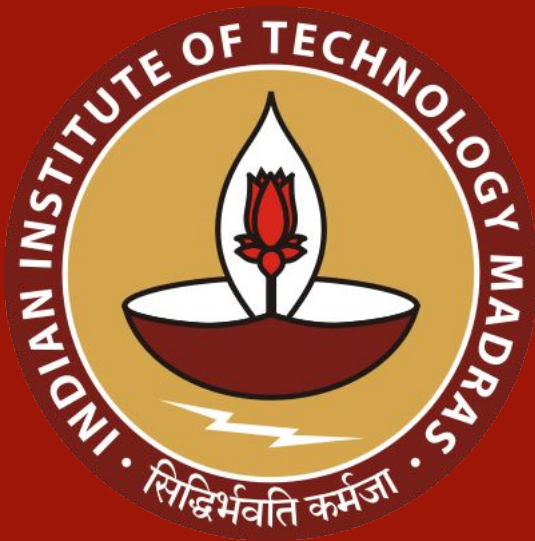# Sales Analysis of a Home Based Artificial Jewellery Business To Increase Profitability

VIKAS JAISWAL [21f1006140] [JAN 2024 TERM]

BUSINESS DATA MANAGEMENT

PROJECT PRESENTATION

JEWELLERY

❖ **'Fashion Jewellery by Shilpi Jaiswal'** is a home based artificial jewellery business in Gorakhpur Uttar Pradesh.

❖ They specialize in artificial jewellery and have also started stocking other women fashion products.The main problem they are facing is of sales and profitability.

P: LOW SALES & PROFITABILITY

    Look into purchase and sales data to make
    suggestions and offer suggestions

 D: DATA COLLECTED [SEP 2023]

    Monthly Sales Data(YTD) & Quarterly Purchase
    Data(One Year)

 M: ANALYSIS AND METHOD

    Purchase and Sales Data Collected in Excel &
    Descriptive Statistics.

THE **PDM**:

PROBLEM(S)

