Customer Relationship & Profit Analysis

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About project :

this project is about profit that big bazaar will earn by selling goods . In order to improve profit , attract more customers and compete with other supermarkets ,we must work on customer relationship. Ultimately their satisfaction is base of all profit that we can earn.

# Also, any supermarket should analyze their profit earning on regular basis. The products which are unable to give some minimum threshold profit should be removed from store list. To improve our services and to deliver quality service to customers ,we must work on feedback given by our customers .this feedback should be analyzed carefully and particular item with negative feedback should be removed or replaced by any other brand .We should also take survey to get familiar with demands in market.

Project in brief :

* As name suggests about customer management, customer is epicenter of this project. almost every activity in this project is directly or indirectly is related to customers .there are different entities for this project some major entities are customer ,items, suppliers, payment methods and billing systems.
* Customer will be given with its primary key (customerid) and its all information will be stored in system. He/she going to buy items present in big bazaar.
* Every item is provided with its own primary key and item will be provided to big bazaar by some external firm .so basically big bazaar have to perform two operations while doing this process. buying from firm and selling to customers. after customer buys an item from store, he/she have to go to billing counter for billing process.
* Profit made on each indivisual item will be calculated and stored in system .final bill will be printed for customer and by various payment methods,described above,bill can be paid.
* While customer leave the supermarket, we will ask customer about our service and their reviews about products they bought previously. this feedback will be stored in system.
* The profit made by us on each indivisual item will be reviewed ,items with low profit or items that fail to fulfill the expected profit will be removed from list that we have to order more products from root firm.

FEEDBACK FROM CUSTOMER:

* Customer is very important to any supermarket so as his feedback. Customer will give feedback via comments and ratings. This process will happen after payment of bill on billing counter. Feedback will be taken item wise and The it will be stored in system. Items with negative feedback will be removed or will be replaced with products of other brands. Feedback for same items of different brands can be used to compare standard of brands.

SELLING AN ITEM TO CUSTOMER :

* This is the part for which supermarkets are made for….The shopping part.A customer can buy different products from supermarket. Every product will have its own item id, item name, brand id, brand name.After purchasing required stuff ,customer will go to billing counter and bill will be made by multiplying price by quantity purchased. After this feedback will be taken.Also profit from each item will be calculated.

PAYMENT METHODS:

* After the generation of bill,It can be paid using different methods,namely credit card,debit card,cash payment or a special type of card “Big Bazar card”.this card will be given to regular customers of big bazaar and some special discount will be applicable.Every generated bill will have its own bill id and bill date.

BUYING AN ITEM FROM SUPPLIER :

* The stock of items in big bazaar will be maintained by purchasing items from suppliers.Every supplier of supermarket will have its own id,name and address in database.every single items quantity will be recorded in database.money which should be paid to supplier will be paid via billing counter.

FEEDBACK OF ITEMS :

* We will store feedback given by customers in database. we will sort it item wise and item with poor feedback will be removed or replaced bye other brands .Feedback will be I n the form of comments poor ,good ,very good and excellent.