

BDM Project Proposal

(February - April Cycle)



**BSc. in Data Science and Programming
IIT Madras, Chennai**

Project Proposal-

**“Revenue Revolution: A Comprehensive Analysis of Sales Insights
to maximize Profit”**

(For Maha Lakshmi Mart, Ghaziabad-201206)

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Table of Contents

S.No.	Topic	Word Length
1.	Executive Summary and Title	200
2.	Organization Background	150
3.	Problem Statement	50-75
4.	Background of the Problem	50-75
5.	Problem Solving Approach	200
6.	Expected Timeline- Work Breakdown Structure and Gantt Chart	-
7.	Expected Outcome	50

“Revenue Revolution: A Comprehensive Analysis of Sales Insights to maximize Profit”

Executive Summary

I have been planning to collect the data from a Maha Lakshmi Mart, a multipurpose store, situated in Ghaziabad-201206 for the last 3 years. It is a retail establishment that sells a wide variety of products and services, catering to the needs of diverse customer segments. I went to the store to learn about the supply and sales processes. I have talked to the manager about the monthly money it brings in and identified the issues with its lower sales volume as compared to other establishments in the neighborhood. The other issue he brought up included products that go bad in this undertaking. To identify the underlying causes of the issues, a one-on-one conversation will be held with the store manager. With the investigation of sales variables and other factors like quantity, revenue, and profit analysis, the project is anticipated to answer the issues raised by the management. The project will perform a thorough analysis to identify the improvements required to boost income and reduce waste.

About the Organization

Maha Lakshmi Mart is a multipurpose store situated in Ghaziabad. It is a retail establishment that stocks a broad range of merchandise, from food and beverages to clothing, electronics, and household items, among others. It aims to fill this gap in the market by offering a comprehensive selection of products and services, all under one roof. It is a B2C business, meaning it sells goods to customers. It caters to customers looking for convenience, affordability, and a broad range of options. From groceries and household items to electronics, and home appliances, it has it all. It also has friendly staff that assists customers with their purchases, answer questions, and provide recommendations. I believe that this store has the potential to become a go-to destination for customers looking for a one-stop-shop experience. This proposal outlines our vision for the store, including its location, target market, products and services, marketing strategy, financial projections, and operational plan.

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.

Specific Objectives of the study:-

- 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.

