



BUSINESS DATA MANAGEMENT CAPSTONE PROJECT

Project on:

**Improving Operations & Suggesting
Business Growth Strategy at Shanvi
General Store & Dairy Products**

Presented By:
Prem Kumar (21F1000531)



OUTLINE

**About
Shanvi General
Store & Dairy
Products**

**Problem
Statement**

**Analysis on
Collected Data of
Products and
their Details**

Recommendations

SHANVI GENERAL STORE & DAIRY PRODUCTS



Shanvi General Store & Dairy Products, located in the Saketpuri, Bazar Samiti, Patna, stands as a bustling hub for quality dairy and grocery essentials. Owned and managed by the diligent Heera Kumar, this establishment has become a cornerstone of the community, offering a wide array of dairy delights and essential provisions.

From fresh, creamy dairy products to a diverse range of grocery items, Shanvi General Store caters to the varied needs of its customers. Heera Kumar's commitment to quality reflects in every product lining the store's shelves, ensuring patrons receive nothing short of excellence.

With an average monthly sales figure of ₹760,506.33, it's evident that Shanvi General Store & Dairy Products has garnered immense trust and loyalty from the locals. It's not just a place to shop; it's a part of the neighborhood's fabric, fostering connections and delivering essential goods with a personal touch.

PROBLEM STATEMENT

Inefficient stock management, resulting in capital blockage and hindering adaptability to evolving market dynamics.

Lack of clear customer preferences, impacting the ability to identify top-selling products.



