

BUSINESS DATA MANAGEMENT

Capstone Project

By: 21f1005532@student.oninedegree.iitm.ac.in

([Muskan Ravindra Gangwani](#))

An analysis of Sales, Profit and Inventory data of a Retail store

SANJAY VASTRA BHANDAR is a retail store of clothes located in Bharweli, Balaghat, M.P, India. The store has every clothing item, also has bags and some other stuffs.

The store owner maintains data on a register as well as phone application.

The analysis was done on daily sales data and weekly stock data for the period from 1-02-2022 to 28-02-22.

I gathered the data through discussion with the store owner. My objective is to analyse the overall sales, purchases and margin he kept for 10 major items. To fulfil this, I visited the shop every Wednesday and Sunday because the stock use to come on Tuesdays. I communicated with the owner and he told the overall sales and other information.

This project is made on the basis of 10 major items.

Revenue Analysis/observations:

- The major share of revenue is generated by sarees followed jeans.
- The traditional wears such as Kurtas and Sarees sales were comparatively higher on the day before Basant Panchami (4-2-2022) and on Mahashivratri (28-02-22).
- The revenue on 22-02-22 is zero because the store remains closed on 4th Tuesday of every month.
- The salary of the staffs is Rs.5000 for each month (there are 4 staffs) and all the other expenses such as transportation of incoming stock from wholesale traders is approx. Rs.15000 which gets excluded from the Revenue.

Sales/quantity analysis:

- The quantity of sarees and inner wears, T-shirts, Shirts, Jeans is quite higher than the others.
- The increase in sales of T-shirts was observed in ending 10 days of February as days are getting hotter.

Profit observations/analysis:

- The major share of profit is generated by sarees, jeans.
- The margin for high selling items was around 35% whereas for low selling items was in between 25-27%.

Weekly Stock analysis:

- We can observe from the graph that remaining stock is increasing week by week which is at times bad for the store as it will increase the dead stock.
- Because of the festival it can observed that incoming stock is more comparatively than the other weeks.

Recommendations:

- Variety in high selling items can be increased.
- Festive times can have sale to attract more customers.
- According to my observation, the quantity of bags incoming stock can be increased.
- A website can be made to gain more customers and can make pages on social media to advertise the store.