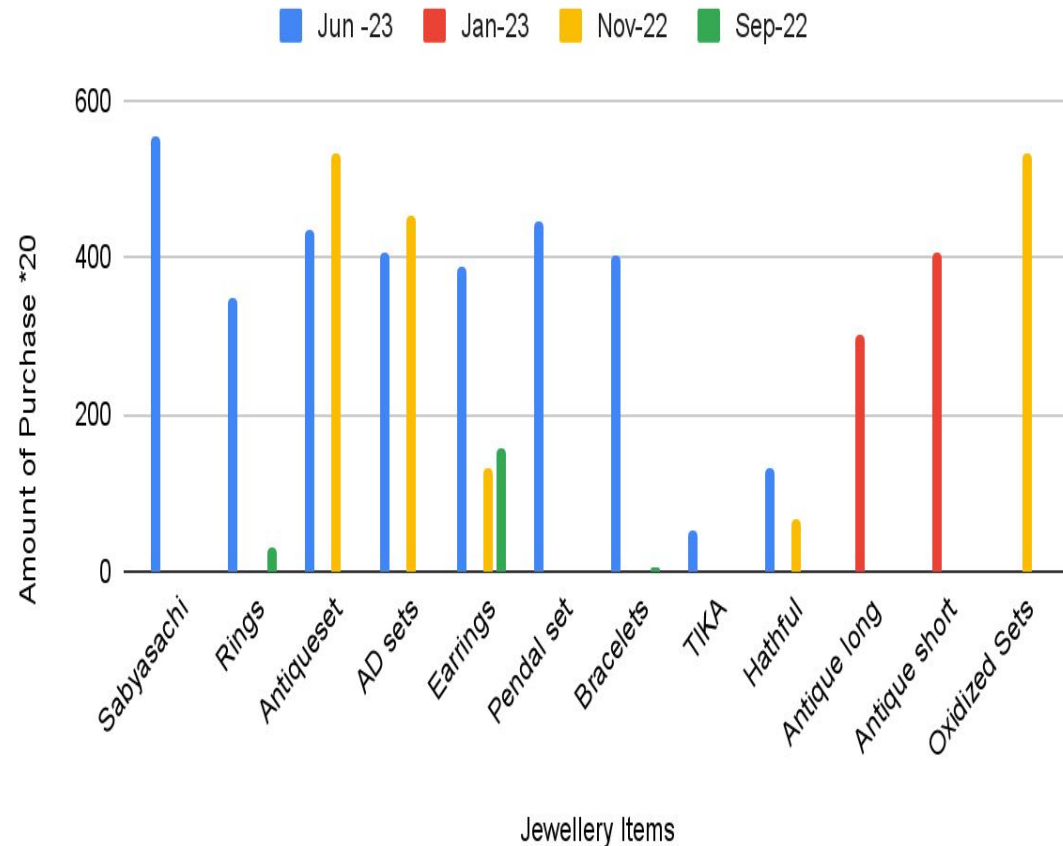**D**ATA OVERVIEW &

METHODOLOGY

TAKEAWAY:
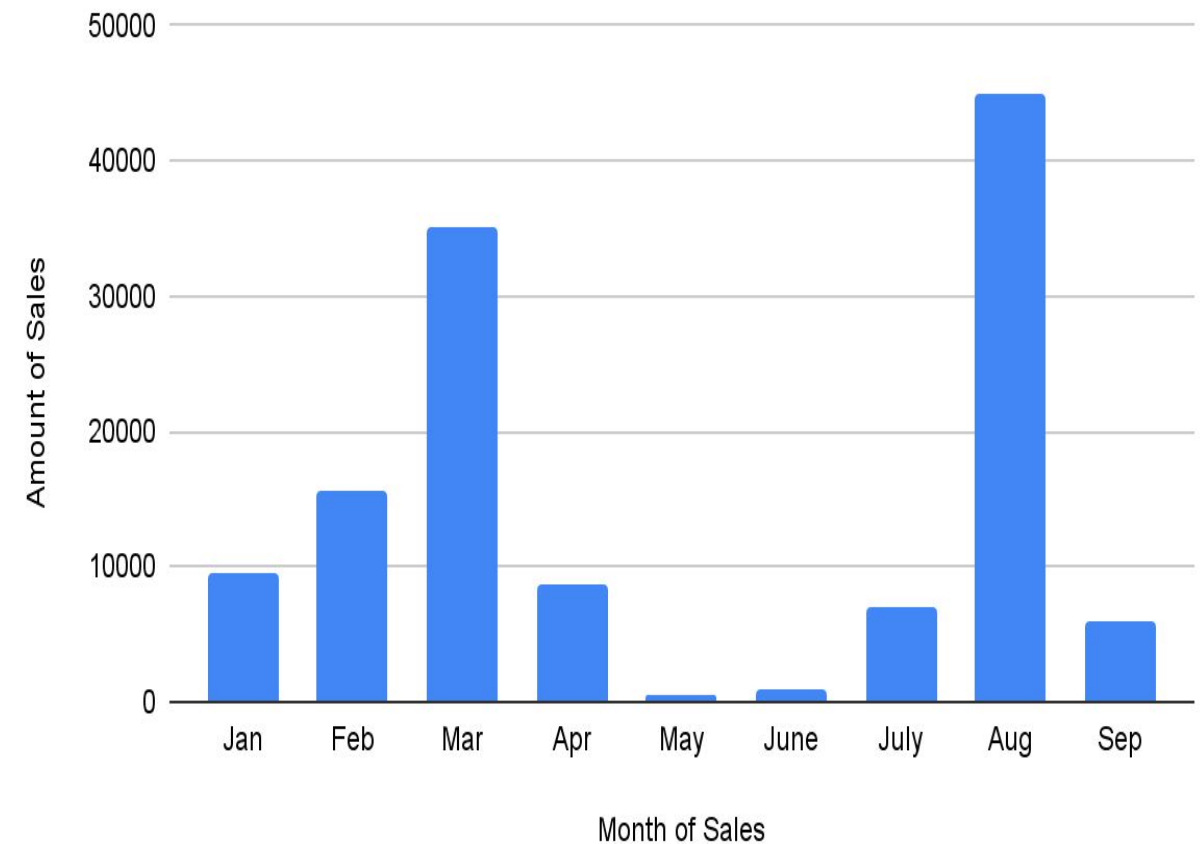Suggestions to increase
profitability and sales

