

# A CASE STUDY ON MAMAEARTH

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**mamaearth®**



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# Problem Statement

Mamaearth is a company that sells organic and toxin free products and is a subsidiary company of the Honasa Consumer Group. It has various products which help treat various skin and hair problems. It works on the D2C model which means that the products are delivered at the customers' doorstep.

This company provides various kinds of products categorized as HairCare\_Items (Shampoos, Conditioners, Hair Masks, Hair Oils and much more), SkinCare\_Items (Face Creams, Body Lotions, Sunscreens, Serums, etc) and BabyCare\_Items (Soaps, Shampoo, Creams, Body Lotion, etc).

The company has a department for each category such as HairCare\_Item(HC), SkinCare\_Item(SC) and BabyCare\_Items(BC).

Additionally Mamaearth is now building its offline presence by opening various stores across the country in high footfall areas



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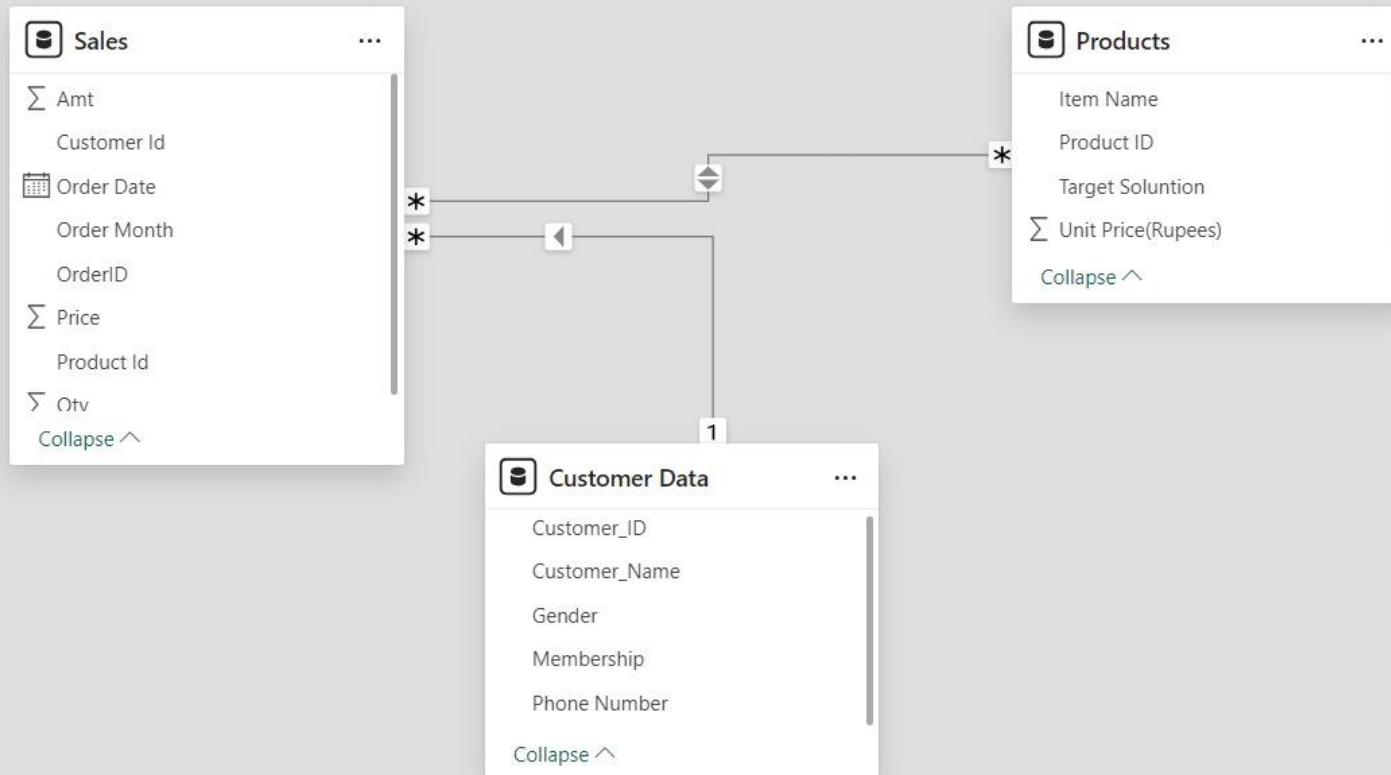
The customer can either place an order on call or can even come down to the company's store and purchase the products. If an order is made online then payment has to be made online. However, cash/debit card payment is accepted when one directly purchases at the store.

