



MAHALAKSHMI MART



IIT Madras

BDM Capstone Project

REVENUE REVOLUTION

A Comprehensive Analysis of Sales Insights
to maximize Profit

PRESENTED BY

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AGENDA

- 1 About Organisation
- 2 Challenges
- 3 Problem Statement
- 4 DataSet/Timeline
- 5 Methodology
- 6 Analysis
- 7 Recommendations

ABOUT ORGANISATION

Maha Lakshmi Mart

- A multipurpose store, situated in
- Ghaziabad
- B2C business catering to the needs of diverse customer segments
- Variety of products , groceries



CHALLENGES

What inspired me

- Number of Expiring Items
- Sales generation
- Customers approaching



PROBLEM STATEMENT



The purpose of this study is to determine the factors affecting the sales and analysis of the sales' trends to make a profitable business reducing the wastage of items of a multipurpose store.

Scope of the study

Number of items selling, selling rate

Relevance of the study

Increase in sales, reducing expiring items ratio

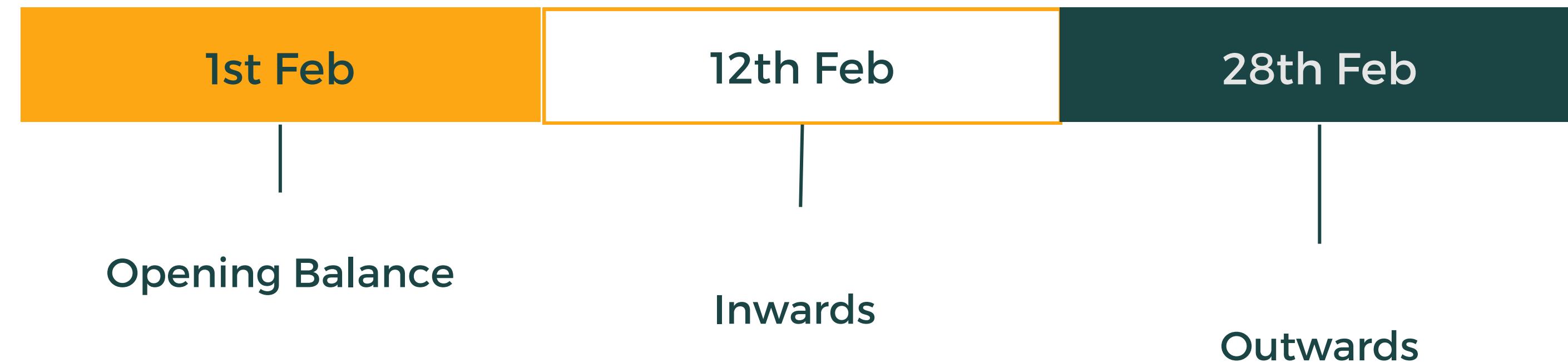
OBJECTIVES



- **Analysis of different parameters regarding sales of various products which are affecting the monthly revenue significantly to increase revenue.**
- **To minimize the rate of expiring products.**
- **Measures to be taken to increase sales.**

