,648.00	88.65%
13	MIXWELL	₹ 1,005.00	₹ 2,26,125.00	₹ 3,30,10,773.00	89.26%
55	IMMY	₹ 1,175.00	₹ 2,23,250.00	₹ 3,32,34,023.00	89.86%
38	ATTIRE	₹ 1,010.00	₹ 2,12,100.00	₹ 3,34,46,123.00	90.43%
61	MONTAIR	₹ 820.00	₹ 2,10,740.00	₹ 3,36,56,863.00	91.00%
58	ISOCURE	₹ 910.00	₹ 2,03,840.00	₹ 3,38,60,703.00	91.55%
15	MASTERY	₹ 2,110.00	₹ 2,02,560.00	₹ 3,40,63,263.00	92.10%
22	RAQS	₹ 1,076.00	₹ 1,96,908.00	₹ 3,42,60,171.00	92.64%
4	BIDEN	₹ 1,020.00	₹ 1,91,760.00	₹ 3,44,51,931.00	93.15%
43	BLACK BULL	₹ 880.00	₹ 1,87,440.00	₹ 3,46,39,371.00	93.66%
59	LAKRA	₹ 750.00	₹ 1,86,750.00	₹ 3,48,26,121.00	94.17%
67	OXYCLEAN	₹ 1,265.00	₹ 1,85,955.00	₹ 3,50,12,076.00	94.67%
17	PICHAI	₹ 975.00	₹ 1,85,031.00	₹ 3,51,97,107.00	95.17%
47	CAMO -75	₹ 960.00	₹ 1,80,480.00	₹ 3,53,77,587.00	95.66%
35	ACEPOWER	₹ 1,110.00	₹ 1,65,390.00	₹ 3,55,42,977.00	96.10%
14	MYCORISER	₹ 600.00	₹ 1,62,000.00	₹ 3,57,04,977.00	96.54%
70	PENDIFAST	₹ 650.00	₹ 1,60,080.00	₹ 3,58,65,057.00	96.97%
36	ANGLE	₹ 530.00	₹ 1,47,870.00	₹ 3,60,12,927.00	97.37%
26	SULU	₹ 560.00	₹ 1,37,280.00	₹ 3,61,50,207.00	97.75%
37	ATRASHAKTI	₹ 595.00	₹ 1,19,595.00	₹ 3,62,69,802.00	98.07%
44	BLUE WHALE	₹ 510.00	₹ 1,14,750.00	₹ 3,63,84,552.00	98.38%
78	SULFOGOLD	₹ 470.00	₹ 1,07,160.00	₹ 3,64,91,712.00	98.67%
84	WARVIN	₹ 1,060.00	₹ 1,00,700.00	₹ 3,65,92,412.00	98.94%
83	WAFADAR SUPER	₹ 1,010.00	₹ 90,900.00	₹ 3,66,83,312.00	99.19%
82	VYPYR	₹ 280.00	₹ 87,920.00	₹ 3,67,71,232.00	99.42%
66	NUFOP	₹ 350.00	₹ 86,100.00	₹ 3,68,57,332.00	99.66%
6	CHLORMAX	₹ 163.00	₹ 32,763.00	₹ 3,68,90,095.00	99.75%
53	GUSTO 71	₹ 151.00	₹ 30,804.00	₹ 3,69,20,899.00	99.83%
64	MSM 20 -C	₹ 110.00	₹ 25,300.00	₹ 3,69,46,199.00	99.90%
12	MAJOUR	₹ 182.00	₹ 24,206.00	₹ 3,69,70,405.00	99.96%
63	MSM 20 -S	₹ 80.00	₹ 13,600.00	₹ 3,69,84,005.00	100.00%
	Total Revenue		₹ 3,69,84,005.00		

Fig. 15.2

Again, a table was created for revenue in which Items are taken in the Row field and Revenue generated by that item in Year 2021-22 in the column. This time sorting was performed based on Revenues in descending order shown on Fig. 15 then created a new column as cumulative revenue and cumulative percentage. The formula used for calculating cumulative percentage is:

$$Cumulative\ percentange = \frac{cumulative\ revenue\ of\ the\ item}{Grand\ total\ revenue\ of\ all\ items} \times 100\%$$

6. Results and Findings: -

In this section, the findings and concluding results are discussed.

The data as shown in Fig. 4 was used for analysis of sales and revenue for this, the column Items and sum of sales and sum of Revenues were chosen for making another column of cumulative sale and revenue. After making the column, the data was required to be sorted in descending order of sales and of revenues to calculate the cumulative sales and cumulative percentage of sales and cumulative revenue and cumulative percentage of revenue. By analyzing both the Fig.14&15, it was found that 59 items out of 84 items contribute to 80% sale of the total sale and 44 items out of 84 items contribute to 80% revenue of the total revenue. In Fig.14 says that the contribution of Avdaan has the highest contribution in the total sales and in February its sales were at peak and in July single item was not sold meanwhile in Fig. 15 says that the contribution of Paclok has the highest contribution in the total revenue. We concluded that Paclok whose only 198 items sold then also his contribution to the total revenue is the highest and in Fig.10 says that the June, September and December single item of Pymax were not sold meanwhile in Fig.15 says that the Avdaan whose 315 items sold and his contribution to total revenue is very low.

In Fig.13 we also concluded that, in July, August and September for summer season (Kharif Crops), and in Fig.12 says that in December, January and February for winter season (Rabi Crops). The Sales were high compared to other months.

Since Pymax whose market price is highest as shown in Fig.11, amongst all his sales is low as compared to MSM 20-S whose market price is lowest amongst all and in May, June, July, October, and November single item is not sold as shown in Fig. 10, Axeman is the product whose sales are the lowest amongst all and his sales is peak in the month of September and in January, March, April, June, July, August, October and November single item of Axeman was not sold as shown in Fig.9.

7. Conclusions till Mid-Term Submission: -

From the above findings it can be concluded that a few assumptions made during the project proposal turned out to be true. It was earlier assumed that the items with more sales must be generating higher revenue than others. The analysis clearly shows that Pymax, whose MRP is high, their sale is low and revenue is higher than the average. Similarly, the MSM 20-S whose MRP is less their sales is high and the revenue generated is low. However, from above we also seen an abnormal behavior proving that sales and revenue are not always directly proportional to each other Mastery, Throne, Warvin and Wafadar Super revenues generated was very less. The reason for this was later found to be their low retails prices, again making the earlier assumption true. The analysis suggests that a small number of items contribute

significantly to total sales and revenue. The data also reveals seasonal trends in sales and differences in sales performance among products. Based on the Analysis till now Increasing the sales of Paclok, as it has the highest contribution to the total revenue. Reducing the market price of Pymax, as it is the highest priced product, but its sales are low. Improving the sales of Axeman, as it is the product with the lowest sales. Targeting the summer season (Kharif Crops) and winter season (Rabi Crops) for sales, as these are the seasons with the highest sales.