

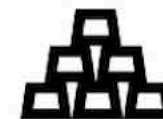
IIT Madras
ONLINE DEGREE



Fab Mart

We are a global e-commerce company – and have recently entered India

**Focused on South Indian market, for time being –
Rest of India coming soon**



We have best brands to offer to customers at best price

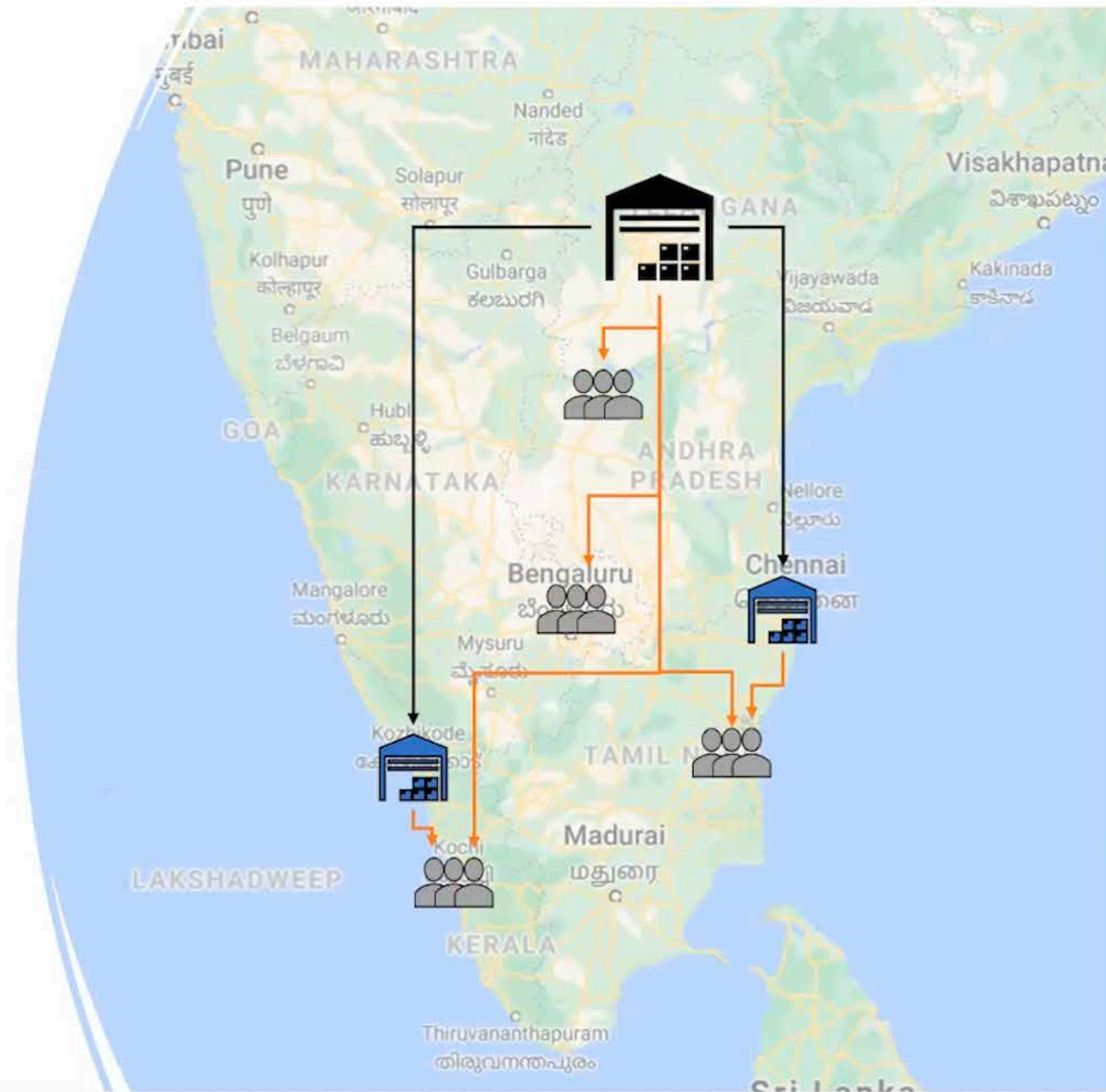
**Committed to offer best in class service to our customer –
before and after purchase**

