



# BUSINESS ANALYTICS PROJECT REPORT

Outlet name-"PASTRY SHOP"



## **WE GOT A PRACTICAL PROJECT OF BUSINESS ANALYTICS BY OUR PROFESSOR PUSHPESH SIR**

### **THE FIRST STEP IS TO FIND OUT ANY OUTLET AND DO ANALYSE THE NEED& PROBLEM OF THE OUTLET.**

So I went to the outlet and choose a Bakery shop Name-PASTRY SHOP for identifying any needs or problems of the shop if they want to let me know the owner cooperated with us and gave us permission to collect information for my project.

Here are the following steps that are taken( performed by me).

#### **STEP 1) GATHER ALL INFORMATION ABOUT THE PROBLEM OF THE PASTRY SHOP**

As I'm working as a business analyst it is my responsibility to gather all the details related to the project. By asking questions to people connected with the project.

1. Current factors influencing your Pastry shop?
2. what is the busiest time of the day for the shop?
3. what are your Expectations with the shop?
4. Have you noticed any trends in customers' buying habits?
5. The prices of your items are fixed or changed accordingly?
6. Do you have the inventory or sales data of the current or past? If so, will you allow me to access the data that are required?

#### **★ ★ THEIR ANSWERS**

- They told me they are not facing any problems apart from the fact that there are lower summer sales compared to winter sales.
- The busiest time of the shop is EVENING.
- To increase the sales in summer.

- They told they didn't notice any trends in customer buying habits.
- Only snack & Fast Food prices are fixed the cake and pastry prices changed accordingly.
- They do have the inventory and sales data but they refuse to share their data with me as that is something personal that they can't share.

## STEP 2) ASK

After gathering the information I have done with the discussion and was able to identify the major need and the problem of the pastry shop is the lower sales in summer than the winter. along with this teammates also check the quality by tasting the items to know the customer's viewpoint.

After knowing the problem I went back to the shop with different effective questions for the owner.

- **What are the sales figures for the last few summers compared to winters?**
- **Have any customers or employees expressed concerns or feedback related to summer sales?**
- **Are there any specific marketing or promotional activities that have been implemented during winter but not during summer?**

Answers

1. The owner didn't share the exact sales record but he told that the sales in mid-summer are few compared to winter.
2. They didn't take any feedback from customers or if someone did so they didn't share it with me.
3. As their items are available online at Swiggy and Zomato they gave free delivery and discount in winter because of holidays(fest) during winter.

## STEP 3) PREPARE

In the preparation step, I visited the pastry shop from time to time whenever I need to collect the data for the outcome that I identified in asked step or to get more information, and that's all I can get only by getting the historical sales data.

As the owner didn't give the historical sales data So, in the absence of actual sales data, I did work with hypothetical or assumed sales data.

Here's the sales data:

year	Month	Sales	
2022	Jan	₹ 1,200,000.00	
2022	Feb	₹ 1,000,000.00	
2022	Mar	₹ 500,000.00	
2022	Apr	₹ 400,000.00	
2022	May	₹ 300,000.00	
2022	Jun	₹ 275,000.00	
2022	Jul	₹ 275,640.00	
2022	Aug	₹ 399,285.00	
2022	Sep	₹ 498,170.00	
2022	Oct	₹ 800,000.00	
2022	Nov	₹ 1,200,000.00	Grand Total
2022	Dec	₹ 1,550,000.00	₹ 8,398,095.00

This sales data show that the sales in mid-summer Are lower than in the winters

STEP 4) PROCESS

In the process step, I did apply necessary transformations or calculations to the data to enable further analysis.

I choose the correct method to collect the data as the owner didn't help me for collecting the data I Clean the assumed sales data, ensuring that it is free of any errors, inconsistencies, or duplicates.

I Organize the assumed sales data in a structured format, in a spreadsheet, with columns for the relevant variables such as month, year, and sales.

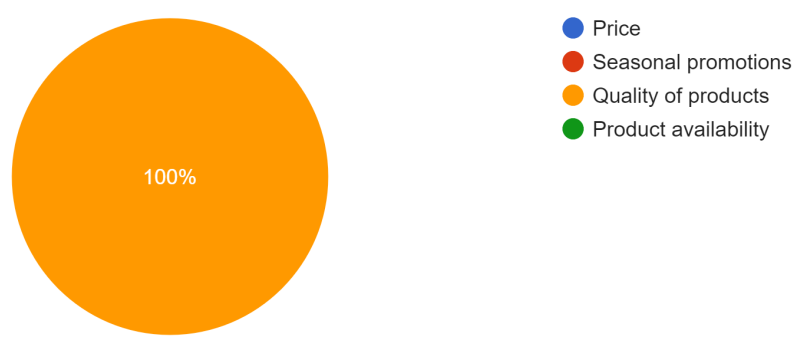
STEP 5) ANALYSING

PREDICTIVE as there is Visualization and Interpretation of the data. Analyzing customer behavior, preferences, and buying patterns to identify any recent changes or emerging trends. This analysis can help predict future demand and allow the pastry shop to align its offerings with customer preferences.