Descriptive Statistics

Descriptive statistics is conducted on purchase and sales data

Purchase Data of Jewellery Business

Amount of Sales vs. Month of Sales

Descriptive Statistics

Max Sales Month : August 2023

Max Sales Amount : Rs. 45000

Max Purchase Month : June 2023

Max Purchase Amount : Rs. 63360

Product with highest purchase : Antique Set

Average Sale per month : Rs 14247.78

Min of Sales : Rs.500

Median of Sales : Rs. 8700

Standard Deviation of Sales : Rs. 15487.59
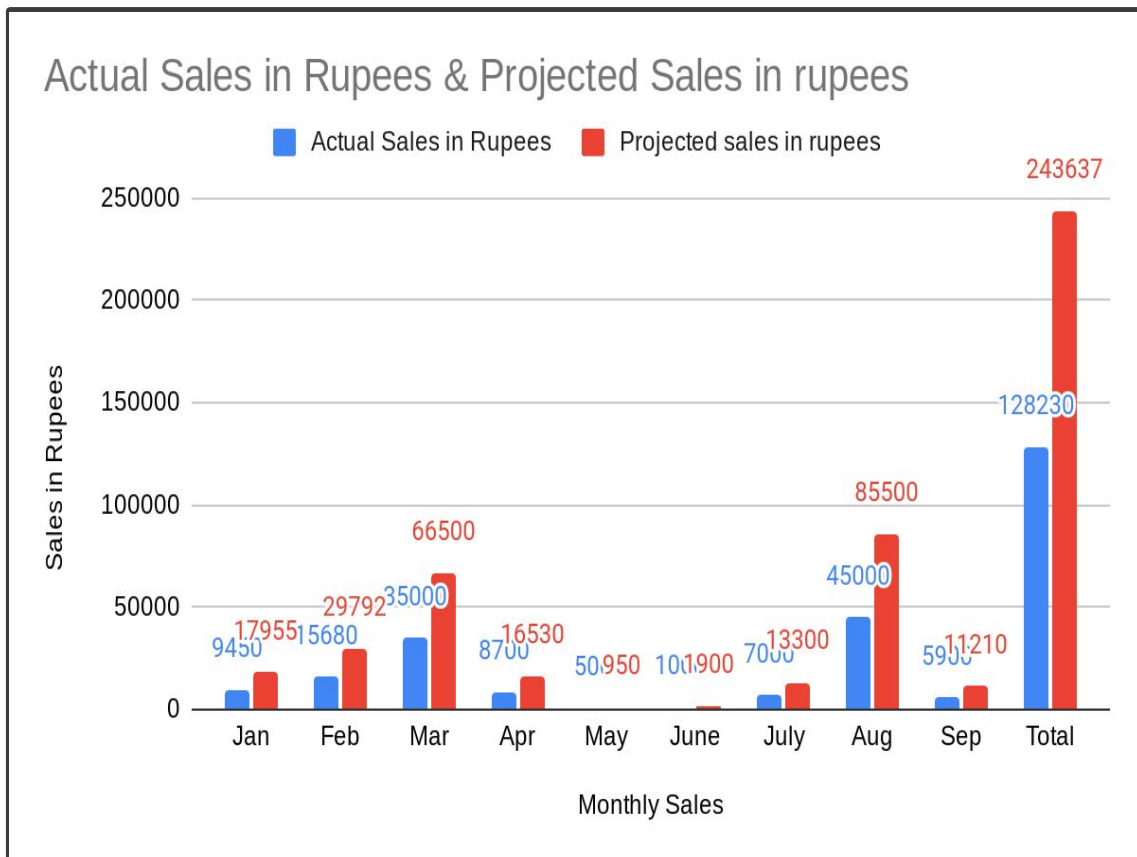
Min Purchased product : TIKA