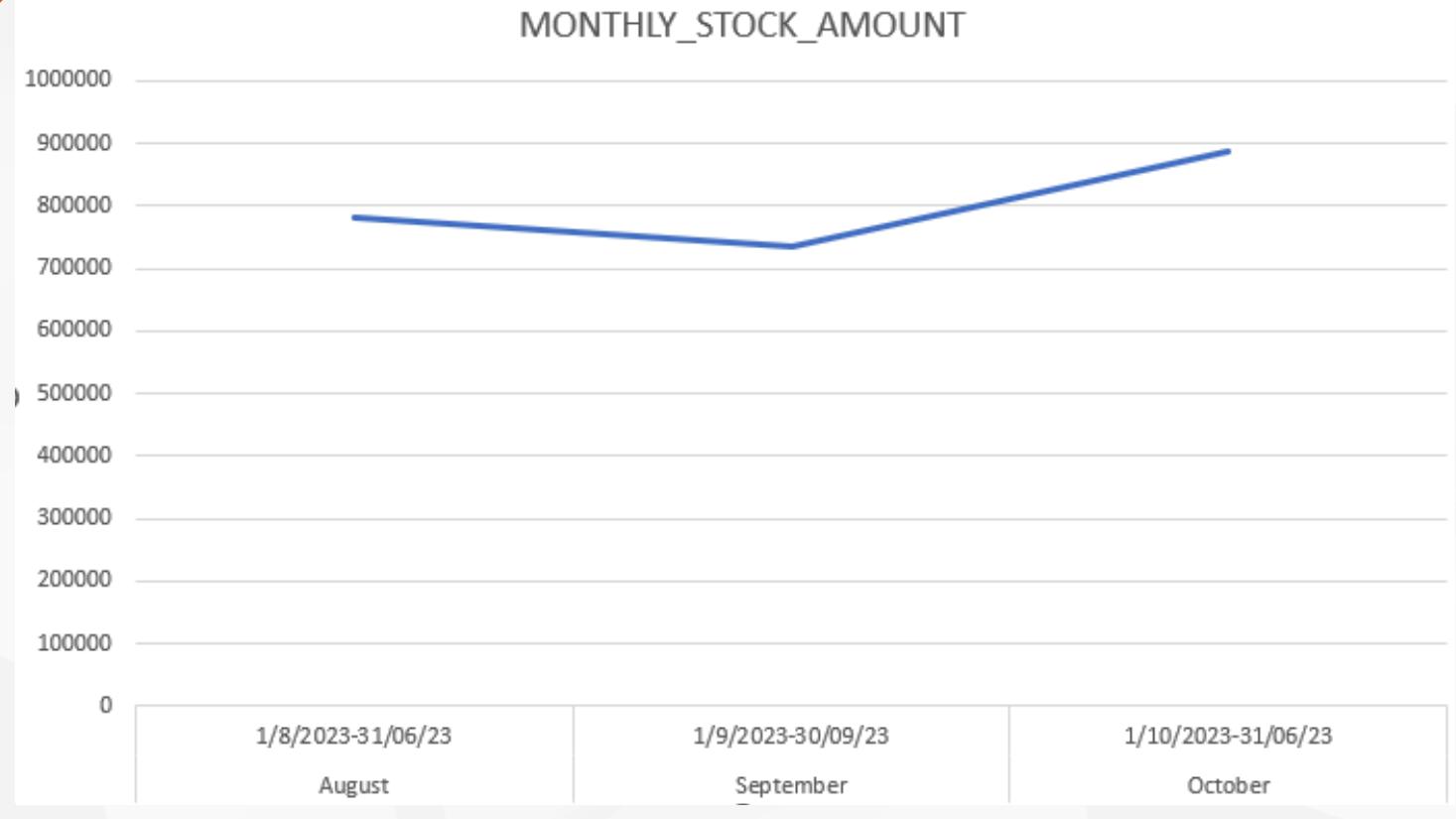
ANALYSIS ON COLLECTED DATA OF PRODUCTS AND THEIR DETAILS

SHANVI GENERAL STORE & DAIRY PRODUCTS, SAKETPURI, PATNA					
COMPANY WISE MONTHLY STOCK AND SALES AMOUNT					
COMPANY	NO_ITEMS_VARIE	MONTH_STOCK_AMT	MONTH_SALE_AMT	PROFIT	
SUDHA	10	227000	212750	34040	
AMUL	4	132000	124356	19896.96	
BRITANIA	40	64345	60346	9655.36	
PARLE	32	57869	55436	8869.76	
CADBURY	24	43650	40456	6472.96	
COCA-COLA	16	12435	10975	1756	
PATANJALI	43	76456	49765	7962.4	
AASHIRWAD	26	14653	13098	2095.68	

