

THE CAPSTONE PROJECT

For the capstone project, I have collected data from a manufacturer of roasted snacks, cereals and grains known as the BANSAL GROUP (Bansal snax).

The business in brief

They sell their products to various retailers like palfrey, Day -Night. The company also provides material in bulk to different brands to repack that under their own brand's name. All the products have central ingredients mainly of Soya Bean, Bengal Grams, Corn, Wheat, Millets and Peanuts. Raw ingredients are bought from different Indian farms.

How you collected the data?

The company belongs to the family of one of my classmates. He provided me the list of products manufactured by them, the price at which they sell all the products, MRP, number of units per week and the revenue collected. The data is of 2 months (September and October).

Data Analysis

With the data I had, I analysed the revenue trends and the sale of different products manufactured by the company. The company seemed to collect the most revenue in first week of every month, it might be because of the fact that most shopkeepers and brands restock their products in the first week. Several products have very high demand and they were sold in thousands every week. Products with high prices like sunflower and pumpkin seeds have lesser sales. The products made of gram has the highest sale. Sales trends also show that the sale of products is boosted in the festival season like the revenue collected in the last week of October (week before Diwali) was more than the regular trend. The units sold were almost same both the months.

Recommendations

As the sale is reduced in 2nd, 3rd and 4th week, lesser raw material can be bought to avoid wastage.

Presentation Slides

About the company:

BANSAL GROUP

Manufacturers of Roasted Snacks | Cereals | Grains

Address: 294 Green Land, Opp. Fortis Escorts Hospital, Majitha-Batala Bypass Road, Amritsar -143001

Website : bansalsnax.com

Email : info@bansalnuts.com



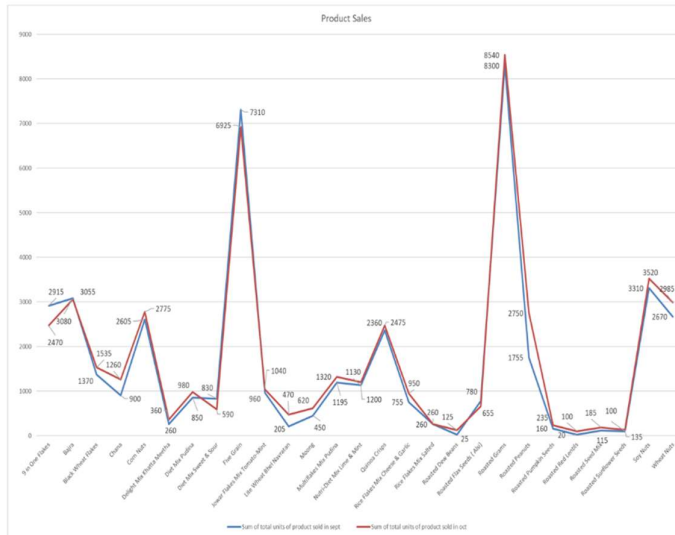
- Company provides material in bulk to various brands and retailers.
- Products have central ingredients mainly of Soya beans, Bengal Grams, Corn, Wheat, Pearl Millets and Peanut.
- Can Manufacture up to 17,000 units of different products every week.
- Most of the products manufactured are sold at Rs. 36 per 200 grams
- Few products like Sunflower seeds and Pumpkin seeds are sold at Rs. 36 per 50 grams.
- MRP of all the packed products is Rs. 86.

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Products sold every month

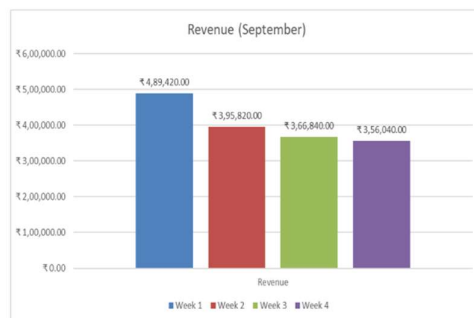


The line chart depicts the total sale of different products of two months.

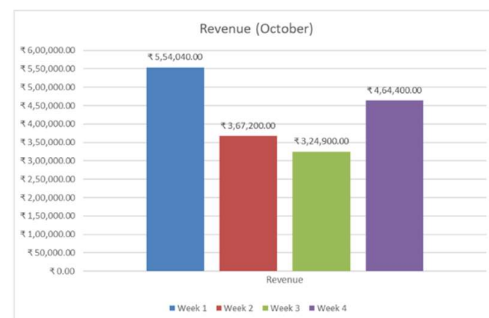
As seen in the graph, the lines almost overlap over one another showing that the sale of every product is almost same every month.

3.

REVENUE COMPARISON



Total revenue of September = Rs. 16,08,120

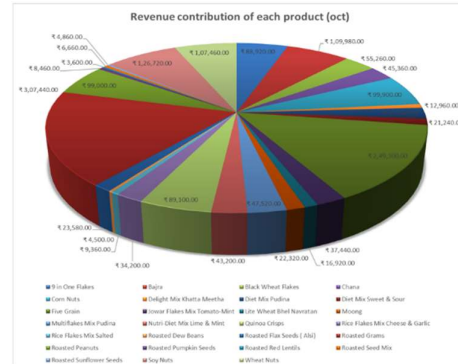
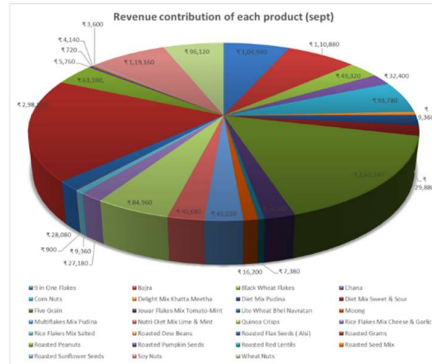


Total Revenue of October = Rs.17,10,540

As we can see in the graph given above, the revenue shows a decreasing trend weekly. The revenue collected is highest in the first week of every month. In October too, revenue decreases in 2nd and 3rd week but in last month it increases which might be because of the festival season.

4.

CONTRIBUTION OF DIFFERENT PRODUCTS TO THE NET REVENUE



Products of roasted gram which come in six different flavours has the highest revenue in both months. Products of Roasted gram (red) and Products made of 5 – grains(green) are the most sold products and contribute approximately 35% to the total revenue.

5.