

Business Data Management

Capstone project

To keep track of stationery shop inventories thus preventing stock out and damages caused to his products.

Prateeksha Tripathi

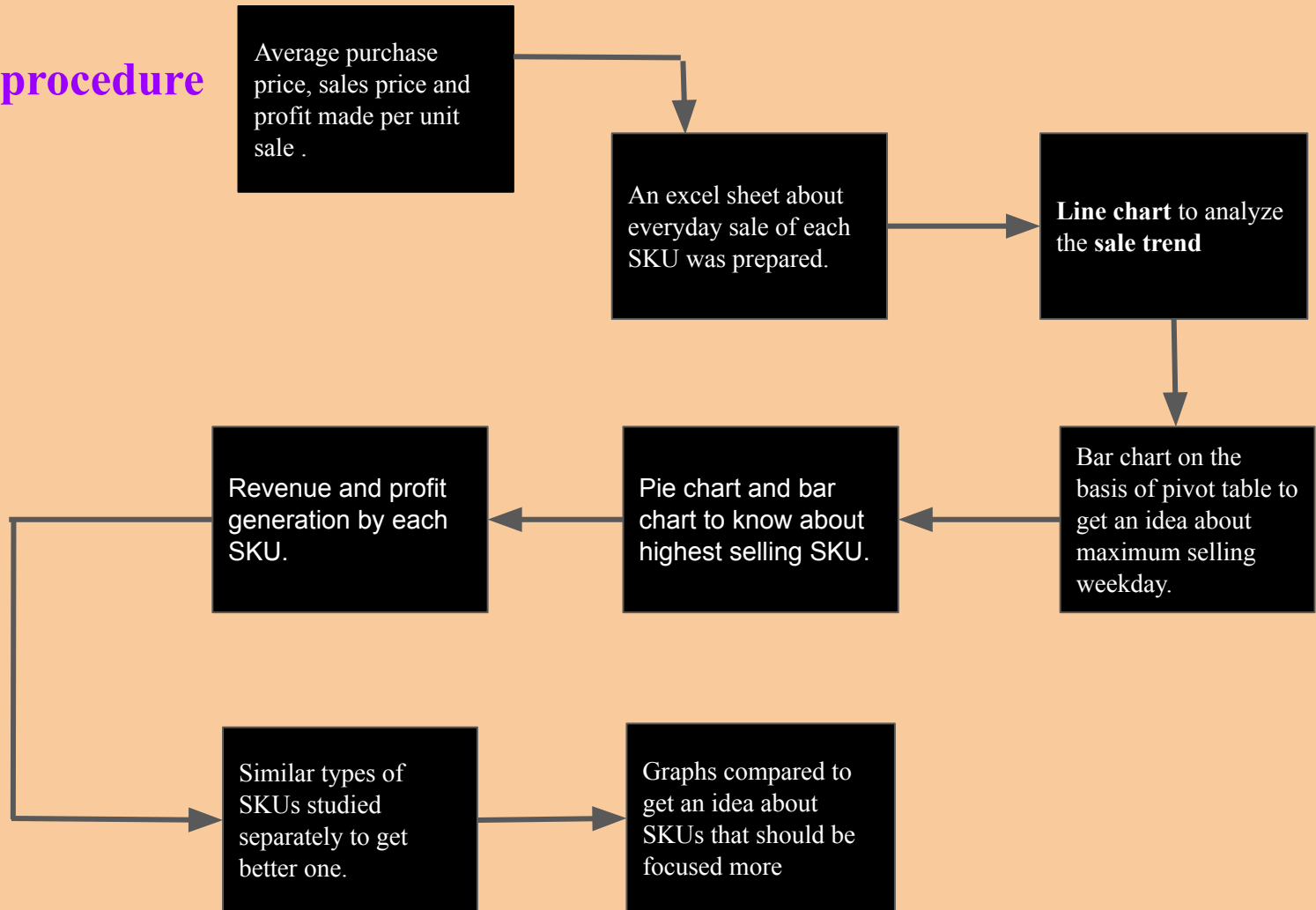
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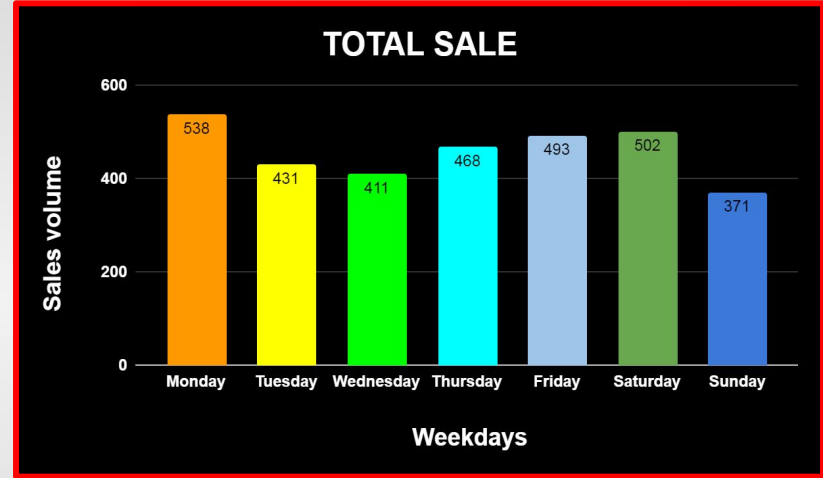
Vidya book house is a stationery shop located at Teliarganj, Prayagraj, about 500m from MNNIT Allahabad and schools nearby and is single handedly operated by **Mr. Shukla** since the year 1997.