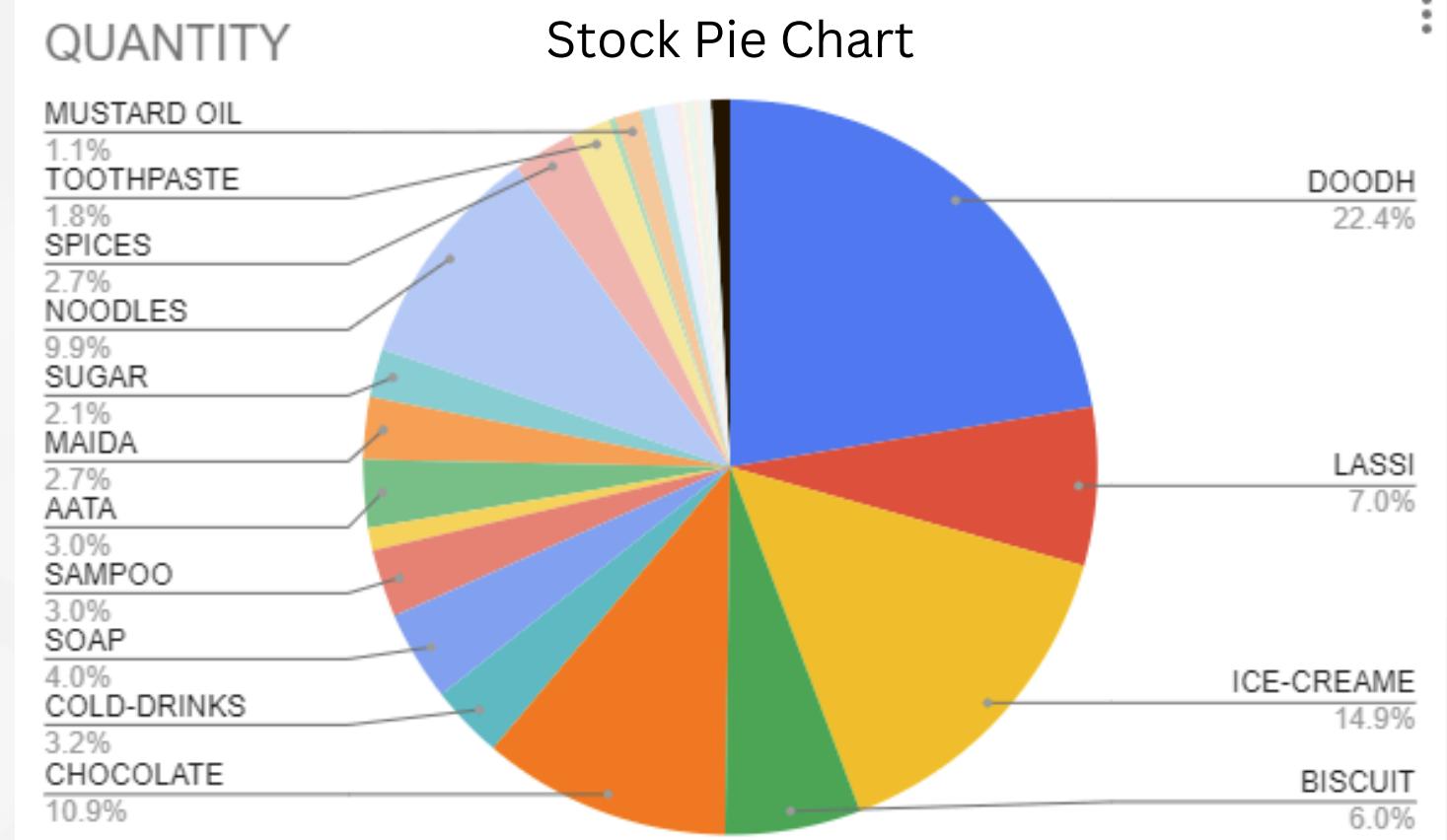
BASE PRODUCT(INCLUDING VARIETY) MONTHLY STOCK			
ITEM_NAME	QUANTITY	RATE	AMOUNT
DOODH	4500	48	216000
LASSI	1400	10	14000
ICE-CREAME	3000	15	45000
BISCUIT	1200	9	10800
CHOCOLATE	2200	23.5	51700
COLD-DRINKS	650	45	29250
SOAP	800	24	19200
SAMPOO	600	20	12000
SOYABEAN OIL	200	130	26000
AATA	600	28	16800

- Collecting relevant data from the shop's sales records and inventory systems.
- After collection, the data underwent thorough cleaning.
- The data will be presented visually using appropriate charts, graphs, and tables to enhance comprehension.