Product Range

BU	Brand	Type
Mobiles	RealU	Aspirational Entry Brand
Mobiles	YouM	Economy Brand
Mobiles	Sumsang	Aspirational Brand
Mobiles	Orange	Premium Brand
FMCG	Babaji	Local Product - new entry
FMCG	Vedic	Local Product - Established quality
FMCG	Gear	MNC Product
Lifestyle	Jeera	International Men's clothing
Lifestyle	Viva	International Women's clothing

Distribution Network

- Hyderabad (H) Mother DC serves Child DC in Cochin (C) and Chennai (M)
- Customers from Chennai / Cochin can get orders delivered from Hyderabad – if their respective locations do not have sufficient stock





Mr. Shah – CFO

Responsible to ensure optimal inventory is brought by Mr. Shastri, and overall growth in revenue of the company



Mr. Shastri – Head Planning

Answerable to board to deliver revenue growth and efficient operations

Responsible for buying and distribution of FCs across mother and child DCs, and to ensure all SKUs are available to customer, and yet don't have too much of bad inventory



Mr. Moorthy – MD & CEO

Management Team

Data available

- Since Fab Mart has recently entered the Indian market, the company has just 3 Business units, viz. –
 - FMCG
 - Life style
 - Mobiles
- Also, the company has just 15 days data available for analysis



raw_data

Search Sheet

Home Insert Draw Page Layout Formulas Data Review View

Calibri (Body) 11 A A

Wrap Text

General

Conditional Formatting Format as Table Cell Styles

Insert Delete Format

Auto-sum Fill Clear

Sort & Filter Find & Select

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
18	FMCG	F07	Gear	Gear Oil	400										
19	FMCG	F08	Gear	Gear Cream	300										
20	FMCG	F09	Gear	Gear Shamp	460										
21	FMCG	F10	Gear	Gear BB Cre	999										
22	Lifestyle	L01	Jeera	M- T Shirts	350										
23	Lifestyle	L02	Jeera	M- Inners	400										
24	Lifestyle	L03	Viva	W-Casuals	800										
25	Lifestyle	L04	Viva	W-Inners	1200										
26	Lifestyle	L05	Jeera	M-Jeans	1999										
27	Lifestyle	L06	Jeera	M-Casuals	1200										
28	Lifestyle	L07	Viva	W-Western	2500										
29	Lifestyle	L08	Viva	W-Lounge	1500										
30	Lifestyle	L09	Jeera	M-Formals	1800										
31	Lifestyle	L10	Jeera	M-Shoes	3000										
32															
33															
34															
35															
36															
37															
38															
39															

raw_data

Search Sheet

Home Insert Draw Page Layout Formulas Data Review View Table

Calibri (Body) 11 A A

Wrap Text

Date

Conditional Formatting Format as Table Cell Styles

Insert Delete Format

Auto-sum Fill Clear

Sort & Filter Find & Select

A2	x	✓	fx	01/04/2021													
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O		
1	Date	SKU	City	Sale													
2	01/04/21	M01	H	26													
3	01/04/21	M02	H	13													
4	01/04/21	M03	H	9													
5	01/04/21	M04	H	6													
6	01/04/21	M05	H	8													
7	01/04/21	M06	H	3													
8	01/04/21	M07	H	3													
9	01/04/21	M08	H	2													
10	01/04/21	M09	H	0													
11	01/04/21	M10	H	0													
12	01/04/21	F01	H	31													
13	01/04/21	F02	H	10													
14	01/04/21	F03	H	10													
15	01/04/21	F04	H	7													
16	01/04/21	F05	H	5													
17	01/04/21	F06	H	5													
18	01/04/21	F07	H	3													
19	01/04/21	F08	H	2													
20	01/04/21	F09	H	0													
21	01/04/21	F10	H	2													
22	01/04/21	L01	H	26													

Planning Head wants to know:

1. Which are high volume SKUs?
2. Which SKUs provide highest revenue?
3. Where should I place the high volume & high revenue SKUs in the DC?
4. Which are the SKUs I am planning to order today?