CUSTOMER SURVEY:

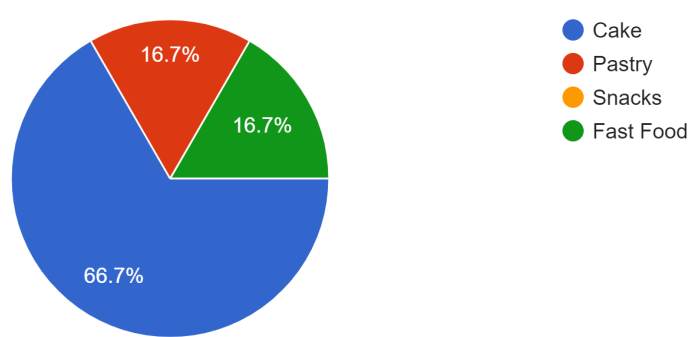
What factors influence your purchasing decisions during the summer months?

6 responses



Which product categories do you find less appealing during the summer?

6 responses



How does the weather influence your decision to visit or purchase from our bakery during the summer?

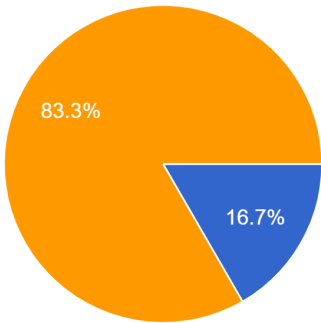
6 responses





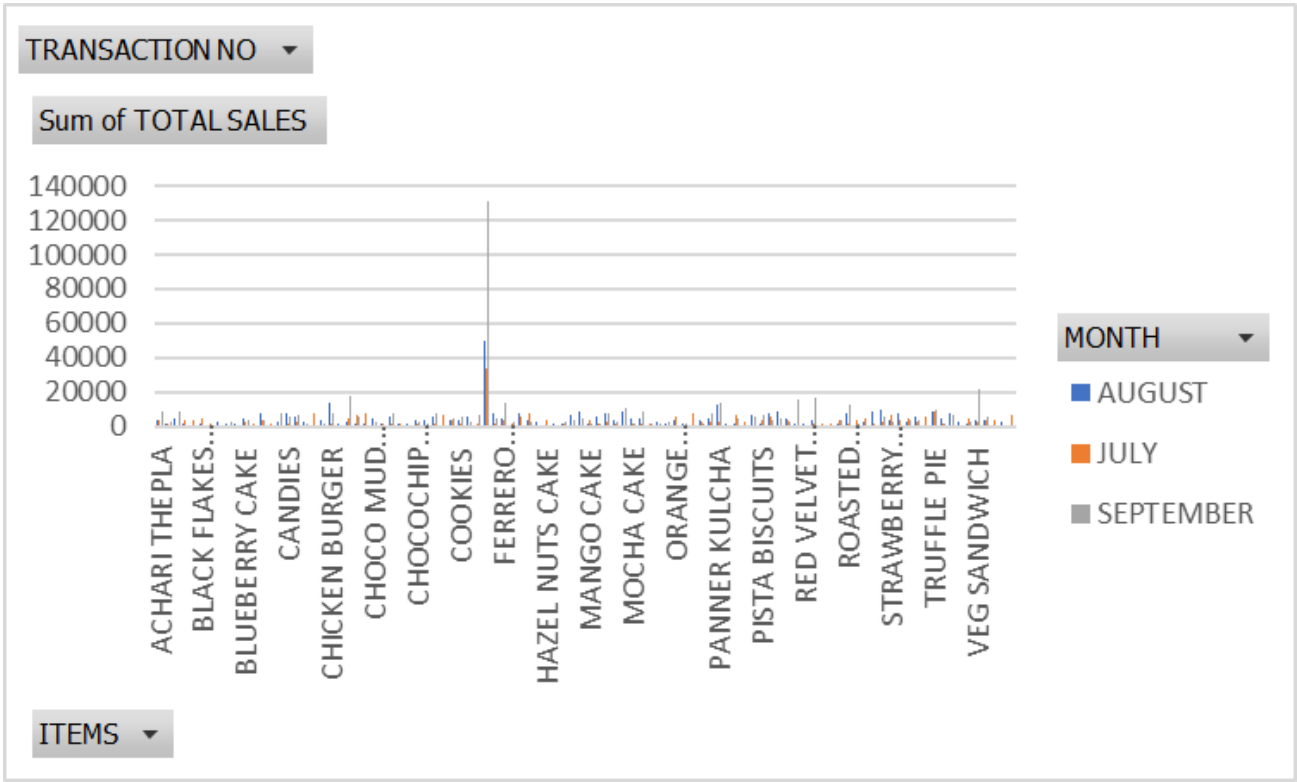
WHAT YOU WANT THEM TO DO ?

