

# **ANALYTICAL STUDY OF A** **VEGETABLE RETAIL SHOP**

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# ABOUT THE BUSINESS

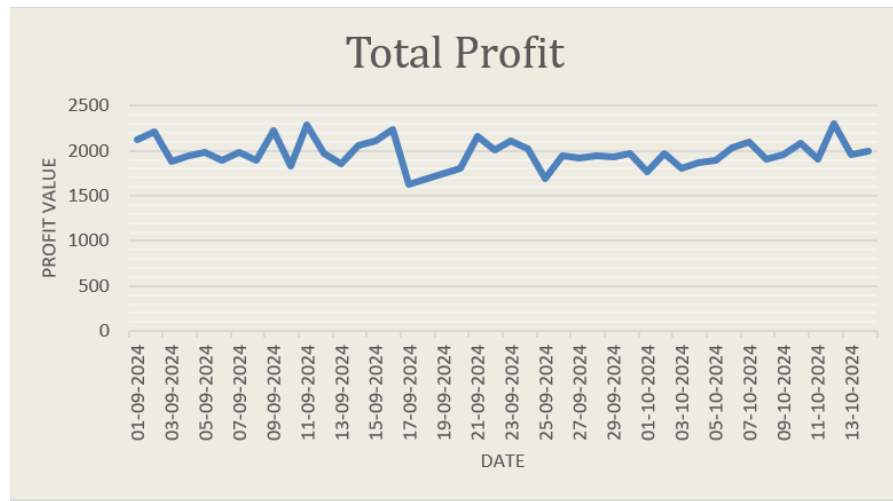
- ❑ Vishnu Kumar & Sons is a well-established vegetable retail shop with 3-4 years of experience in the industry, catering to local consumers with fresh, high-quality produce.
- ❑ The shop follows a B2C business model, serving individual customers and small vendors while ensuring daily availability of fresh vegetables.
- ❑ Located at Jareeb Chowki, Kanpur, the shop operates from 7 AM to 9 PM, offering convenience and reliability to the community.
- ❑ The data was collected over a period of one and a half month by visiting the shopkeeper daily, asking him questions, and taking notes.



Vishnu's Stall

# CHALLENGES

The shop struggles with **stagnant profit growth**, as sales and revenue remain nearly unchanged each month.



The shop faces **inefficient inventory management**, leading to excess stock, high wastage, and financial losses.



# **DATA OVERVIEW**

To address these challenges, data was collected from **September 1, 2024 to October 15, 2024** for analysis.

## **01 Sales Data**

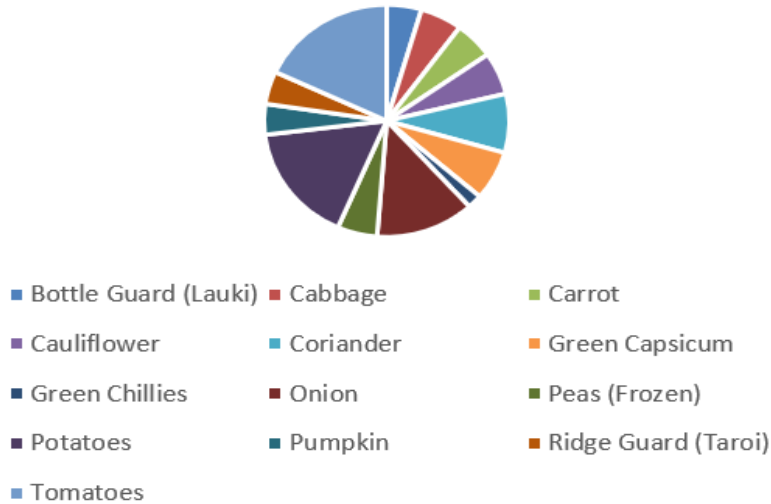
- Vegetable Name
- Cost Price
- Selling Price
- Quantity Bought
- Quantity Sold
- Date

## **02 Inventory Data**

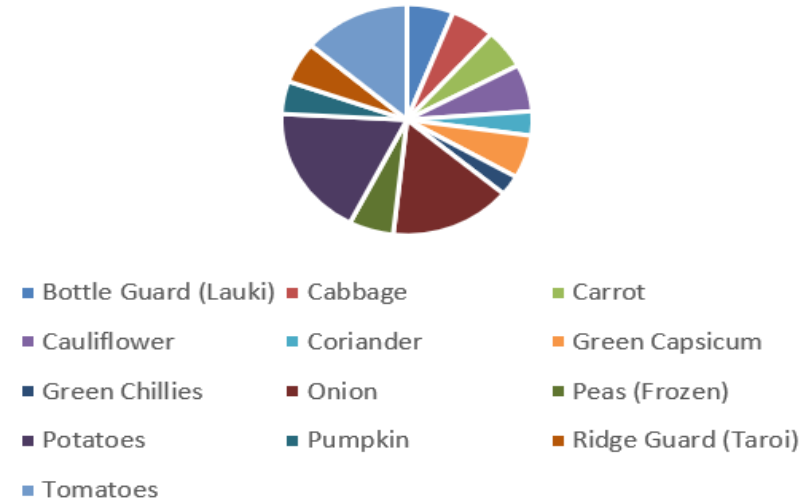
- Vegetable Name
- Quantity Left
- Waste
- Date