SKU	BRAND	DESCRIPTION OF GOODS
S01	LINC PENTONIC	blue ball point pen
S02	APSARA PLATINUM	dark pencil
S03	DOMS X-TRA	pencil
S04	FEVICOL	adhesive glue
S05	FEVIGUM	adhesive glue
S06	PROMISE	adhesive tape
S07	CELLO PAPERSOFT	Ball pen
S08	APSARA NON DUST	eraser
S09	DOMS ERASER	eraser
S10	DOMS MARKER	board marker pen
S11	LUXOR CD/DVD MARKER	marker pen
S12	CLASSMATE	notebook
S13	STUDENT	notebook
S14	LUXOR	highlighter pen
S15	NISHU	file sheets
S16	ORIENT	A4 size sheets bundle
S17	DOMS MAJESTIC BASKET	plastic crayons
S18	PIDILITE	water colors
S19	CASIO	calculator
S20	MISCELLANEOUS	gift items,decoratives,toys etc.

Analysis procedure



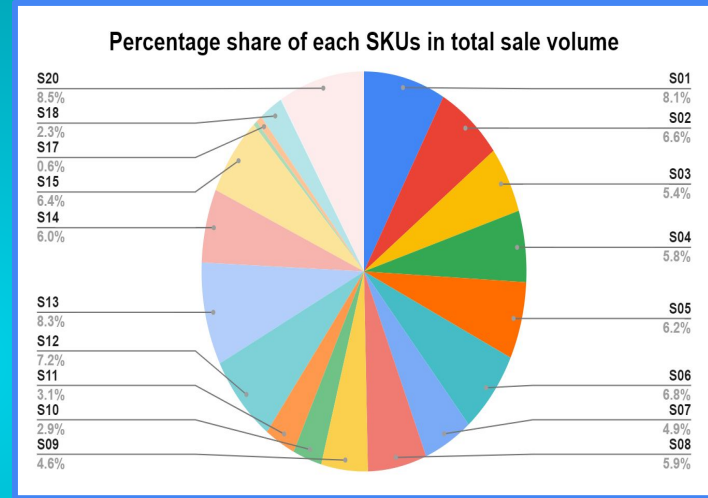
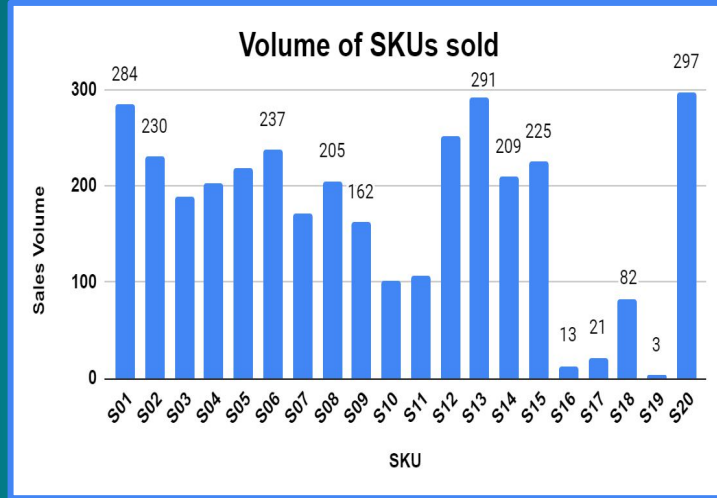
CHARTS SHOWING SALES TREND



Data collected from the 15th of December to the 15th of January which was a holiday period.