The management of the company needs the report that will indicate the products that are in demand and are sold off-the-shelf very quickly. This is because the company would like to optimize their manufacturing processes to produce products that are in demand in larger volumes and discontinue the manufacturing of products which are no longer in demand.

A report is also required that will show the annual revenue generated by the sale of the products of all categories so that more importance can be given to that category by increasing the R&D spends in that category to increase the ROI of the company.

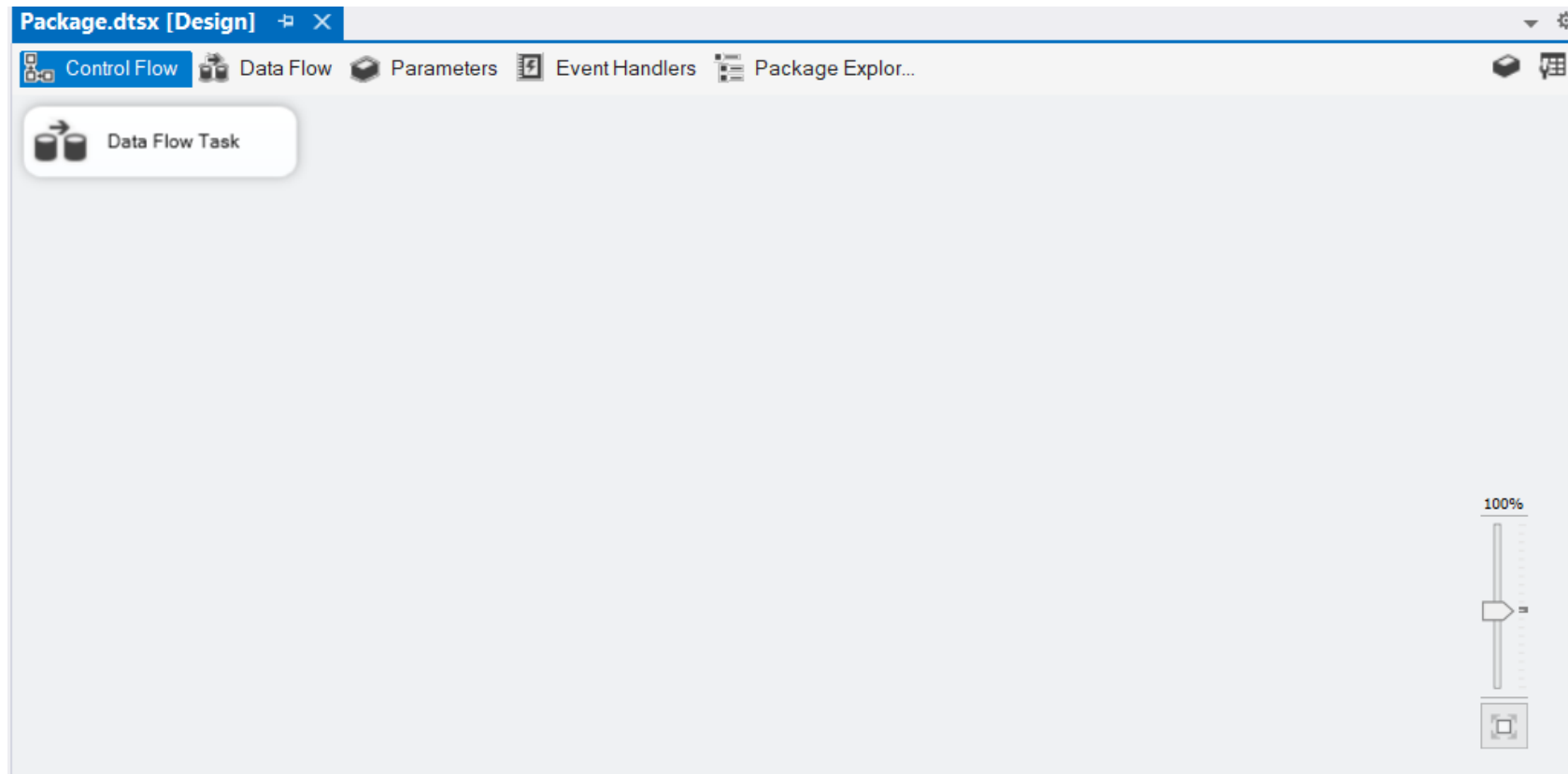


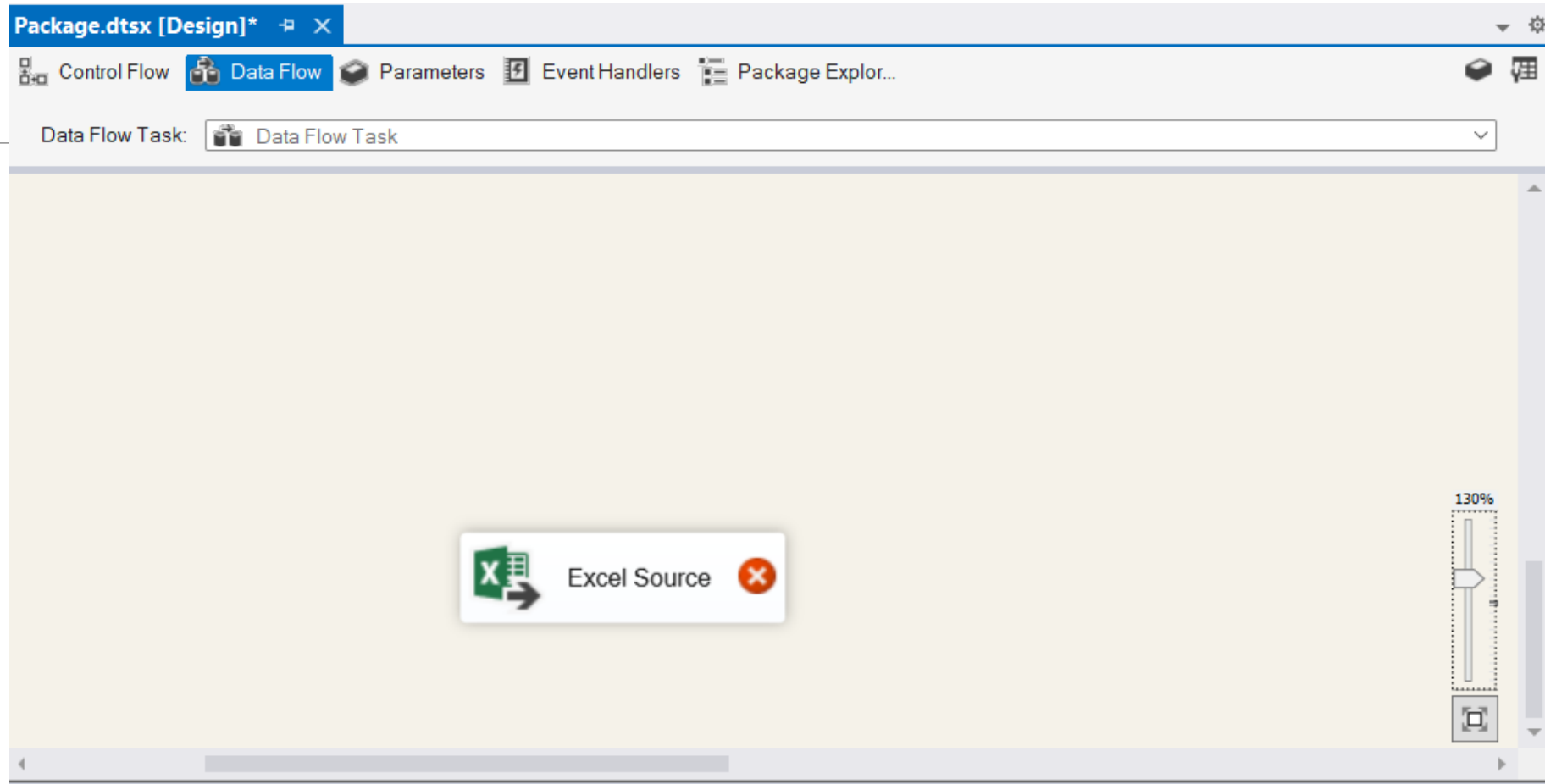
# Data Model



# Data Integration

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Excel Source Editor

Configure the properties that enable the Data Flow task to obtain data from Excel provider.