Min purchase : Rs. 3910

Mean of Purchases : Rs. 26292.5

Median of Purchases : Rs. 18950

Standard Deviation of Purchases : Rs. 26004.41

RECOMMENDATIONS SIMULATED MODELLING

Actual Sales in Rupees & Projected Sales in rupees

- **Result:** Projected Purchase increase by 90% in each quarter can account for 90% increase in revenue

- **Key assumptions:**

  1. It is assumed that the owner keeps the same profit margin and can aim to make higher profits with more revenue.

  2. It is assumed that the owner is well aware of her competitors' costing and has priced her products accordingly.

  3. The sales will have been increased by increasing her sales channel from home to include exhibitions and online store front

RECOMMENDATIONS SIMULATED MODELLING

Actual Sales in Rupees & Projected Sales in Rupees
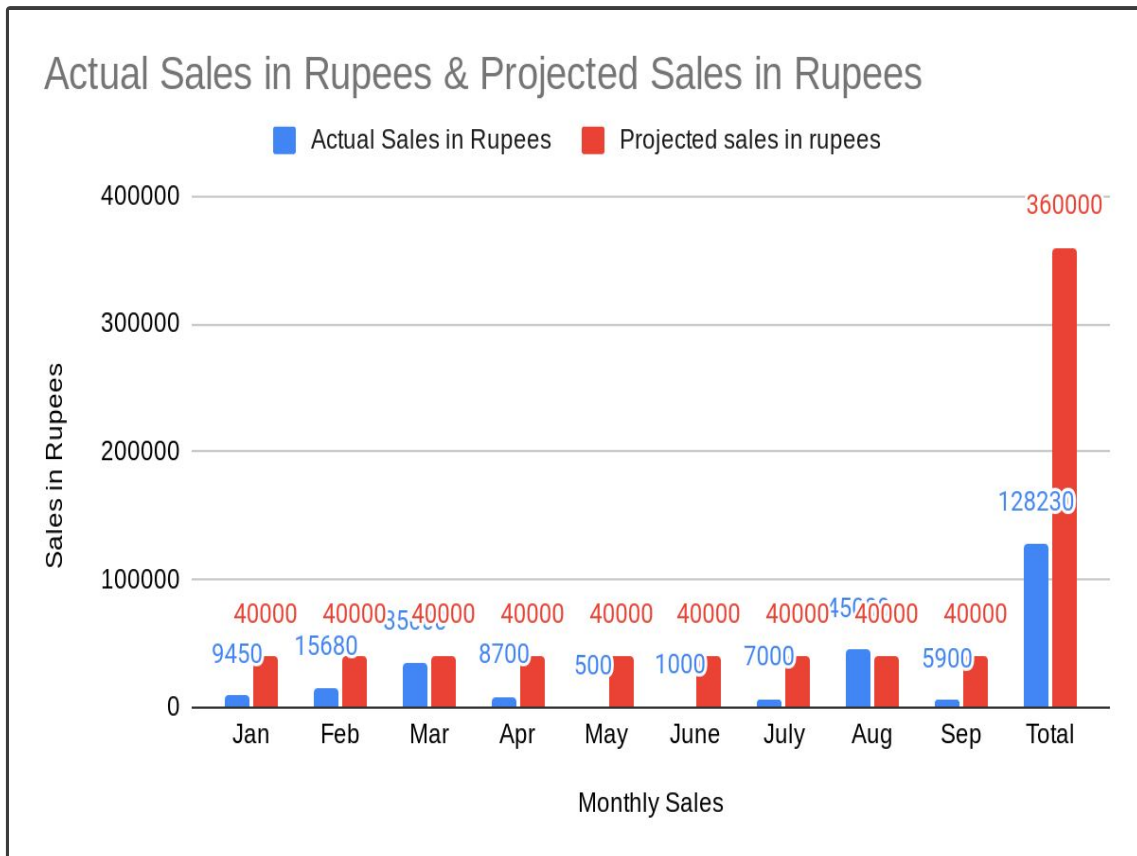
- **Result:** If the owner can target for doing one exhibition per month her revenue can increase by 280% for 9 months

- **Key assumptions:**
  1. The owner is putting at least one exhibition per month.
  2. The owner has increased her purchase accordingly to meet the new demand.
  3. For purchases, owner can target wholesale markets in the metros to get deep discount on bulk purchase.