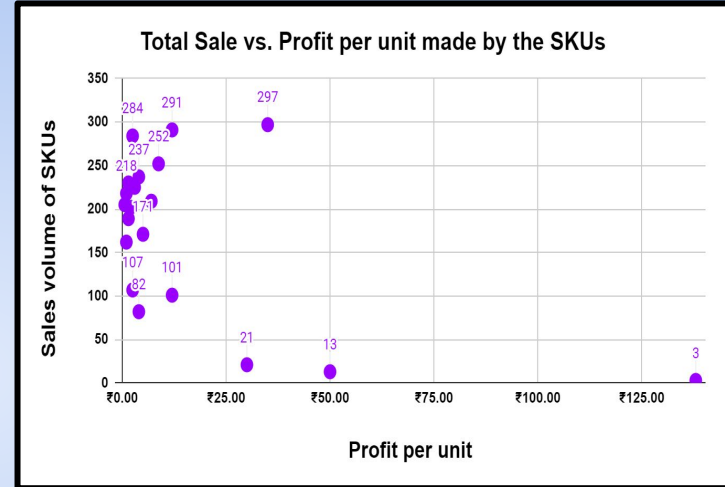
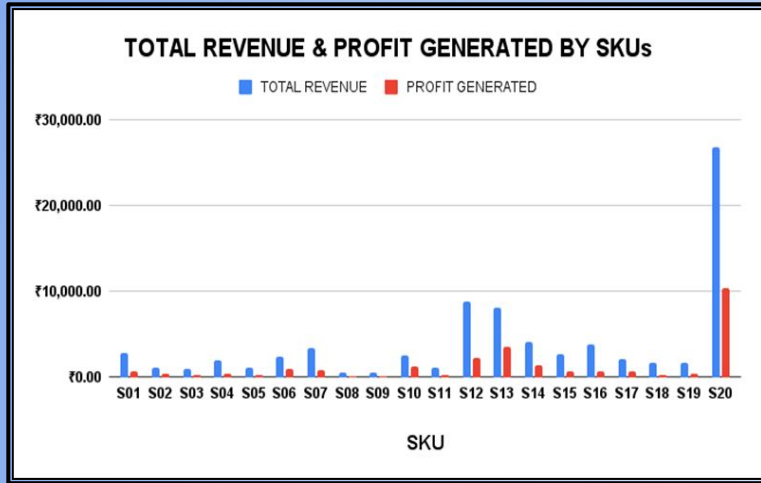
- Sundays low sale - academic and working places.
- Mondays high sale - beginning of the week .
- Saturdays second highest sale - not the normal trend .

CHARTS SHOWING RELATION BETWEEN SKUs AND TOTAL SALE



- S20 (miscellaneous); 8.5% of total sale, is an aggregate item which because of the festivals falling have accounted for its high demand.
- S13 (student notebook) and S12 (classmate notebook) ;8.3% and 7.2% of the total volume
- S01 (Linc pentonic pen) comprising 8.1% of the total sale.
- S19 (Casio scientific calculator), lowest sale with only 3 units being sold in the whole month.
- S16 (A4 size papers) second lowest sale.

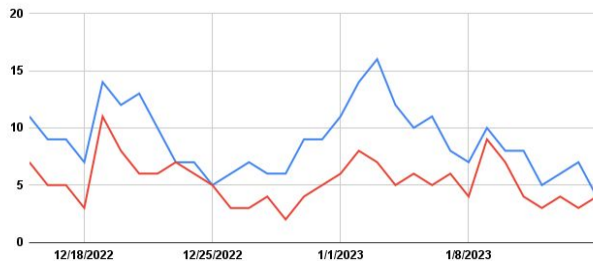
CHARTS SHOWING REVENUE AND PROFIT GENERATION



- S20 - purchased at Rs.55 and sold at Rs. 90 giving a profit margin of Rs.35.; 297 units sold - the highest in total revenue and profit.
- S19 - purchased at Rs.412 and sold at Rs.550 generating a profit margin of Rs.138; the highest for any SKU, selling 3 units - 2.1% contribution to total revenue and 1.6% to profit generated.
- S08 and S09 have high sale value selling 205 and 162 units , but the average purchase price (Rs. 2.40 for S08 and Rs. 2 for S09), and sale price (Rs. 3 for both) is very low ,the contribution to total revenue and profit generation is low.

