NEXT GEN EMPLOYABILITY PROGRAM

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CAPSTONE PROJECT SHOWCASE

Project title: **PROFIT ANALYSIS OF GLOBAL SUPERSTORES**

Problem Statement| Project Overview| Solution & Proposed Value Proposition | Wow Factor | Modelling & Results | Team Intro | Q&A

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Problem Statement (1st Page)

Top 5 Products with max sales

- In the Dataset, product column is present which is of Text Data Type and sales column are Numerical Data Type . In this column top 5 products are available.
- The problem statement here is to know the Top 5 products are max sales in this column using Stacked column chart .

Month wise sales and Profit

- In the Dataset, the sales and profit column are Numerical Datatype and month which is of Date Datatype.
- The problem statement here is to know the month wise Total sales and profit using Line chart.

Top 5 sub categories by sales

- In the Dataset, the sales column which is of Numerical Datatype and Top 5 sub-category wise sales.
- The problem statement here is to know Top 5 sub-categories sales using Line and clustered column chart.

Problem Statement (2nd Page)

category vs sales

- In the Dataset, the Total sales column are present which is of Numerical Datatype, and its showing sum of sales by category.
- The problem statement here is to know the various category wise sales there is shown in this column using Pie chart.

Region wise Profit

- In the Dataset, the Total sales column are present which is Numerical Datatype, and its showing sum of profit by region.
- The problem statement here is to know the region wise profit there is shown in this column using Clustered column chart.

Top 5 Profitable Products

- In the Dataset, the Total profit column are present which is Numerical Datatype, and its showing the Top 5 profitable products.
- The problem statement here is to know the Top 5 profitable Products there is shown in this column using Donut chart.

Problem Statement (3rd Page)

Year wise view

- In this column showing all types of data visualizations using various categories of chart.
- In the problem statement here is to know the year wise various data visualization there is shown in using slicer

Top 10 Region wise Shipping Cost

- In the Datatype shipping cost column are present which is of Numerical Datatype and its showing the Top 10 region wise shipping cost.
- The problem statement here is to know the Top 10 region wise Shipping cost there is shown in this column using Map.

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Project Overview

comprehensive profit analysis: A comprehensive profit analysis involves a detailed assessment of the financial aspects of a business or project. It aims to determine the profitability and financial viability by examining various revenue streams, costs, and financial metrics

Cost of Goods Sold (COGS): Determine the direct costs associated with producing or acquiring the products/services sold, including raw materials, manufacturing costs, and supplier expenses.

Operating Profit Margin: Assess the operating profit margin, which is the difference between gross profit and operating expenses, expressed as a percentage. It reflects the profitability of the core operations before interest, taxes, and non-operating items.

Net Profit Margin: Determine the net profit margin, which is the percentage of net income (after deducting all expenses, taxes, and interest) in relation to total revenue. It indicates the overall profitability of the business.

