**Business in Brief**

The shop named Katoch hardware and stationery started in August 2021. It is opposite the government school in my village Indpur of district Kangra in Himachal Pradesh. The major target audience of the shop is children from class 1st to 10th. The owner sells a variety of eatables and stationery items. Also, he has stocked a few hardware and other items for villagers.

Apart from the above, he has a photostat and online form application facility.

**How I collected the Data**

I started the data collection from the 18th of February to the 20th of March. Initially, I collected his stocks then I used to visit his shop daily and note down all the items which were sold or purchased on the previous day. He shared such data on WhatsApp in case of his non-availability.

Then I divided the data into 4 weeks for easily analyzing data.

**Kind of analysis**

From the available data for 4 weeks, I had created a data pre-processing table with the following analysis:

1. Trends in Gross Profit
2. Revenue Trends analysis
3. Sales Trend analysis
4. Inventory, Opening, and Inward stock analysis

**Recommendations to the shopkeeper**

1. Be punctual and regular in the opening shop, especially before school hours.
2. To attract school children, initiate petty schemes like giving a toffy to 1st child customer of the day or on purchase of ₹ 50.
3. Instead of buying non-moving stock try to increase the variety of fast-moving stock for gaining more profits.
4. Advertise the non-moving stock and online services by display in front of the shop or via social media.
5. Display and advertise his pricelist as his prices are cheapest in locality e.g. photostat charges etc.