**Connection Manager**  
Columns  
Error Output

Specify a connection manager, data source, or data source view for the Excel source. Then, select the mode used to access data within the source. After selecting the data access mode, select from among the additional data access options that appear.

Excel connection manager:  
APR Excel Connection Manager New...

Data access mode:  
Table or view

Name of the Excel sheet:

Preview...

⚠ Select a table or view from the list.

OK Cancel Help





Excel Source Editor

Configure the properties that enable the Data Flow task to obtain data from Excel provider.

Connection Manager  
Columns  
Error Output

Available External Col...

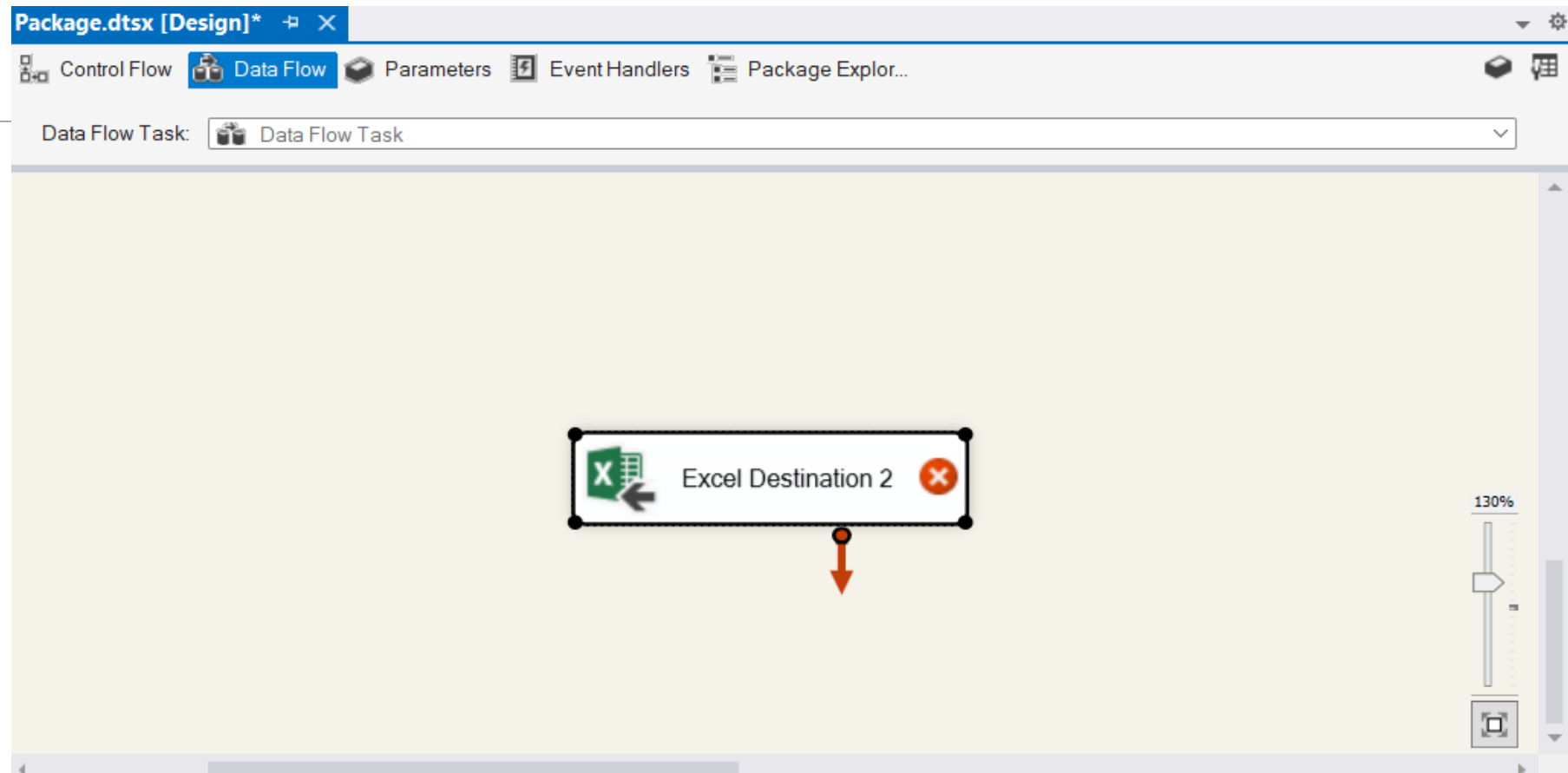
- ☒ Name
- ☒ OrderID
- ☒ Customer Id
- ☒ Product Id
- ☒ Price
- ☒ Qty
- ☒ Amt
- ☒ Order Date
- ☒ Order Month
- ☒ Payment Mode