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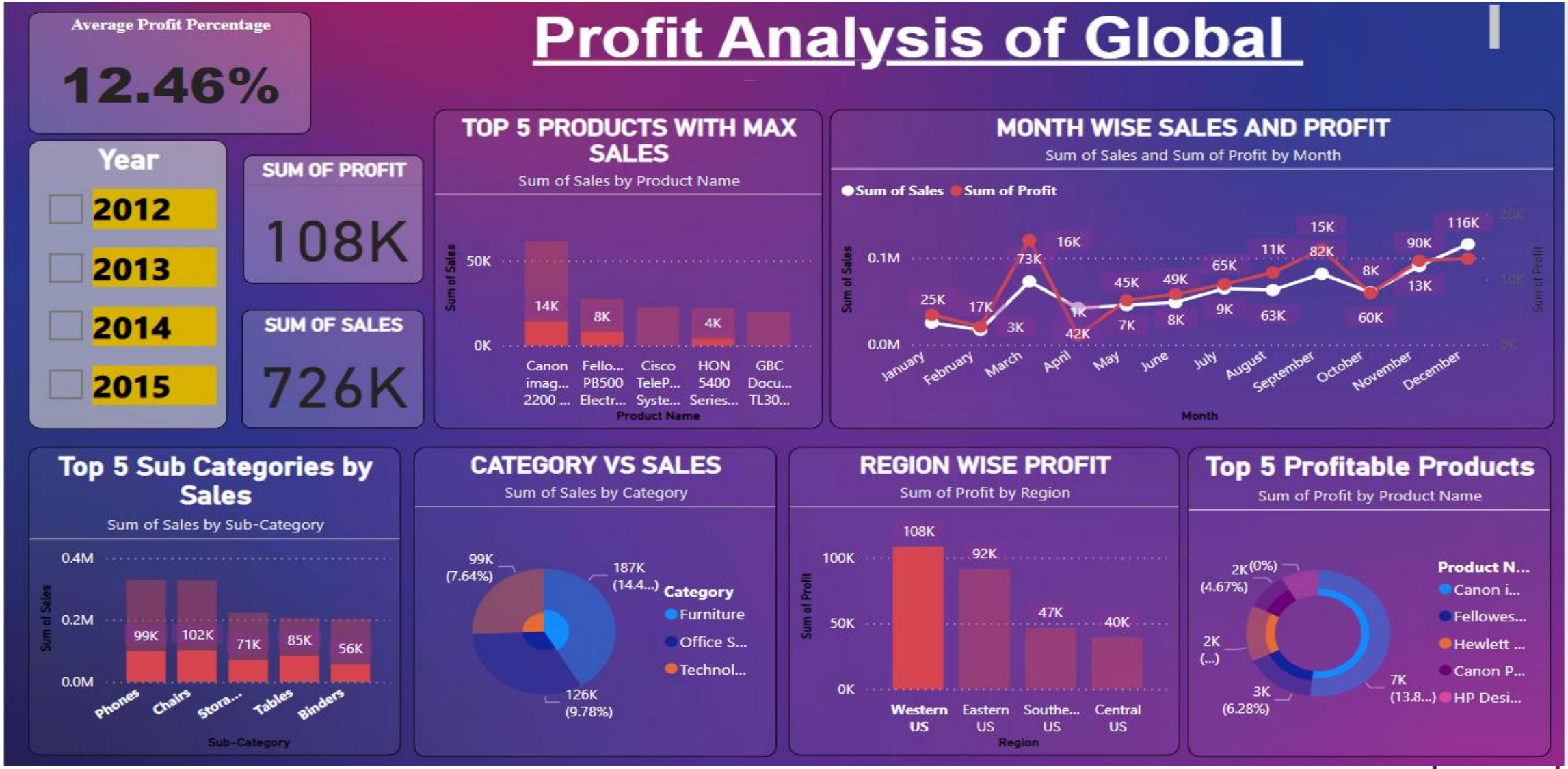
Solution