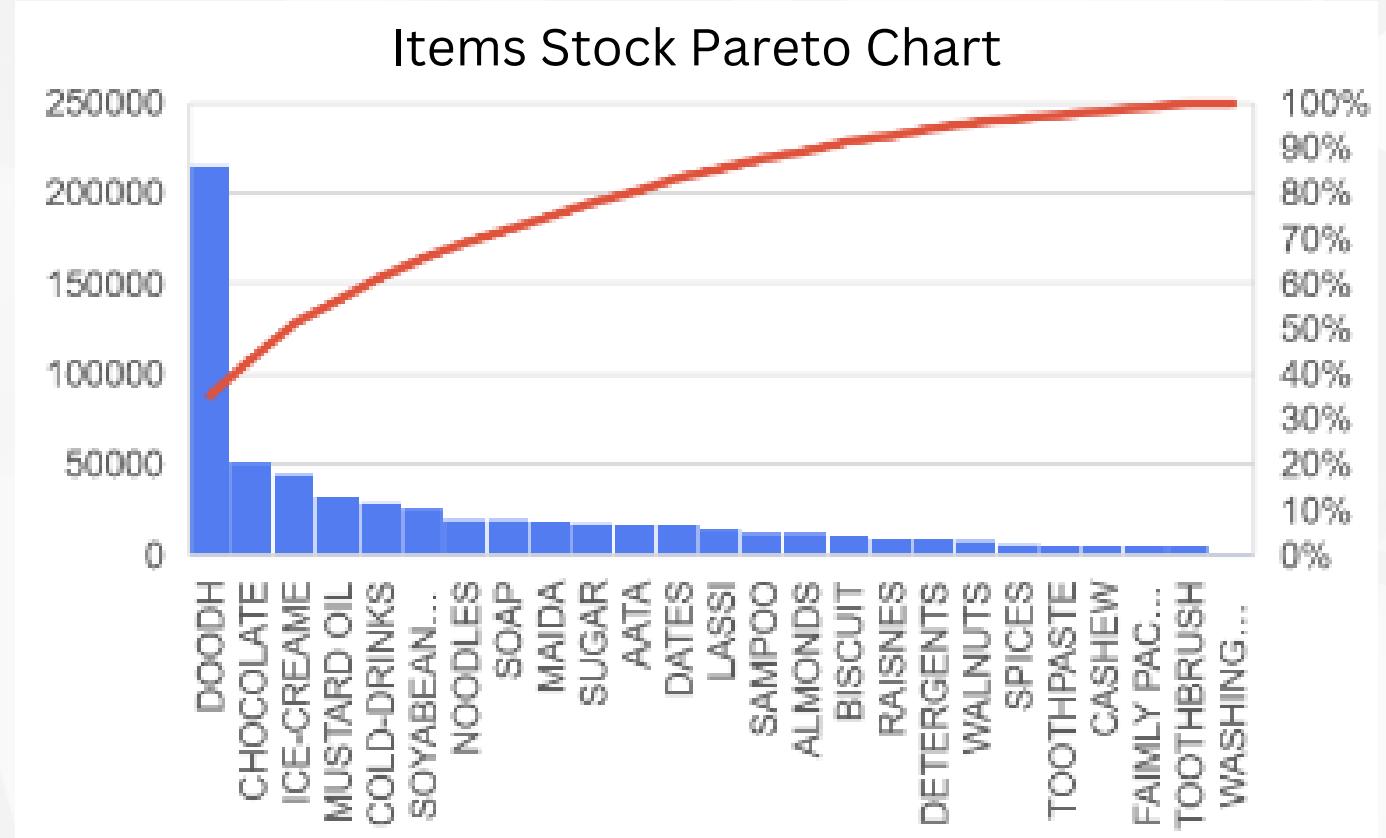
overall monthly sales		
Months	Duaration	SALES_AMOUNT
August	1/8/2023-31/06/23	705324
September	1/9/2023-30/09/23	732500
October	1/10/2023-31/06/23	843695