Background of the Problem

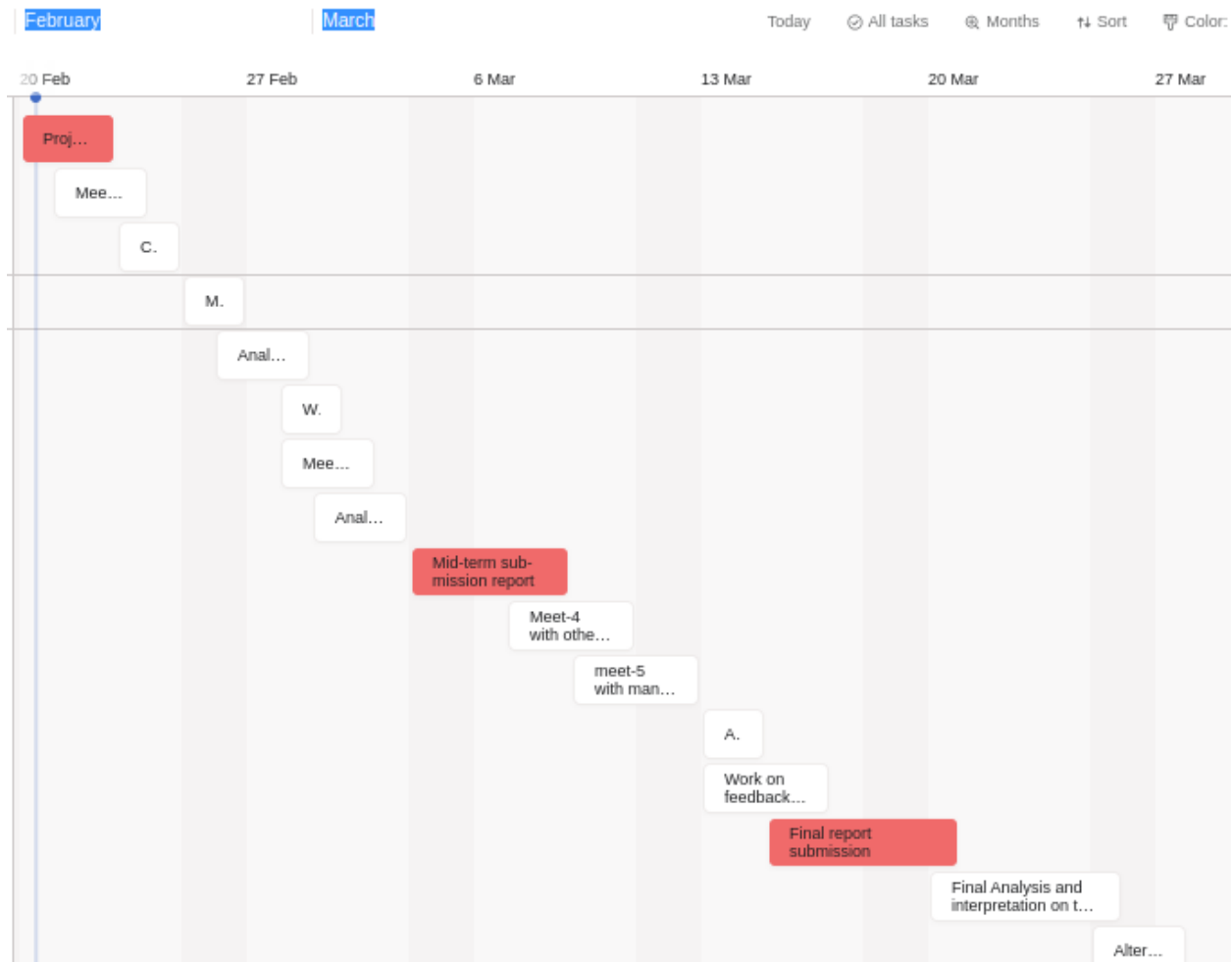
This project will discuss the major issues faced by Maha Lakshmi Mart which is unable to achieve the required sales with less wastage of products. Maha Lakshmi Mart is a multipurpose store which offers a broad range of merchandise, from food and beverages to clothing, electronics, and household items, among others. Maha Lakshmi Mar is currently not able to produce that much sales, additionally, there are a lot of expired products which is causing significant loss to it. Also, compared to other competitors in the market it is far behind. Thus, this project has been undertaken to find out the solution to the above mentioned problems.

Problem Solving Approach

The approach to do a comprehensive analysis of sales insights which can provide valuable information to help maximize profits and reduce losses are as follows-

- 1. Identification of top-performing products:** By analyzing sales data, you can identify which products are selling the most and generating the most profit. This information can help you focus your marketing and sales efforts on these products to maximize profits.
- 2. Analysis of customer behavior:** By studying customer behavior patterns, types of customers who are most likely to purchase products and the types of marketing messages that are most effective in converting them. This can help in targeting marketing efforts more effectively and increase sales.
- 3. Identification of underperforming products:** By analyzing sales data, you can also identify products that are not selling well or are generating losses. This information can help to make data-driven decisions about which products to discontinue to minimize loss.
- 4. Pricing analysis:** By analyzing sales data and pricing strategies, it can be easily identified the optimal price points for products to maximize profits. This information can help adjust pricing strategies to increase sales and profits. This will include quantity and top-performing products analysis, revenue and margin analysis.
- 5. Proper Visualization:** Through proper visualization tools like pivot tables, bar graphs, line graphs data can be easily interpreted. Further, geomaps would be a great source to find the known competitors in the locality.

Expected Timeline- Work Breakdown Structure and Gantt Chart



Link to Prepared Gantt Chart-

<https://app.asana.com/read-only/project-planning/1199394543480343/558f011756a7c85a071b5d8126690296/timeline>

Expected Output

The objective of the proposed project includes the identification of factors responsible for revenue generation and evaluation of underperforming products. The project is expected to address the above mentioned problems by collecting required data and to find out the most relevant data effective to profits and loss in Maha Lakshmi Mart. At the end, this project suggests the findings to the management for possible implementation and hope to resolve the issues faced by the company.