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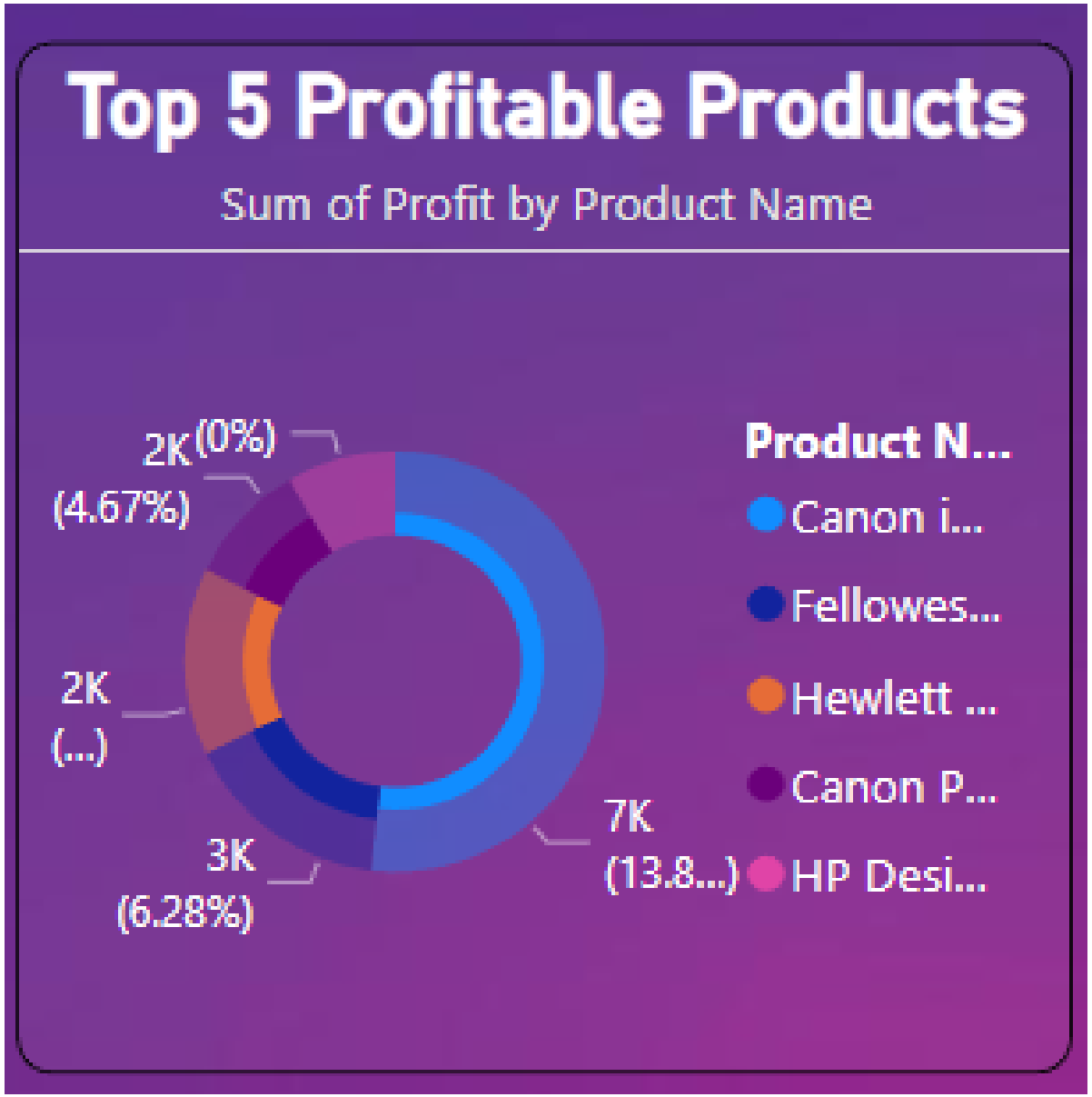
THE WOW IN YOUR SOLUTION

- ✓ **TOP 5 Profitable products**



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MODELLING & RESULTS

- ✓ **Data Gathering**: Collect relevant data and information about the global stores project, including market research, cost estimates, revenue projections, and financial statements.

- ✓ **Revenue Projection**: Develop a revenue forecast based on market research, target market analysis, and historical sales data (if available). Consider factors such as market size, market share potential, growth rates, and pricing strategies. Incorporate different revenue streams, such as product sales, service fees, and potential partnerships or collaborations.