External Column	Output Column
OrderID	OrderID
Customer Id	Customer Id
Product Id	Product Id
Price	Price
Qty	Qty
Amt	Amt
Order Date	Order Date
Order Month	Order Month
Payment Mode	Payment Mode
State	State

OK Cancel Help







Excel Destination Editor

Configure the properties that enable the insertion of data via an Excel provider.

**Connection Manager**  
Mappings  
Error Output

Specify a connection manager, data source, or data source view for the Excel destination. Then, select the mode used to access data within the destination. After selecting the data access mode, select from among the additional data access options that appear.

Excel connection manager:  
Excel Connection Manager 1 New...

Data access mode:  
Table or view

Name of the Excel sheet:  
'Product Data\$' New...

View Existing

OK Cancel Help



Excel Destination Editor

Configure the properties that enable the insertion of data via an Excel provider.

Connection Manager  
Mappings  
Error Output

Available Input Columns

Name
Item ID
Item Name
Target Solution

Available Destination Columns

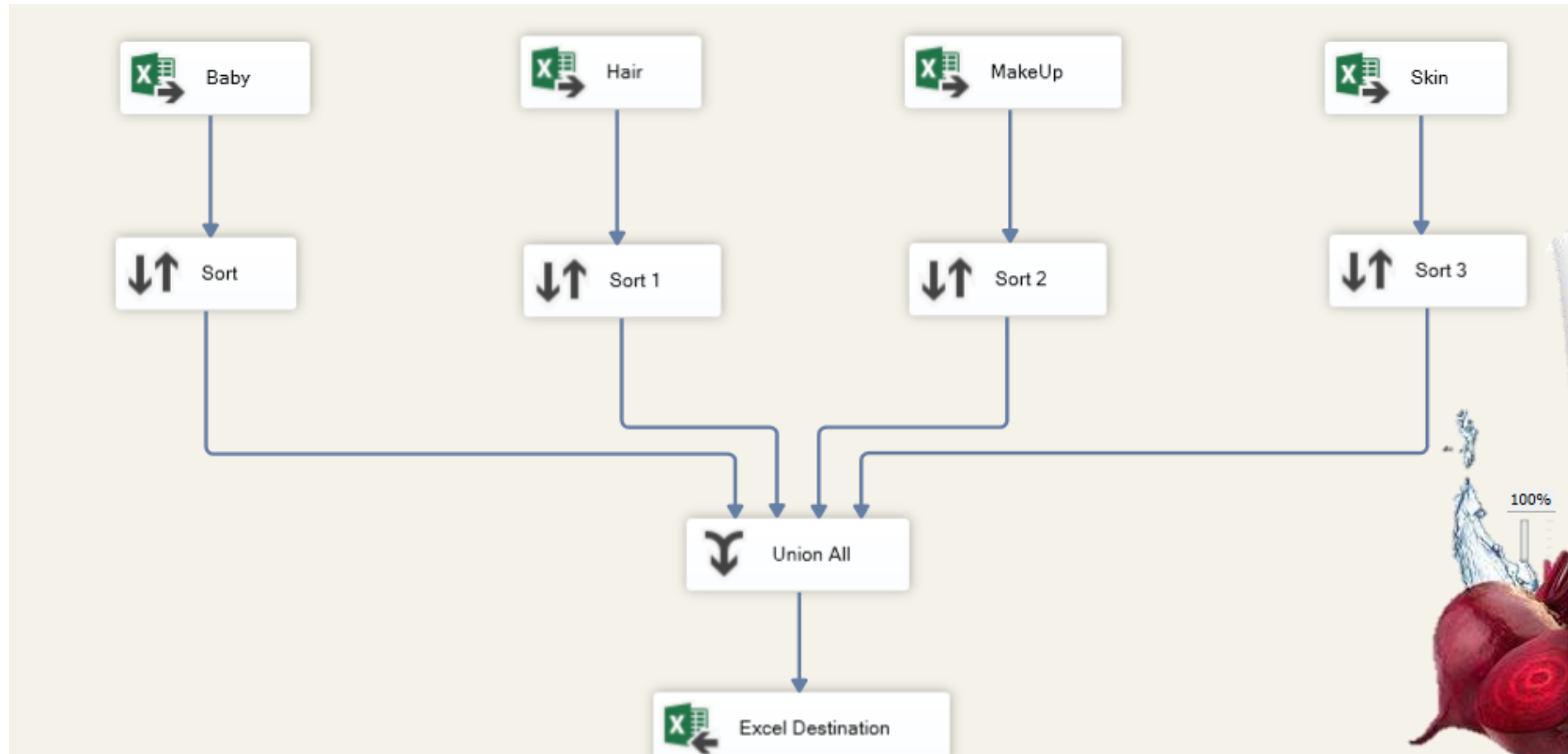
Name
Item ID
Item Name
Target Solution
Unit Price(Rupees)