# FINANCIAL OVERVIEW

Profit Distribution



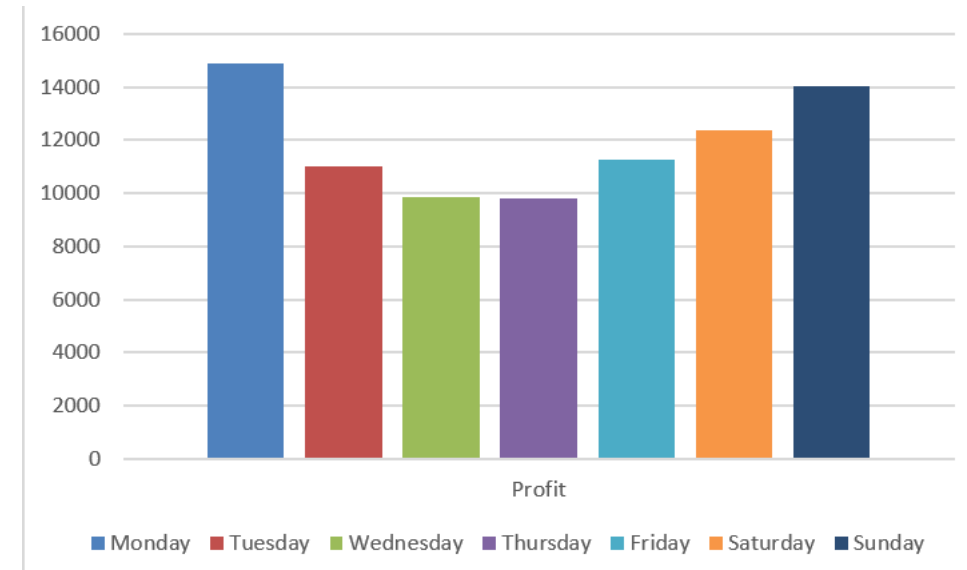
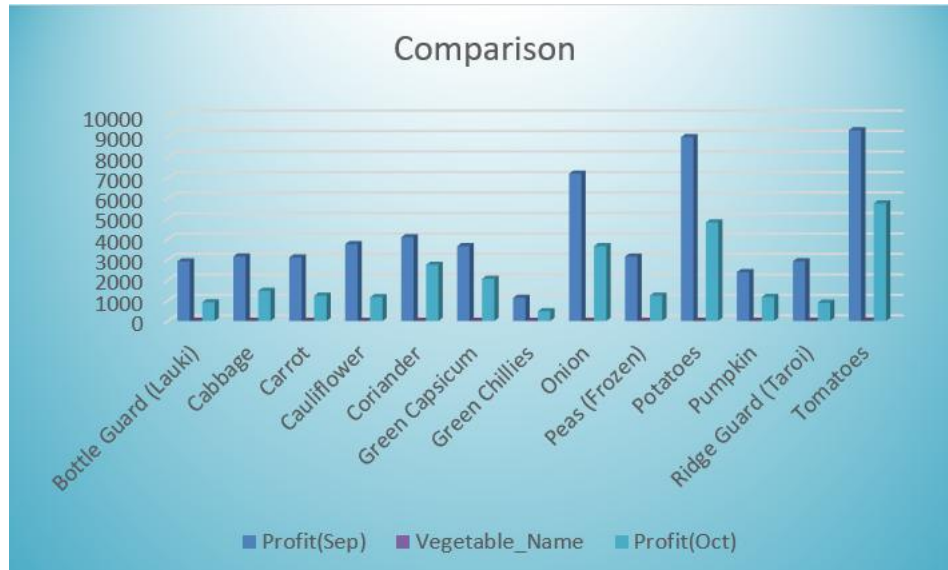
Volume Distribution



- 📌 The shop generates **₹45,679** in monthly revenue, reflecting stable sales performance.
- 📌 **Tomatoes** contribute the highest revenue, making them the most profitable vegetable.
- 📌 **Potatoes** lead in sales volume, indicating strong and consistent customer demand.



# FINANCIAL OVERVIEW



- ❑ **Tomatoes and Potatoes** have the highest profits, with significant growth in October compared to September.
- ❑ **Monday and Sunday** have the highest profits, suggesting these are peak sales days.
- ❑ **Bottle Gourd** has the highest waste, suggesting excess stock or low demand.

# **RECOMMENDATIONS**

## **To increase profit**

- Focus on High-Demand Vegetables
- Bundle Offers and Discounts
- Seasonal and Promotional Campaigns
- Improve Store Layout and Presentation
- Leverage Customer Feedback and Local Opportunities
- Accept Online Payments & Digital Orders

# **RECOMMENDATIONS**

## **For Inventory Management**

- Implement ABC Analysis Regularly
- Offer Discounts on Perishable or Low-Selling Items
- Data-Driven Purchasing Decisions
- Reduce Overstocking of Perishable Items
- Return or Exchange Policy with Suppliers



- ✓ **Stock Optimization for Peak Days:** Vishnu should ensure ample stock for weekends and Mondays, as these are the most profitable days, to maximize sales without running out of high-demand items.
- ✓ **Strategic Promotions to Reduce Waste:** Since tomatoes are the highest-selling vegetable, they should always be in stock. To minimize bottle gourd wastage, Vishnu can introduce combo offers, such as *“Buy 2 kg of tomatoes, get 0.5 kg of bottle gourd free,”* to encourage sales and reduce dead stock.
- ✓ **Demand-Based Home Delivery Service:** Implementing a simple home delivery system via WhatsApp or phone calls, with deliveries within his sector using a scooter, can enhance convenience for customers and increase overall sales.

**\* THANK YOU \***