6 responses



- Give free delivery in summer
- Add ingredients to re shape the items
- sale of fresh cake every day

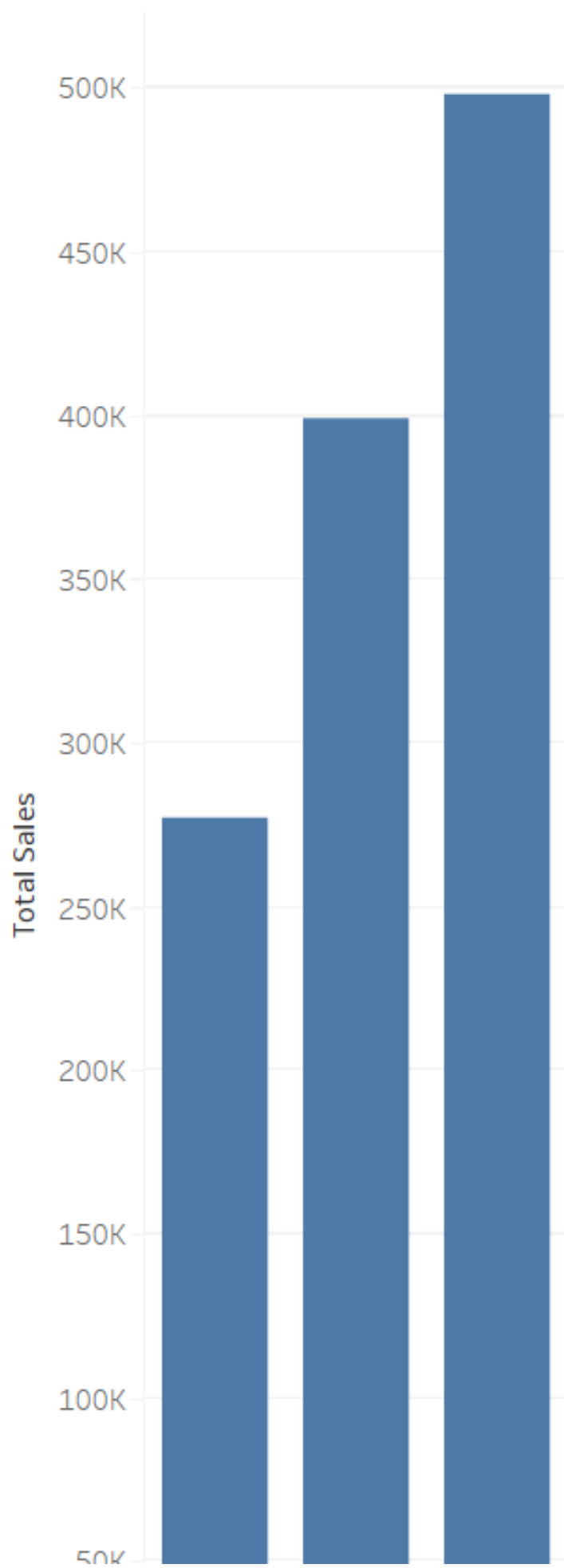
3-MONTH SALES CHART:

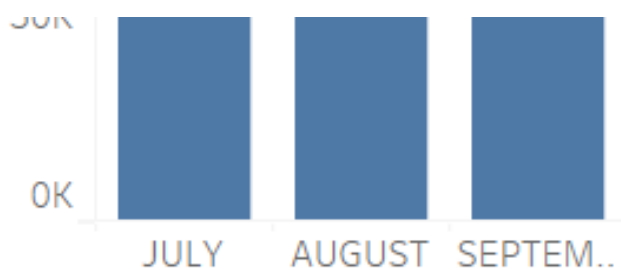


This pivot chart shows us information about the total sales in 3 month

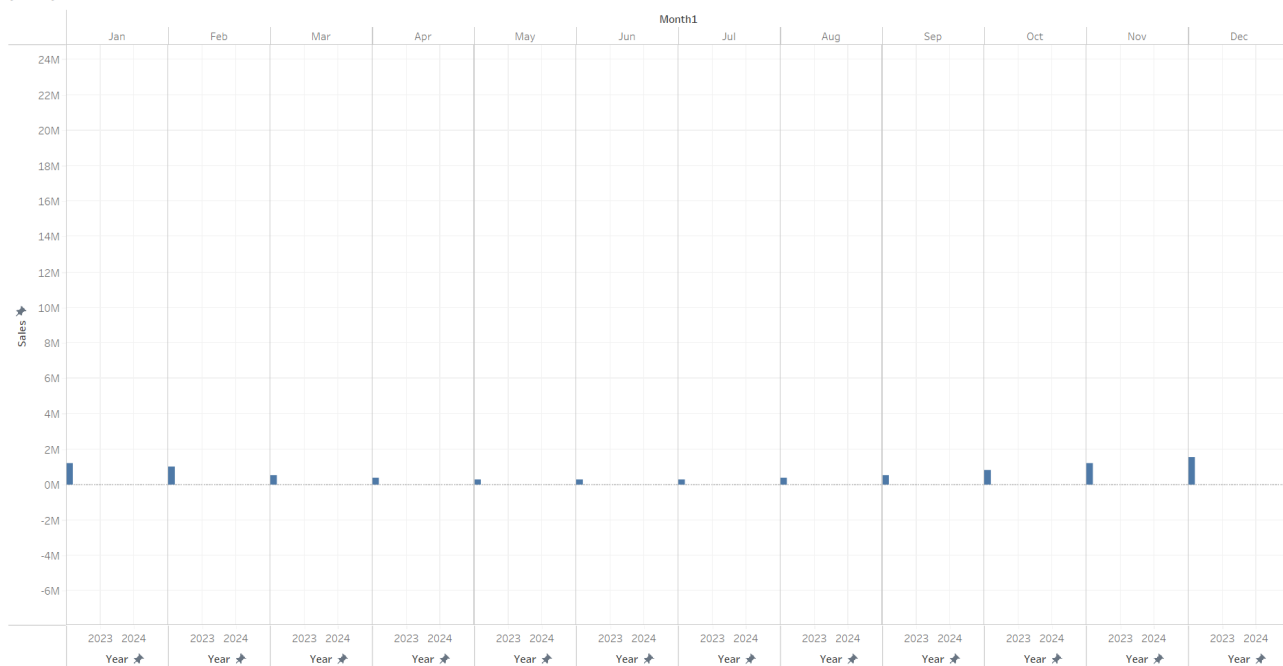
monthly sales 2022

Month





yearly sales 2022



This Tableau chart is showing us the Total Sales for 3 Months and yearly sales of 2022

## STEP 6) SOLUTIONS/SUGGESTIONS

1. Seasonal Menu Offerings: Develop a summer-specific menu that incorporates lighter, refreshing, and seasonally relevant pastry options. Include items such as fruit tarts, chilled desserts, ice cream treats, and other products that align with customer preferences during the summer months.
2. Promotions and Special Offers: Create enticing promotions and special offers specifically tailored for the summer season. This can include discounts on summer-themed pastries, bundle deals, loyalty programs, or limited-time offers to attract customers during the lower sales period.
3. FREE-Delievery on Swiggy and Zomato.
4. Social Media and Online Marketing: Leverage social media platforms to promote the pastry shop's summer offerings, engage with customers, and share visually appealing content.



5. Performance Monitoring: Continuously monitor and analyze sales data, customer feedback, and other relevant metrics to identify trends, patterns, and areas for

## **STEP 7) SHARE**

This report is gonna shared with our professor DR.Pushpesh Sir in this report, The data clearly indicate a significant disparity in sales between the summer and winter seasons, which has raised concerns for the business. Through our analysis, we have identified key factors, including customer preferences, and limited summer-specific offerings, that contribute to lower summer sales.

By implementing a seasonal menu, or many more included in suggestions and it focusing on enhancing the overall customer experience, we believe the pastry shop can mitigate the impact of seasonal variations and achieve sustained growth.

**Regular assessment of sales performance and customer feedback will allow the pastry shop to make data-driven decisions and adjust strategies as needed.**