

# **BUSINESS DATA MANAGEMENT**

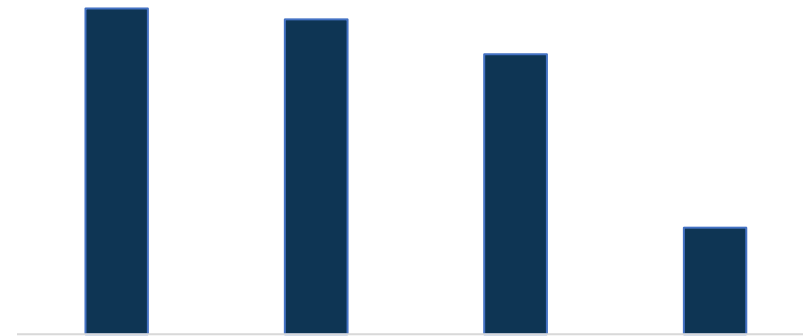
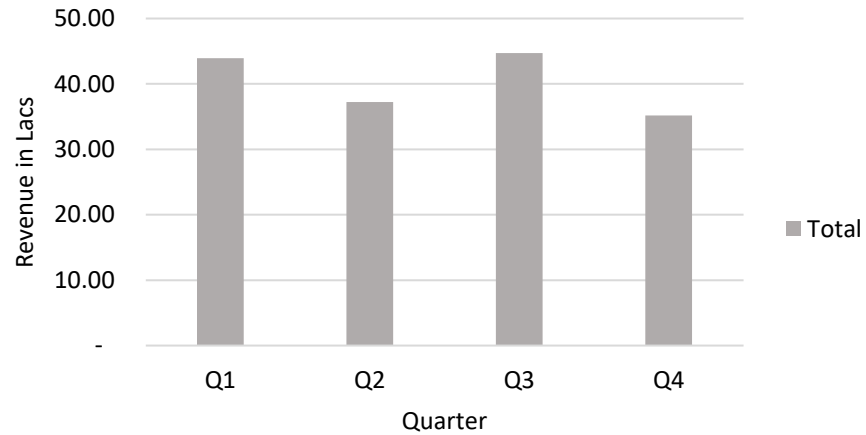
## **Capstone Project**

Himanshu Jadon

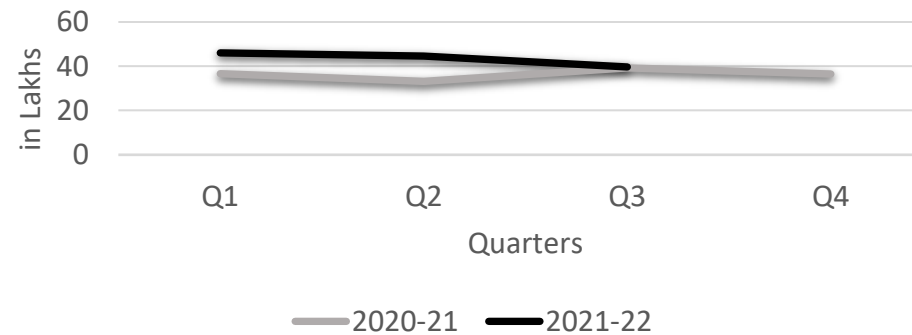
22ds1000145@student.onlinedegree.iitm.ac.in