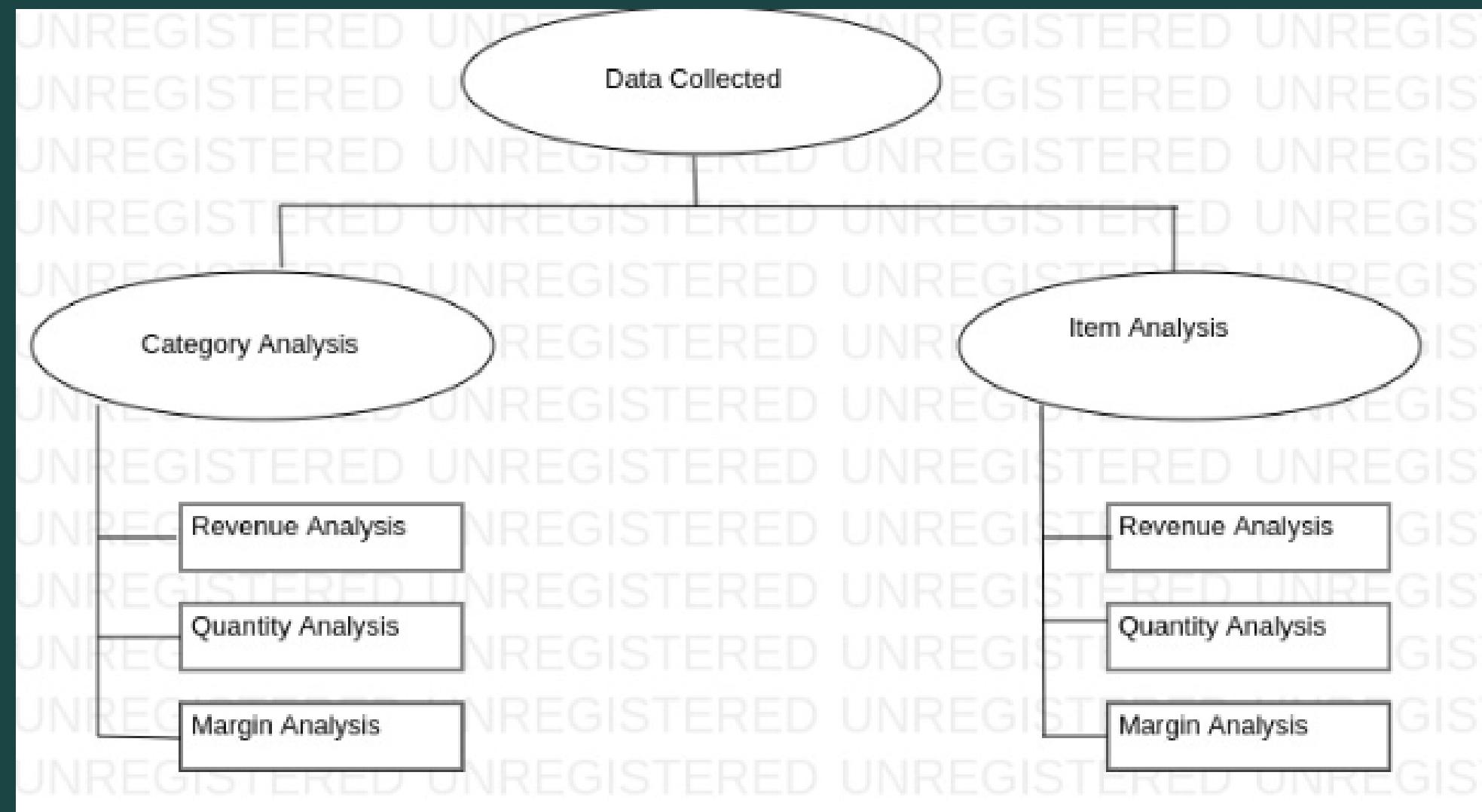
PROPOSED TIMELINE

How sales data is analys



- Collected data for 24 items.
- Divided 24 items into 8 categories-
Biscuit, Shampoo, Tea, Toothpaste, Chips, Chocolate, Noodles, Pan Masala

METHODOLOGY



- Under-rated products has been analysed through inwards quantity of items and outwards quantity rate

ANALYSIS

Category Analysis

a) Revenue and quantity analysis-

'Biscuit' gave the maximum revenue and quantity sold of 'Pan Masala' was maximum.

b) Margin analysis-

Shampoo, Pan masala, Chips, Chocolate together gave 55% margin.

Item Analysis

a) Revenue and quantity analysis-

Item named 'Kamla Pasand' gave maximum revenue. Item named 'Royal Masala' had the maximum quantity sold.

b) Margin analysis-

Dove gave the maximum margin.

RECOMMENDATIONS

- Although ‘Royal Masala’ is sold more, its margin is the lowest.
- Tea is giving the least revenue.
- In the toothpaste category ‘Dante Kante’ is sold in the least quantity.
- Less margin, more sold
- More margin, less selling percentage
- Less number of under-rated items like Dove, Sneakers



SUGGESTIONS

- Online Delivery in local areas
- Some Sale offers near month end



THANK YOU

Any Questions, please ask

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