Business Data Management

Capstone Project

**Business:** "Unique Shoes Center"

About:

The shop chosen is a footwear shop nearby my hostel, whose customers are the nearby peoples. They sell a variety of items including slippers, shoes etc. They purchase their supplies at a discounted rate from various suppliers.

Collection of Data:

Data is collected directly from the purchasing bills and notebooks where they store per day sales data. The Data collected is of the starting period of the business and is of about one and half month.
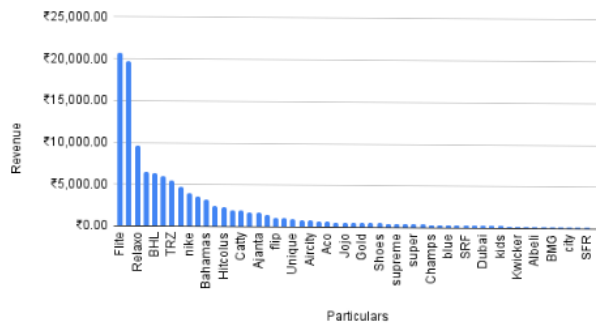
Analysis of Data

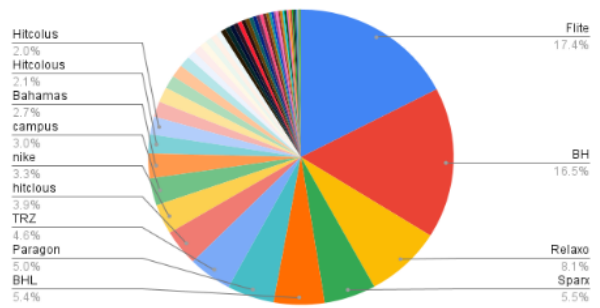### i. Revenue Vs Sales

Revenue vs. Date of Sale
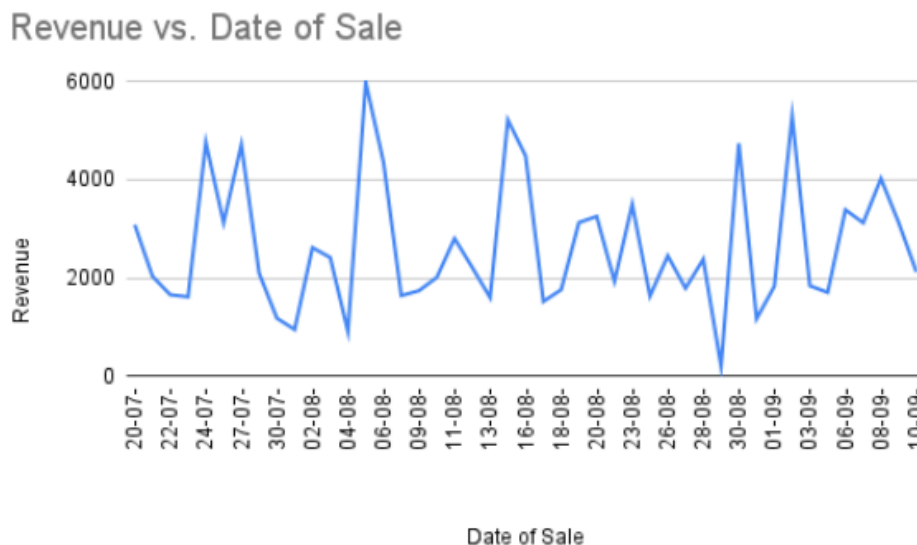
Remarks: Since data was of about a month so there is no clear trend.
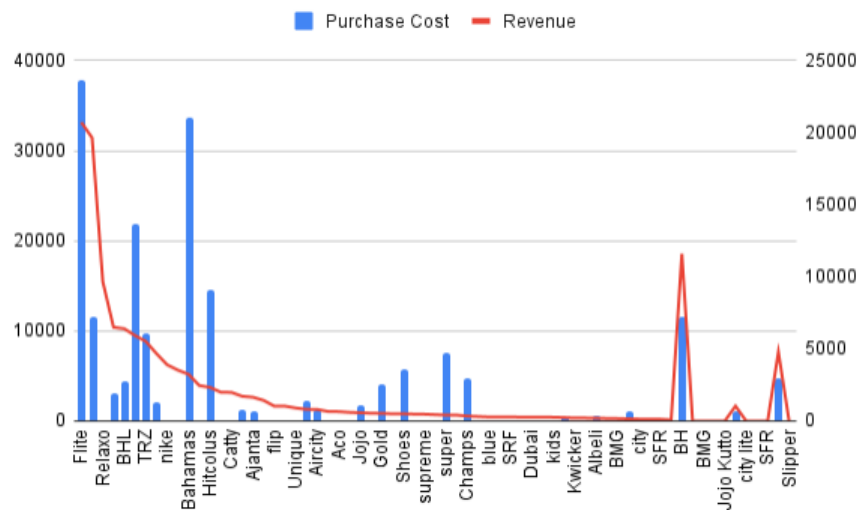
ii. Pareto Analysis

Revenue vs. Particulars

Revenue

Number of particulars generating 80% revenue	13
Total number of particulars	56
% of particulars generating 80% revenue	23.21%

Here about 23% Particulars are generating 80% of revenue hence it follows Pareto.

iii. Revenue vs Purchase

This combo depicts the relationship between Revenue and purchasing cost. It can help the business to smartly invest on the particulars.

Recommendations Given

- To target males for Campaigns or Sales etc.

- For women: Always maintain the stock of Flite Slippers.

- For Men: Always maintain the stock for BH and Relaxo slippers.

- Reduce stocks for Bahamas, Paragon and Hitcolus since they are generating very less revenue.

- Increase stocks for sparx since it is generating high revenue even in less volumes.