# Overview of the business

## Revenue in FY2020-21

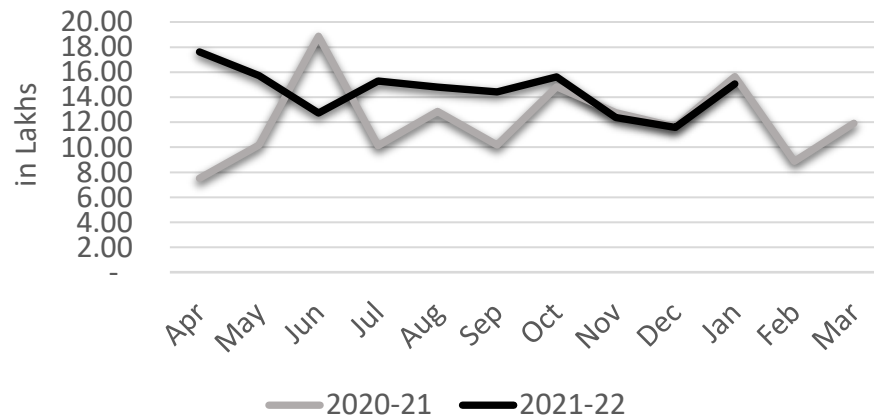


## Quarter-wise Revenue

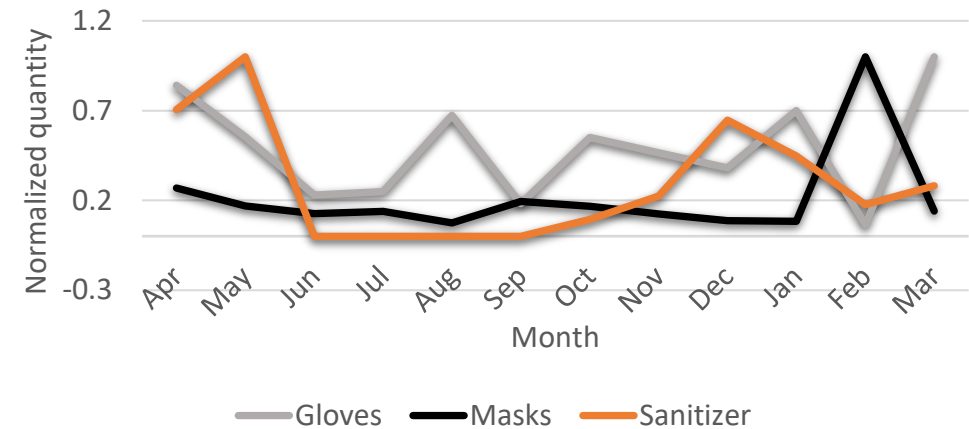


# SALES ANALYSIS

## MONTHLY REVENUE FOR FY21,FY22(TILL JAN)



## COVID-19 RELATED ITEMS SOLD THROUGHOUT FY20-21

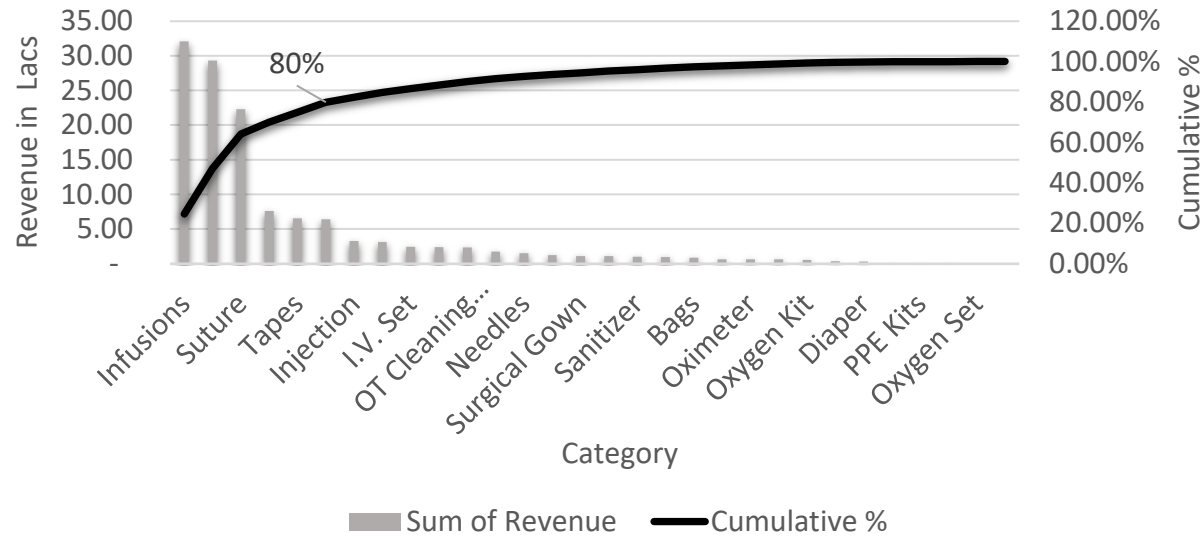


### OBSERVATIONS:

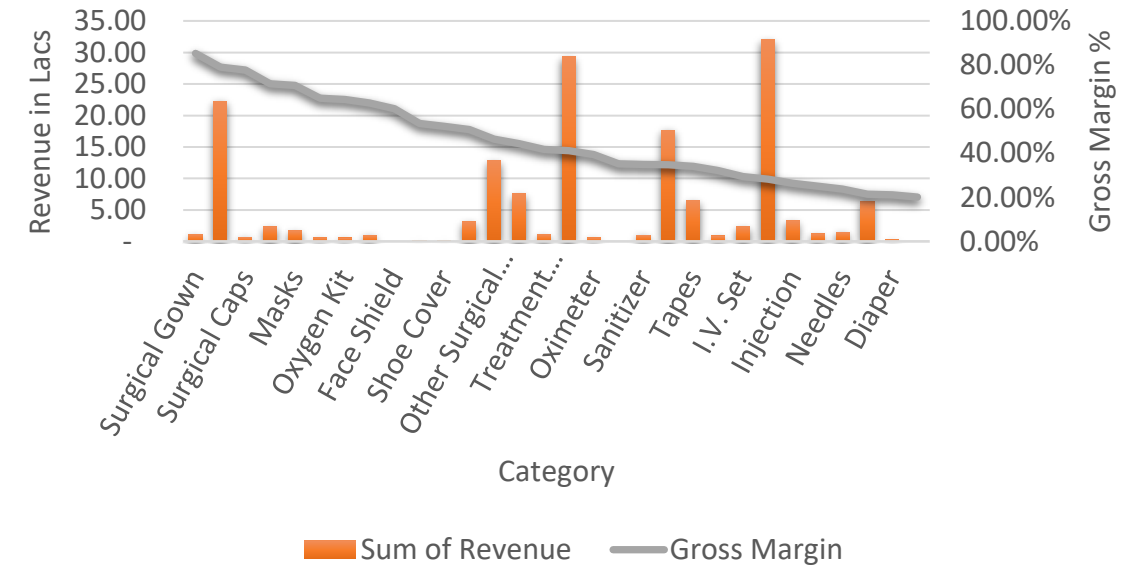
1. When compared from April to January ,overall revenue for FY2021-22 has been greater than FY2020-21.
2. The business made the least revenue in April of FY2020-21 due to COVID-19 Lockdown and the most revenue in June of FY2020-21 due to very high demand of COVID-19 related items (Sanitizer, Masks, - Gloves etc.)
3. From October to January, both plots are showing similar trend and specifically from Oct to Dec, there has been a dip in revenue.
4. The demand of Sanitizers was at the peak in May 2020 while for masks it was in Feb 2021.