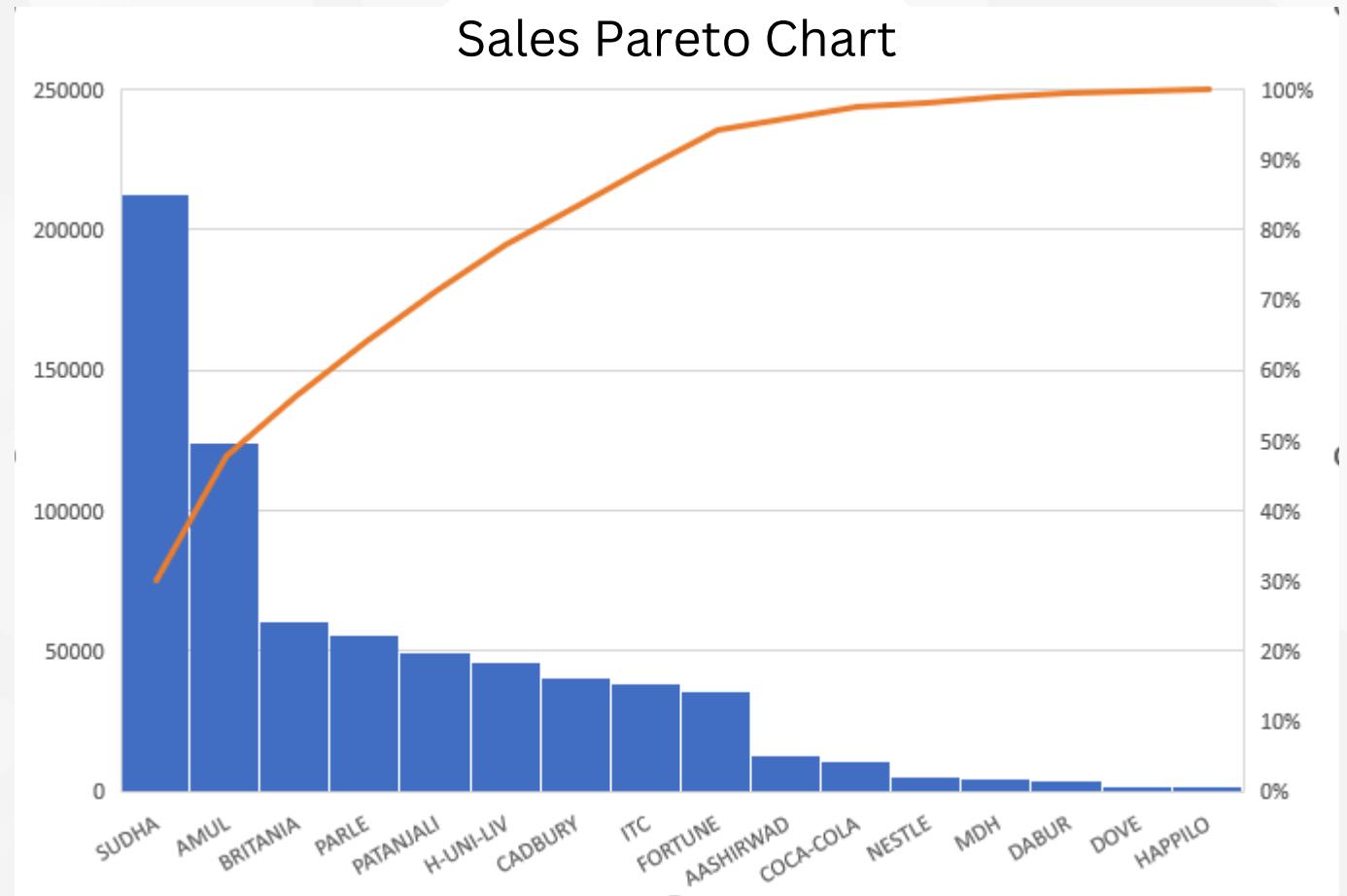
The **Monthly Combined Stock Chart** illustrates the quantities of different **items** in stock across months, aiding in identifying trends and **potential inventory imbalances**.



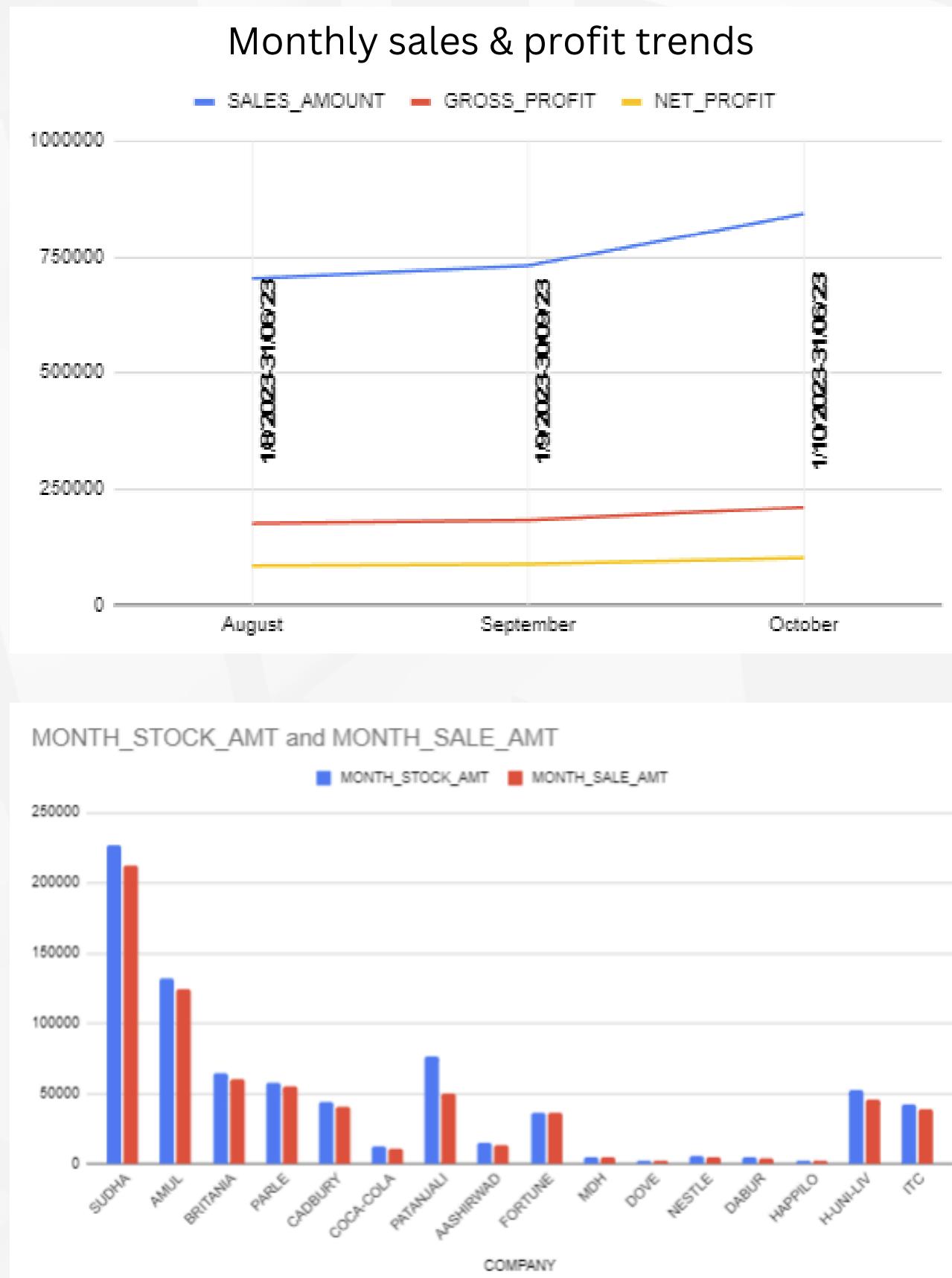
The **Stock Amount Pie Chart** visually depicts the allocation of total stock values among various **items**, emphasizing each **product's contribution** to the overall inventory value. This aids in efficient **prioritization** and **allocation** of resources.