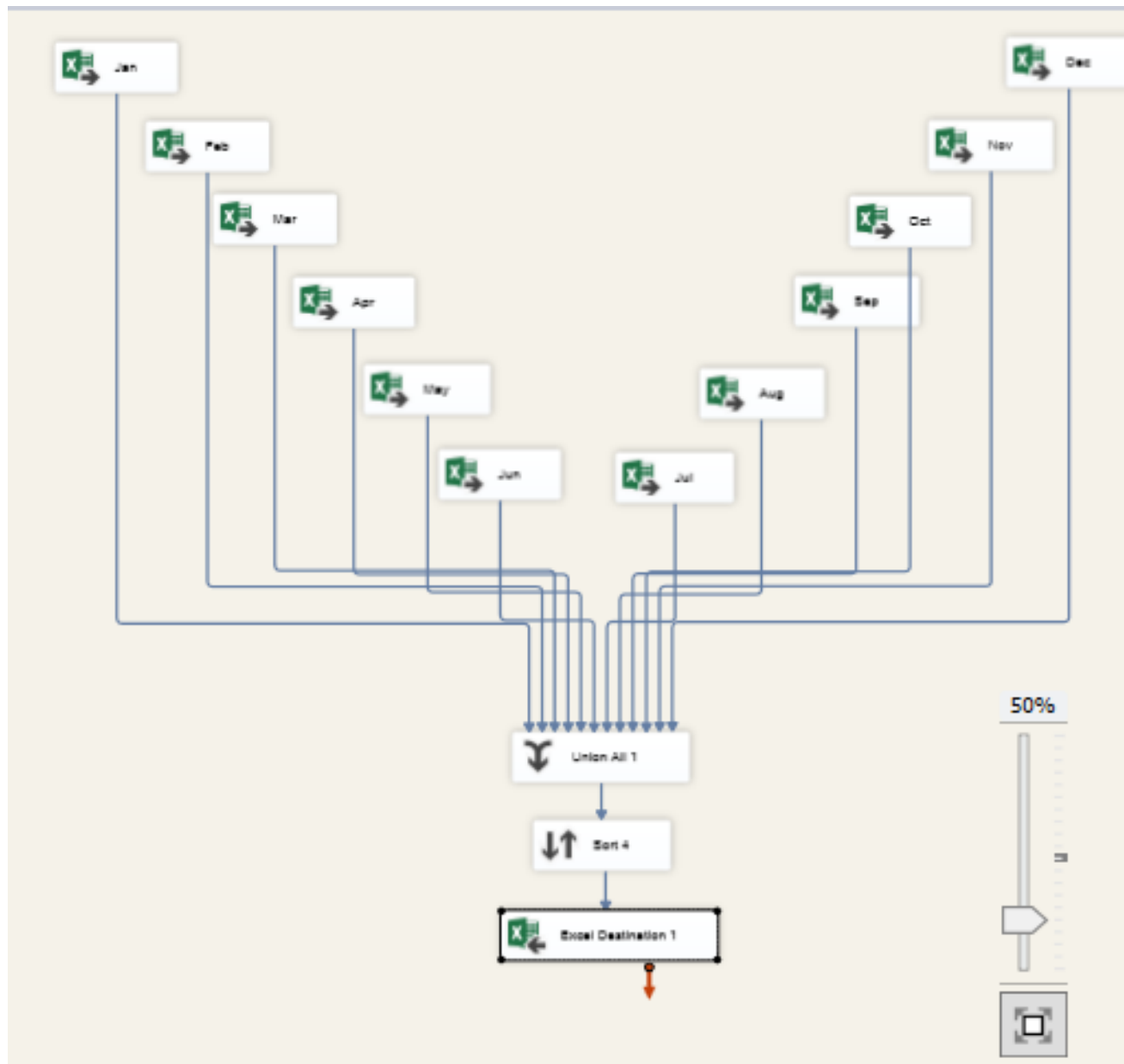
Input Column	Destination Column
Item ID	Item ID
Item Name	Item Name
Target Solution	Target Solution
Unit Price (Rupees)	Unit Price(Rupees)