# Category-wise sale and gross margin

## Category based Revenue Pareto



## Category wise Gross Margin %

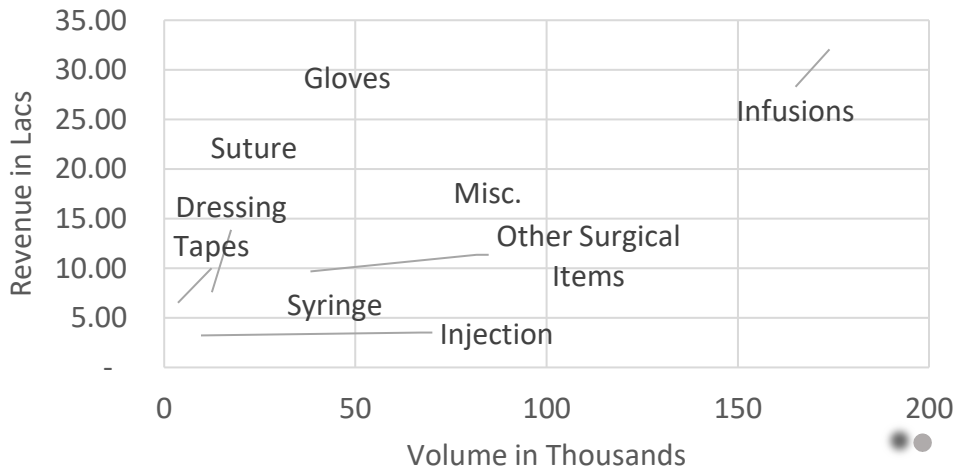


### OBSERVATIONS:

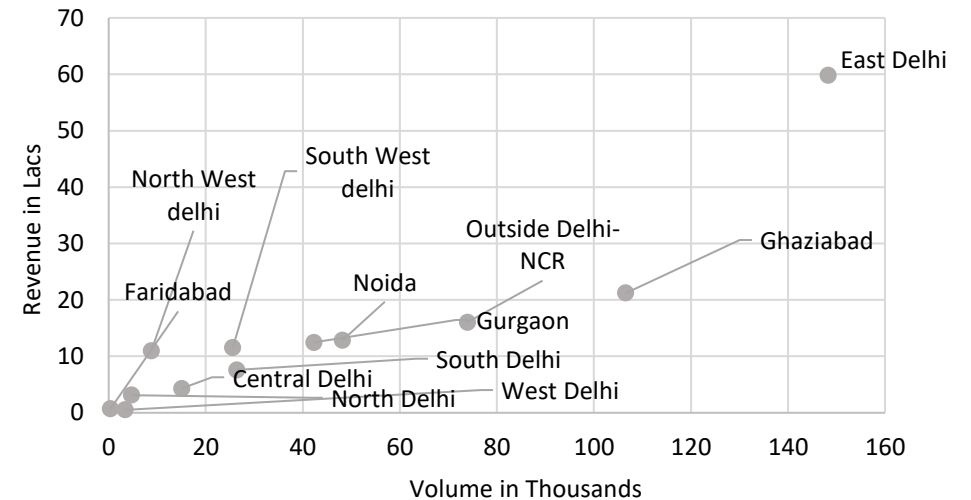
1. About 6 key categories of items constitutes 80% of the overall revenue i.e. **Infusions, Gloves, Suture, Dressing, Tapes and Syringe**.
2. **Suture** is the category which gives highest margin in the top-6 revenue making categories.
3. Syringe is the category which gives least margin in the top 6 revenue making categories.

# Location & CATEGORY WISE Sales Analysis

## Sales vs Revenue Scatter Plot



## Area-wise Scatter for Revenue and Volume

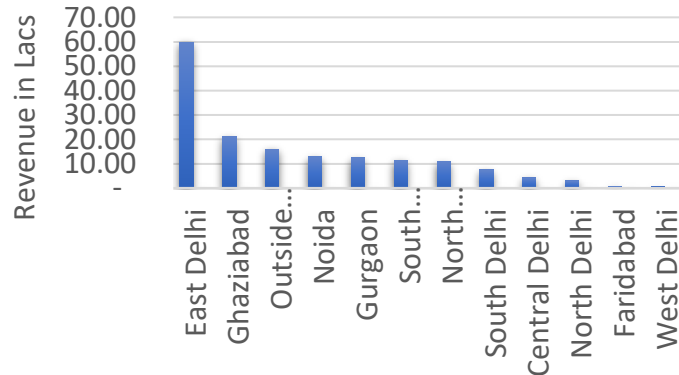


## OBSERVATIONS:

1. The chart above indicates category-wise scatter plot between Sales and Revenue.
2. **Gloves** and **Suture** are the categories which gives high revenue for low volume while Infusion gives high revenue with high volume.
3. The other chart indicates Area-wise revenue and volume of Sales.
4. **East Delhi** have the most number of sales as well as Revenue constituting **37.4%** of the overall Revenue as the business is located in East Delhi only.

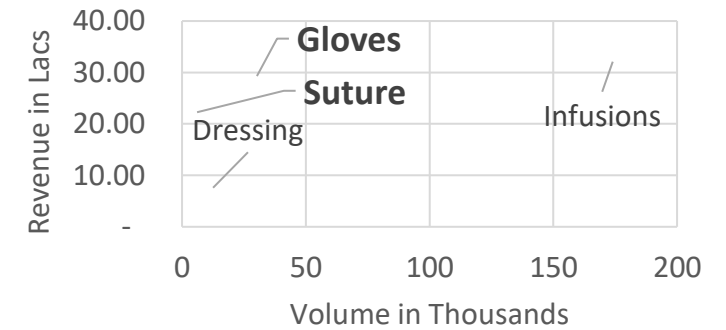
# Recommendations:

## Area -wise Revenue



Top Categories	Average Diff. between MRP and Selling Price
Tapes	235.00
Gloves	130.02
Syringe	83.26
Infusions	57.80
Suture	37.54
Injection	19.89

## Sales vs Revenue Scatter Plot



1. The sales in November and December can be increased as they have been consistently low compared with other months for last two fiscal.
2. There is still margin to increase selling price for the top key categories. The average diff. in MRP for those categories is mentioned in the table above.
3. The business can expand more in **South** and **Central Delhi** as they have good presence of hospitals there and being the neighboring regions, to the business.
4. **Suture** and **Gloves** gives the second-best Gross Margin. The inventory for it should be increased as it has larger expiry period compared to others.