The **Stock Pareto Chart** displays products in descending order of stock quantities, helping **identify the key items** and their respective **companies** that contribute the most to inventory levels. This enables a focus on **targeted inventory management strategies**.



The **Sales Quantity Pareto Chart** organizes products based on descending sales quantities, helping **identify the key items** by company that significantly drive most of the sales. This aids in **focusing efforts** to enhance **sales** for these particular items.



Sales Trends:

- Monthly sales exhibit fluctuations, with October marking the highest at ₹843,695.
- Consistently stable profit margins indicate steady profitability.

Insights into Customer Preferences:

- Festival influences impact buying patterns, notably higher sales during September and October.
- September's sales surge is attributed to the onset of Indian Festival holidays, influencing Dairy Products demand.

Top-Selling Products and Companies:

- Sudha dominates both sales and stock, followed by Amul and Britannia.
- Patanjali offers a diverse variety but contributes less to sales compared to Sudha.
- Doodh, Chocolates, Ice-cream, and Mustard oil collectively drive 70% of total sales.

Customer Preference Patterns:

- Sudha's diverse product range holds a substantial share in customer preferences.
- Amul and Britannia products closely follow in popularity.
- September and October emerge as favored months for Dairy & General Product purchases, aligning with Festivals.

RECOMMENDATIONS

1. **Smart Stocking:** Shanvi General Store & Dairy Products can Utilize data to stock more of popular items and reduce less favored ones, ensuring the right inventory at the right time.
2. **Quick Ordering:** Collaborate with suppliers for just-in-time ordering, avoiding excessive stock accumulation.
3. **Customer Focus:** Prioritize items preferred by customers, especially from Sudha and Amul, to enhance customer satisfaction and retention.
4. **Staff Training:** Provide training to enhance stock management and customer service skills for the team.
5. **Technological Support:** Utilize computer tools like Excel for making informed decisions.
6. **Monitor Trends:** Keep track of sales trends across different months and seasons to forecast future needs.
7. **Promotional Strategies:** Offer discounts or special deals on long-standing stock to create space for new products.



*Thank
you!*

THANK YOU FOR YOUR TIME AND ATTENTION.