BUSINESS DATA MANAGEMENT | CAPSTONE PROJECT

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Business Description:
Winkel is a local footwear store in Okhla, New Delhi. The shop sells all kind of men's footwear, like sandals, shoes and slippers. It has been in business since 2016 - today.
Due to the effect of Pandemic the Owner has shut the shop for long durations and was unable to make any significant revenue during those times.

Data Description:
The owner insisted on analysing the Data from **May 2018 – March 2020** for interpretations and recommendations, to boost his business and recover the losses made in the past 2 years. The owner started using Access to store data from May 2018, before which he used to keep books and bills, the IDs and SKU were cluttered. The SKU IDs (after cleaning) were used for reference. The file was converted to Excel format for ease of work.
There are about 4 sheets: Sales Data, Invoice Date, Inventory and Customer Data.
Different categories of analysis: Revenue and volume Analysis, Monthly Analysis, Profit Analysis and Sales mode Analysis.

Summarized Data Analysis:

- Inferences -
  1. Average Monthly sales were highest in January and June, most sales were made in June and July 2018, which stayed consistent for June in 2019 but decreased significantly for July 2019.
  2. Least sales were made in May in both 2018 and 2019.
  3. 85% of total revenue was generated by different kind of shoes.
  4. It was seen that during the end of Q2 and beginning of Q3 the company made most revenue.
  5. Few items in the clothing and accessories category did show some promising results even though it started from only September 2019.

- Recommendations -
  1. More footwear and clothing items can be listed for e-commerce with better discount offers to attract more customers.
  2. The business can start by giving combined discounts with footwear and clothing in the beginning and then separating the inventories around the mid of Q2(refer *inference 5*).
  3. Clothing and accessories can be reduced to only clothing items, this would give a bit more capital to invest in variety of casual clothing inventory, and help increase revenue.
  4. Inventory records can be made moving ahead, to understand how often is product re-ordering required, it would be advisable to keep high revenue – high profit items high in stock.
  5. The business can stock up shoe inventory around the time of Ramadan and Eid being in Muslim locality that time gives most sales. Also keeping the store open for longer hours at night in Ramadan may increase sales.
  6. The business can try advertising more around Q1, with acceptable offers on buying high profit – high revenue stock.