OK Cancel Help

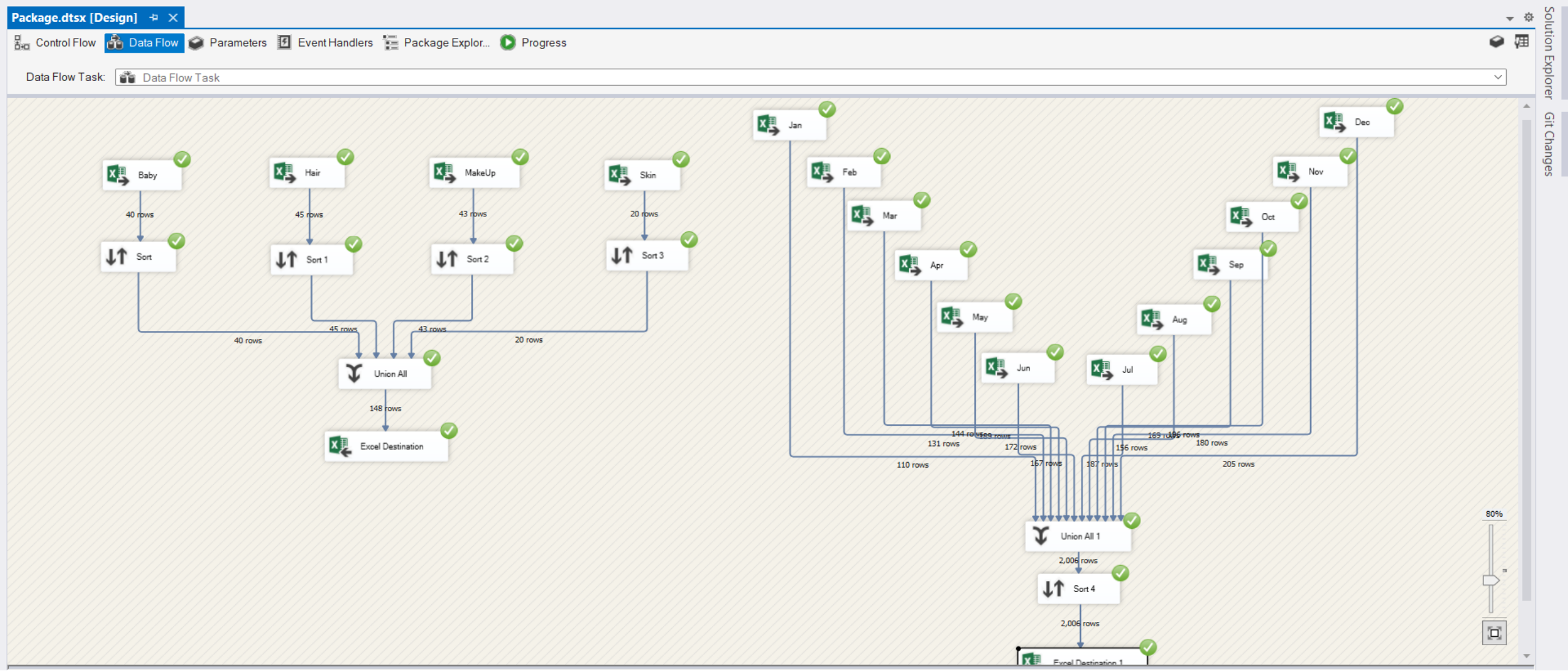


# Data Integration









Total Sales Amt

1M

Total No Of Orders

2006

Total Qty Sold

4056

Quarters

Quarter

Qtr 1

Qtr 2

Qtr 3

Qtr 4

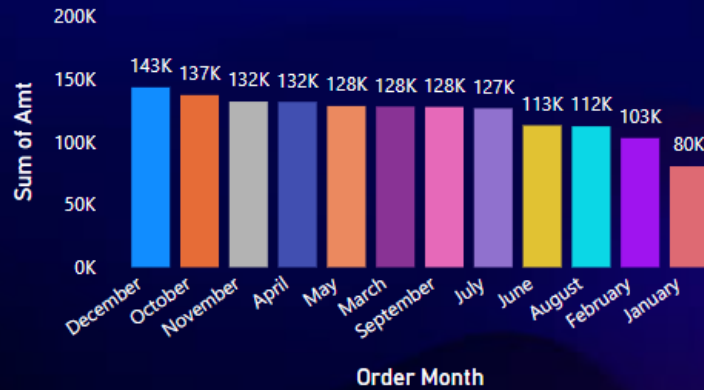
State

Select all

Andhra Pradesh