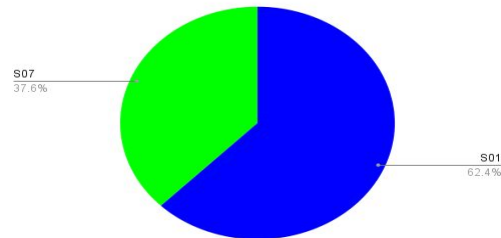
PER DAY SALES - S01 & S07

S01 S07



DATE

TOTAL SALE



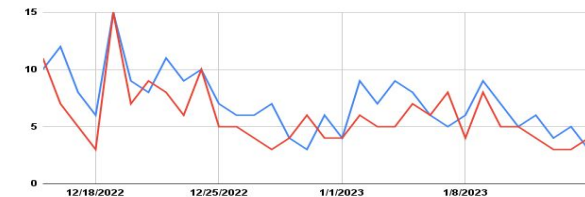
AVERAGE PURCHASING PRICE AVERAGE SELLING PRICE PROFIT PER UNIT



SKU

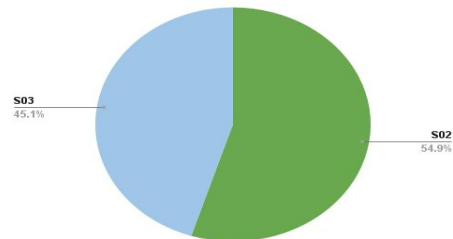
PER DAY SALES - S02 & S03

S02 S03



DATE

TOTAL SALE



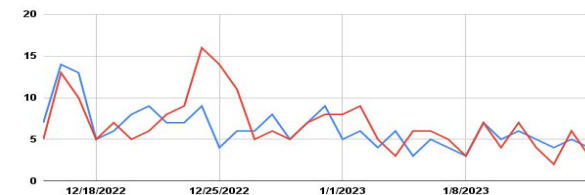
AVERAGE PURCHASING PRICE AVERAGE SELLING PRICE PROFIT PER UNIT



SKU

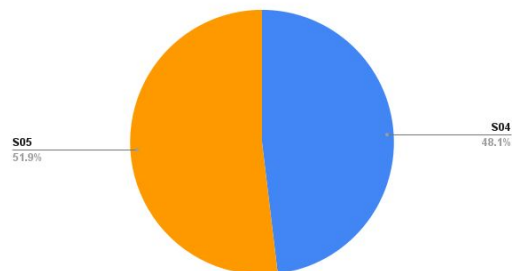
PER DAY SALES - S04 & S05

S04 S05



DATE

TOTAL SALE

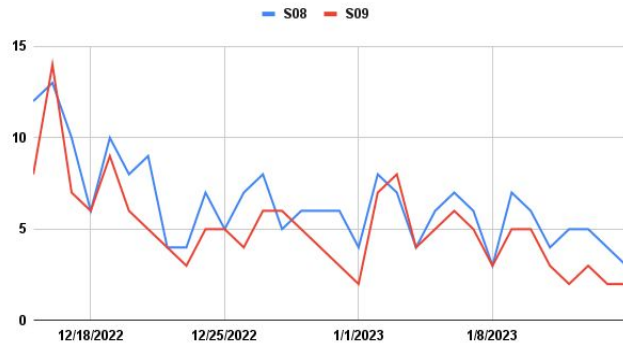


AVERAGE PURCHASING PRICE AVERAGE SELLING PRICE PROFIT PER UNIT



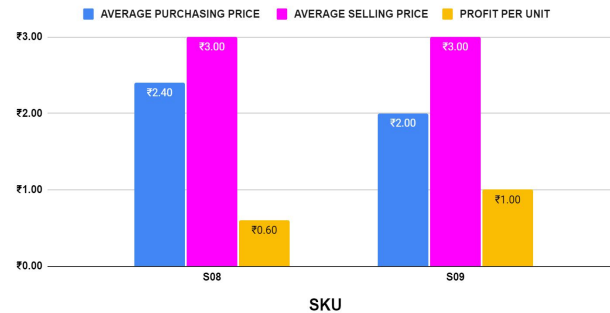
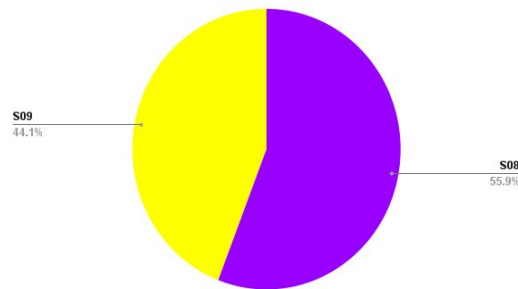
SKU

PER DAY SALES - S08 & S09



DATE

TOTAL SALE

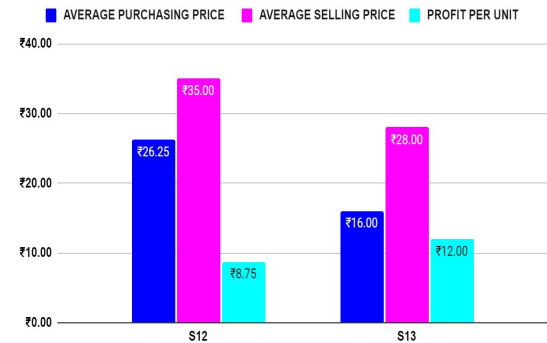
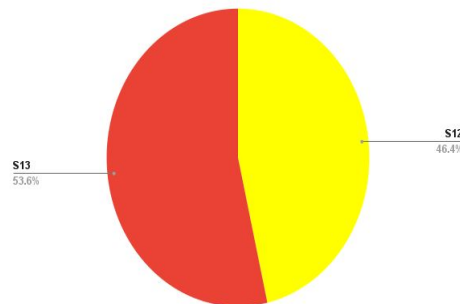


PER DAY SALES - S12 & S13



DATE

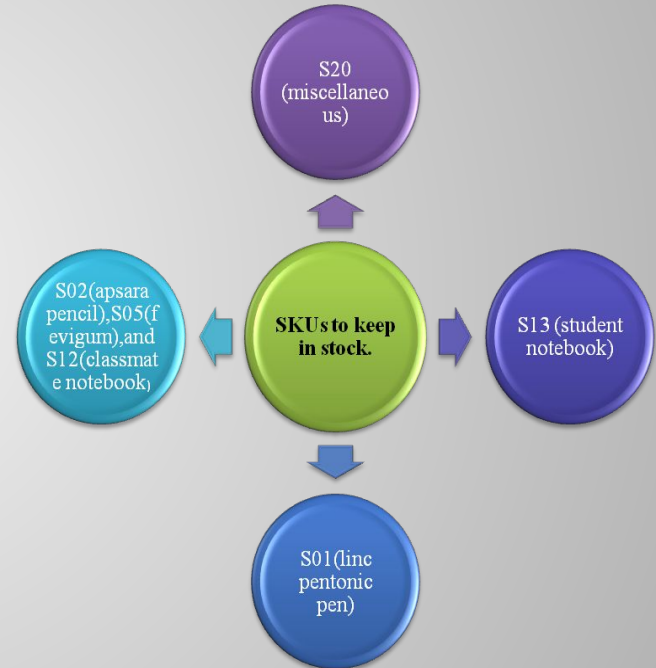
TOTAL SALE



SKU

Recommendations

- Full stock especially on Mondays.
- Highly recommended to keep stocks of S20 especially near the festival days.
- S01, S12, and S13 stocks should be full since these are highly demanded products contributing heavily to total sale volume.
- S19, despite only 3 units has created a considerable amount of profit hence it should also be kept in stock but in less quantity
- S01 sale is more therefore it would be good for the owner to have its stock always ready while keeping a considerable stock for S07 too since the demand for S07 is also not bad and the profit margin is also good.
- S02 and S03 both create the same profit, therefore invest more in S02 since its demand is high.
- S05 should be kept in stock considering its high sale while also promoting more sales of S04 which generates higher profit.
- For the owner to increase his profit he should push sales for S09 more while keeping stock of S08 in the inventories since is a more demanded product.
- S13 has a higher sale volume along with generating higher profit hence should maintain the stock



Thank you.....