RECOMMENDATIONS SIMULATED MODELLING

Actual Sales in Rupees and Projected Sales in Rupees
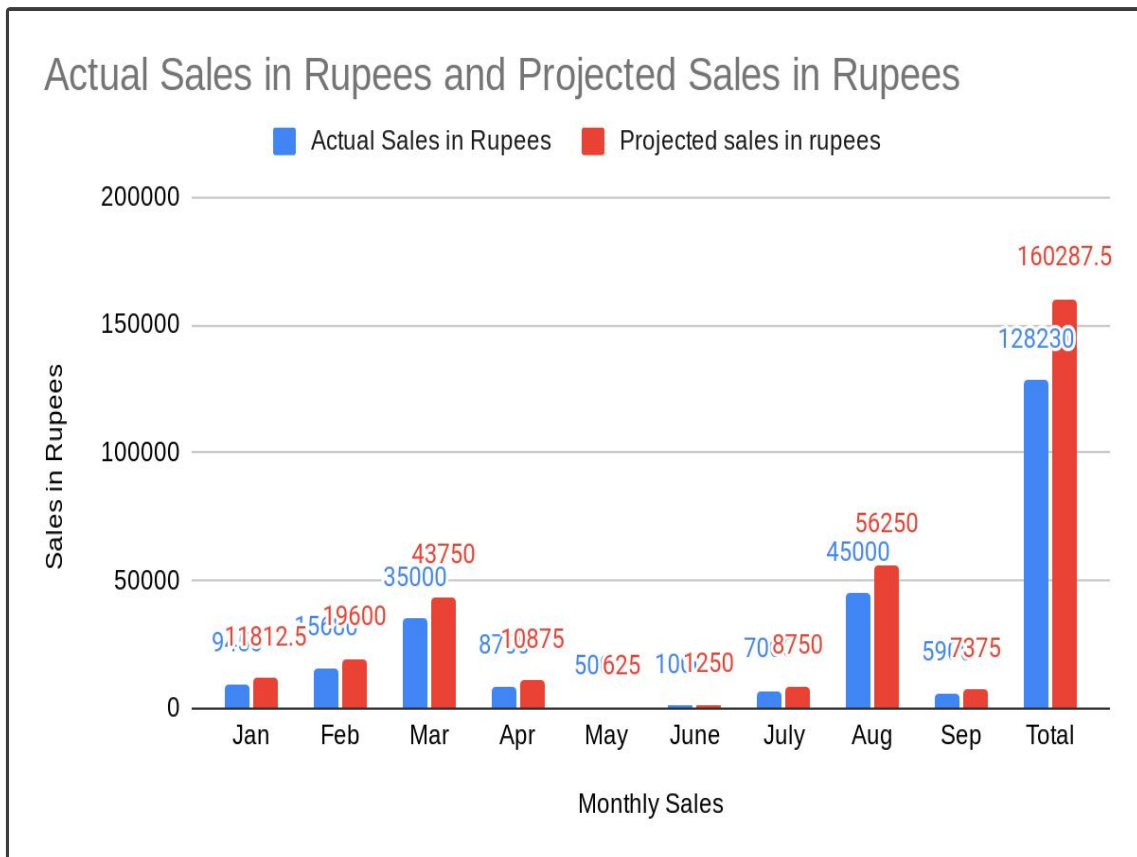
- **Result:** The owner is stocking 25% of other women's fashion products like hair bands, makeup kits etc. This will add 25% to existing revenue thus increasing sales and profits

- **Key assumptions:**

  1. Owner key business is artificial jewellery and she continues to specialize in the same.

  2. Other fashion women products are complementary to fashion jewellery thus help increasing sales

OTHER RECOMMENDATIONS BASED ON GENERAL ACCEPTED BUSINESS PRACTICE

- Product Differentiation

- Improve Customer Experience

- Optimized Pricing

- Expand Target Audience

- Invest in Marketing

- Collaborate with others

- Creating her own brand

THANK YOU