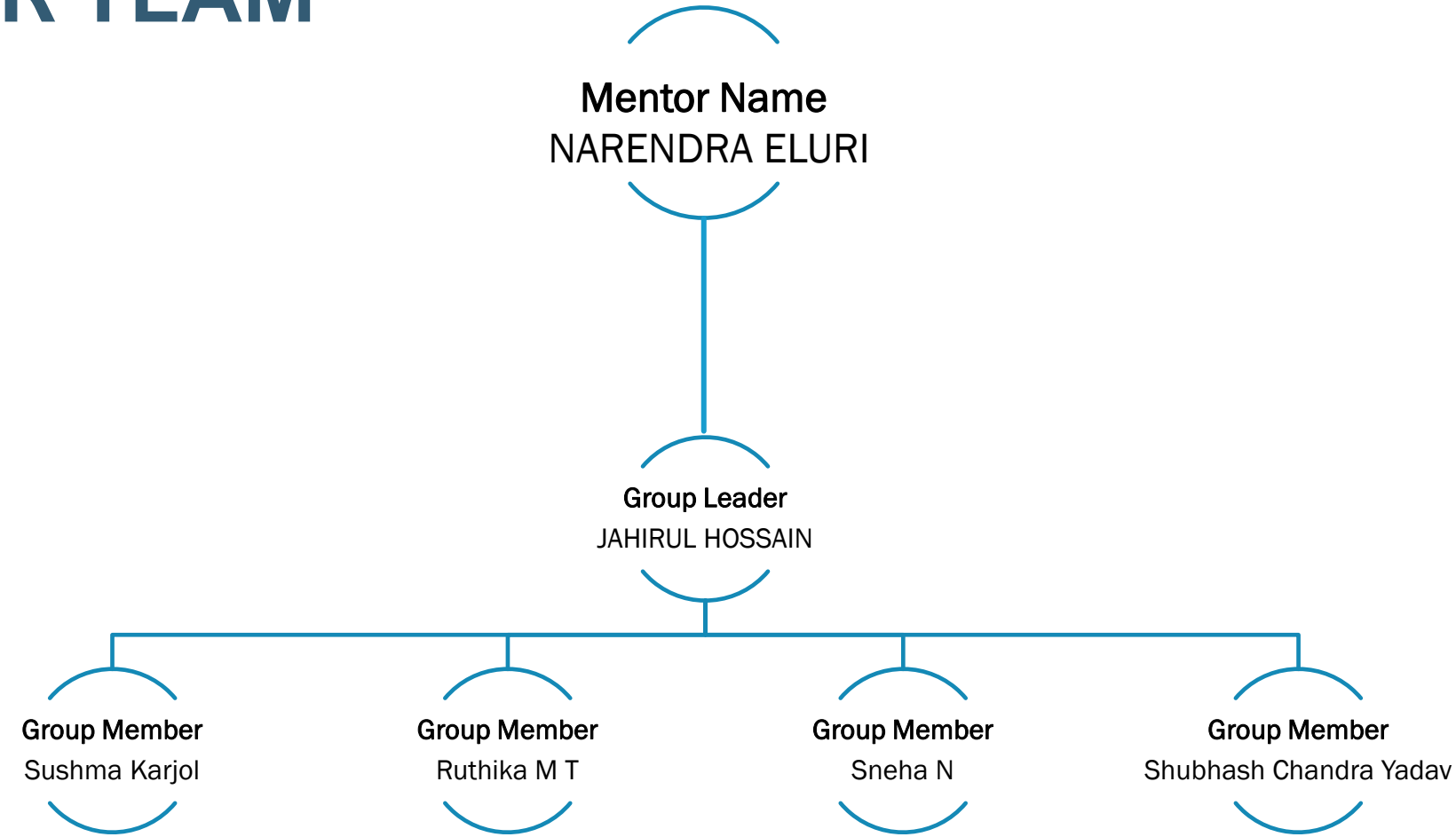
- ✓ **Cost Estimation**: Identify and estimate the various costs associated with the global stores project. This includes initial setup costs (e.g., store construction, equipment, inventory, staffing) and ongoing operational costs (e.g., utilities, maintenance, marketing, employee wages). Consider any region-specific factors, such as currency exchange rates and local regulations that may impact costs.

- ✓ **Financial Projections**: Develop a financial model that incorporates the revenue forecast and cost estimates over a specific time horizon (e.g., five to ten years). This model should account for factors like seasonality, market trends, and potential growth opportunities. Use appropriate financial techniques, such as discounted cash flow (DCF) analysis, to calculate the present value of future cash flows.

- ✓ **Financial Metrics**: Calculate financial metrics to evaluate profitability, such as net present value (NPV), return on investment (ROI), internal rate of return (IRR), and payback period. These metrics help assess the project's financial attractiveness and compare it against the company's investment criteria.

- ✓ **Risk Assessment**: Identify potential risks and uncertainties that may affect profitability, such as economic fluctuations, regulatory changes, competitive pressures, and supply chain disruptions. Quantify and assess these risks, and consider incorporating them into the financial model through scenario analysis or risk-adjusted discount rates.

MEET OUR TEAM



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Any questions/comments?

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