Arunachal Pradesh

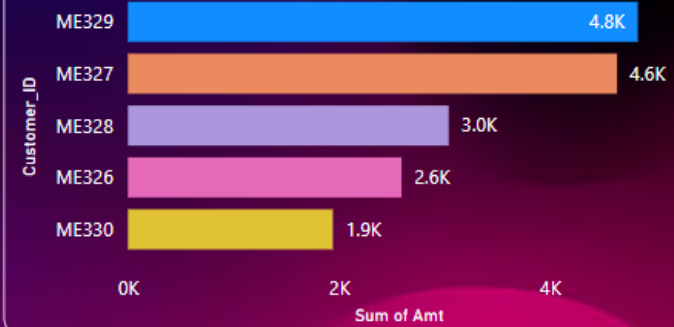
Monthly Sales



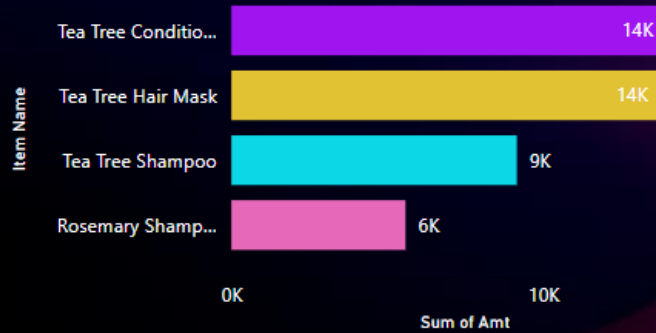
Sales by Gender



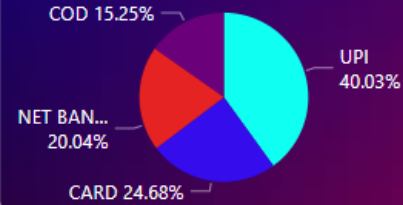
Best Customers



Top Sold Items with Sales Amt



Payment Mode



Membership



Least Sold Items with Qty