CFO wants to know:

1. What is the inventory holding?
2. Are there stockouts?
3. Why we are not getting stocks on M01?

CEO wants to know:

1. What is the availability for customers from forward DCs?
2. What is the growth at BU level?
3. How do we plan the service levels for important SKUs?

Data available

- Since Fab Mart has recently entered the Indian market, the company has just 3 Business units, viz. –
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Planning Head wants to know:

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CFO wants to know:

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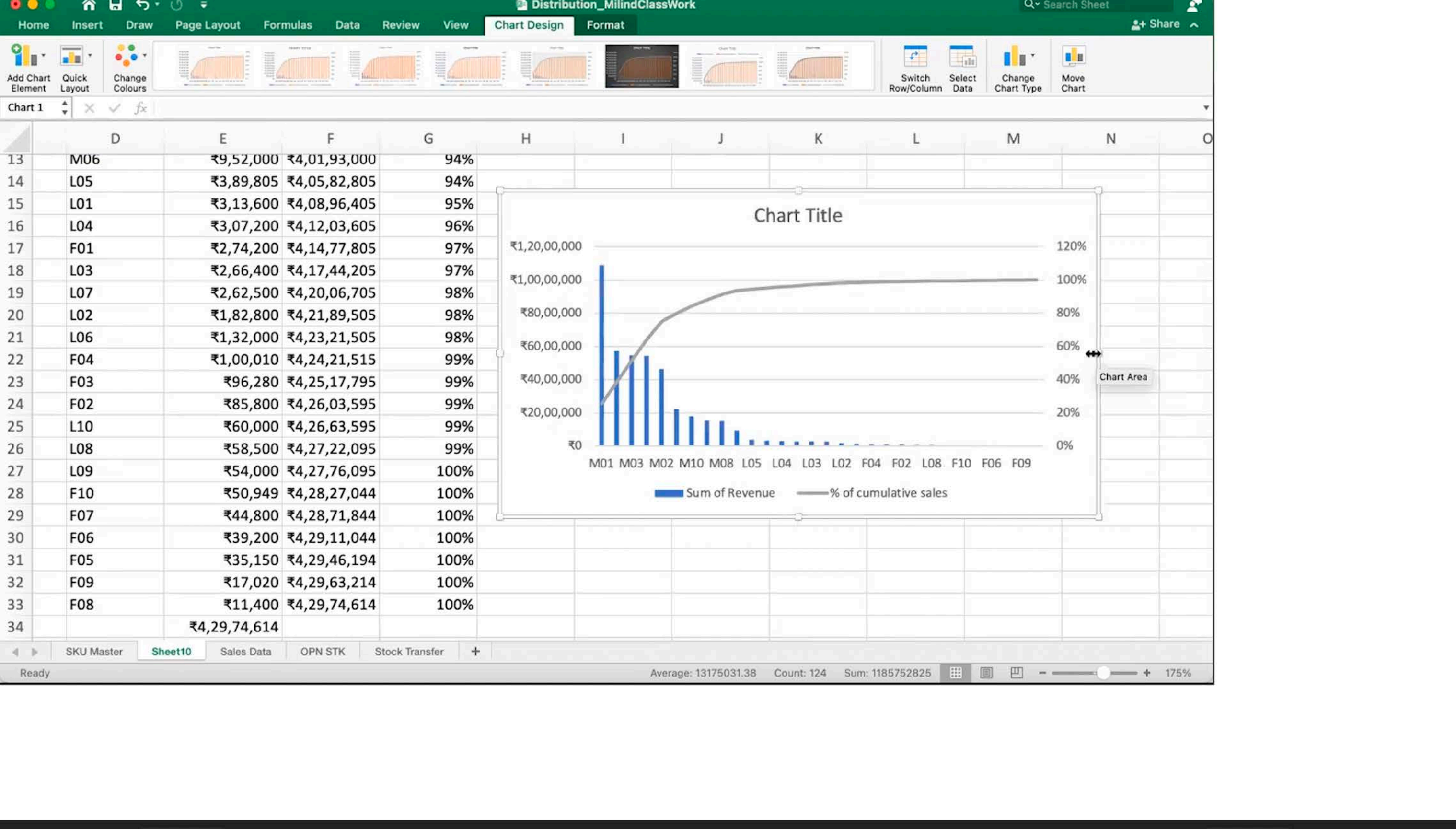
CEO wants to know:

1. What is the availability for customers from forward DCs?
2. What is the growth at BU level?
3. How do we plan the service levels for important SKUs?

	A	B	C	D	E	F	G	H	I	J	K	L
14												
15												
16	Row Labels	Sum of Revenue		Row Labels	Sum of Revenue							
17	F01	₹2,74,200		F01	₹2,74,200							
18	F02	₹85,800		F02	₹85,800							
19	F03	₹96,280		F03	₹96,280							
20	F04	₹1,00,010		F04	₹1,00,010							
21	F05	₹35,150		F05	₹35,150							
22	F06	₹39,200		F06	₹39,200							
23	F07	₹44,800		F07	₹44,800							
24	F08	₹11,400		F08	₹11,400							
25	F09	₹17,020		F09	₹17,020							
26	F10	₹50,949		F10	₹50,949							
27	L01	₹3,13,600		L01	₹3,13,600							
28	L02	₹1,82,800		L02	₹1,82,800							
29	L03	₹2,66,400		L03	₹2,66,400							
30	L04	₹3,07,200		L04	₹3,07,200							
31	L05	₹3,89,805		L05	₹3,89,805							
32	L06	₹1,32,000		L06	₹1,32,000							
33	L07	₹2,62,500		L07	₹2,62,500							
34	L08	₹58,500		L08	₹58,500							
35	L09	₹54,000		L09	₹54,000							

SKU MasterSheet10Sales DataOPN STKStock Transfer+Ready175%

	A	B	C	D	E	F	G	H	I	J	K	L
1												
2												
3	Row Labels	Sum of Revenue		Row Labels	Sum of Revenue	Cumulative Revenue						
4	F01	₹2,74,200		M01	₹1,09,08,000							
5	F02	₹85,800		M07	₹57,33,000							
6	F03	₹96,280		M03	₹54,72,000							
7	F04	₹1,00,010		M04	₹54,40,000							
8	F05	₹35,150		M02	₹46,40,000							
9	F06	₹39,200		M09	₹22,00,000							
10	F07	₹44,800		M10	₹18,00,000							
11	F08	₹11,400		M05	₹15,36,000							
12	F09	₹17,020		M08	₹15,12,000							
13	F10	₹50,949		M06	₹9,52,000							
14	L01	₹3,13,600		L05	₹3,89,805							
15	L02	₹1,82,800		L01	₹3,13,600							
16	L03	₹2,66,400		L04	₹3,07,200							
17	L04	₹3,07,200		F01	₹2,74,200							
18	L05	₹3,89,805		L03	₹2,66,400							
19	L06	₹1,32,000		L07	₹2,62,500							
20	L07	₹2,62,500		L02	₹1,82,800							
21	L08	₹58,500		L06	₹1,32,000							
22	L09	₹54,000		F04	₹1,00,010							



Switch Row/Column Select Data Change Chart Type Move Chart

▼

Volume Pareto Analysis

The chart displays the following data series:

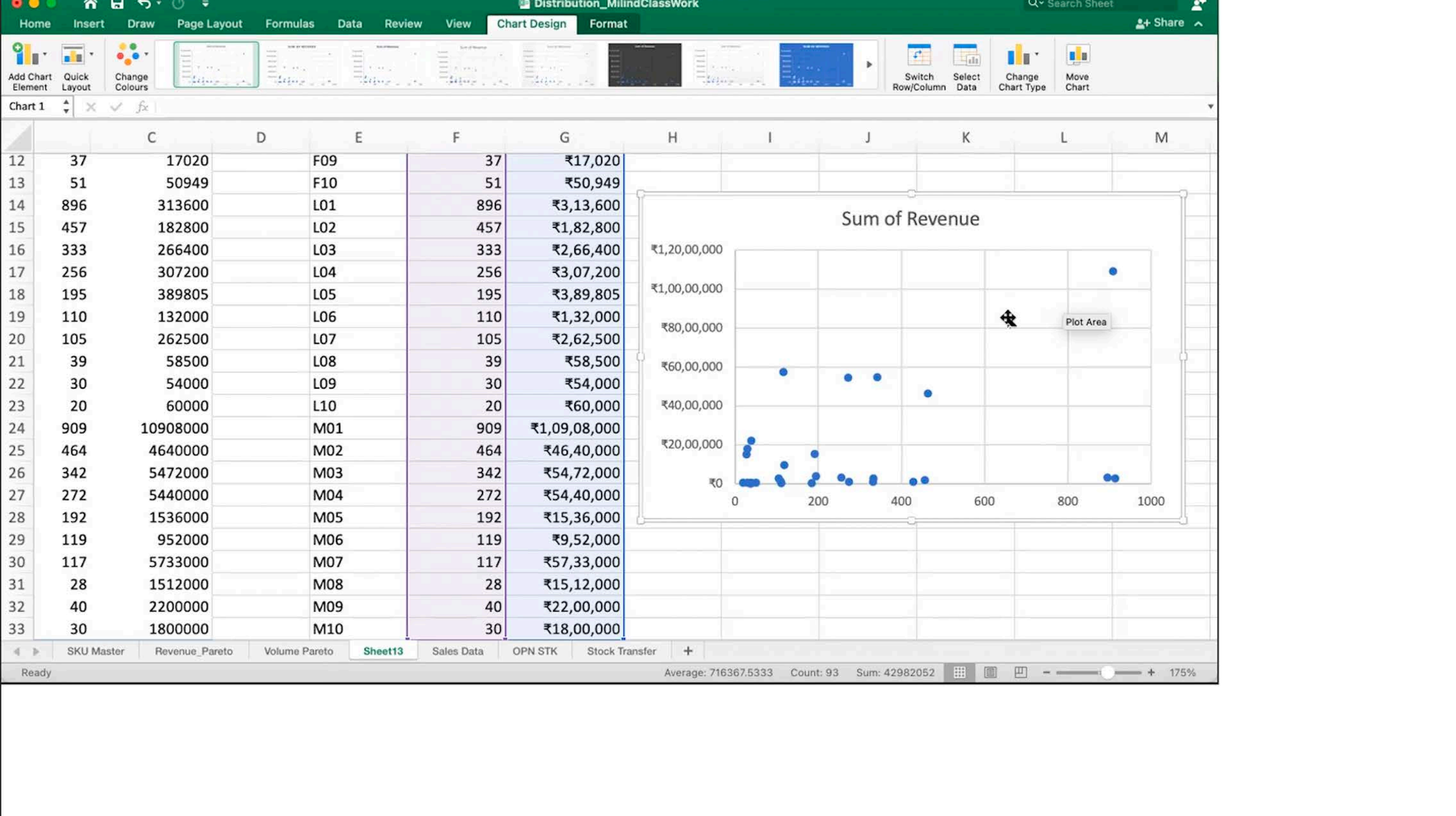
- Sum of Volumes:** Represented by blue vertical bars.
- % of total volume:** Represented by a grey cumulative distribution curve.

Category	Sum of Volumes (Approx.)	Cumulative % (Approx.)
F01	910	12%
L01	900	22%
L02	890	35%
M03	460	45%
F03	450	52%
M04	420	58%
F05	340	65%
L05	330	72%
F07	330	78%
L07	250	85%
M09	190	90%
F08	180	93%
L09	110	95%
M08	110	97%



<input type="checkbox"/>	<input checked="" type="checkbox"/>	f_x	SKU
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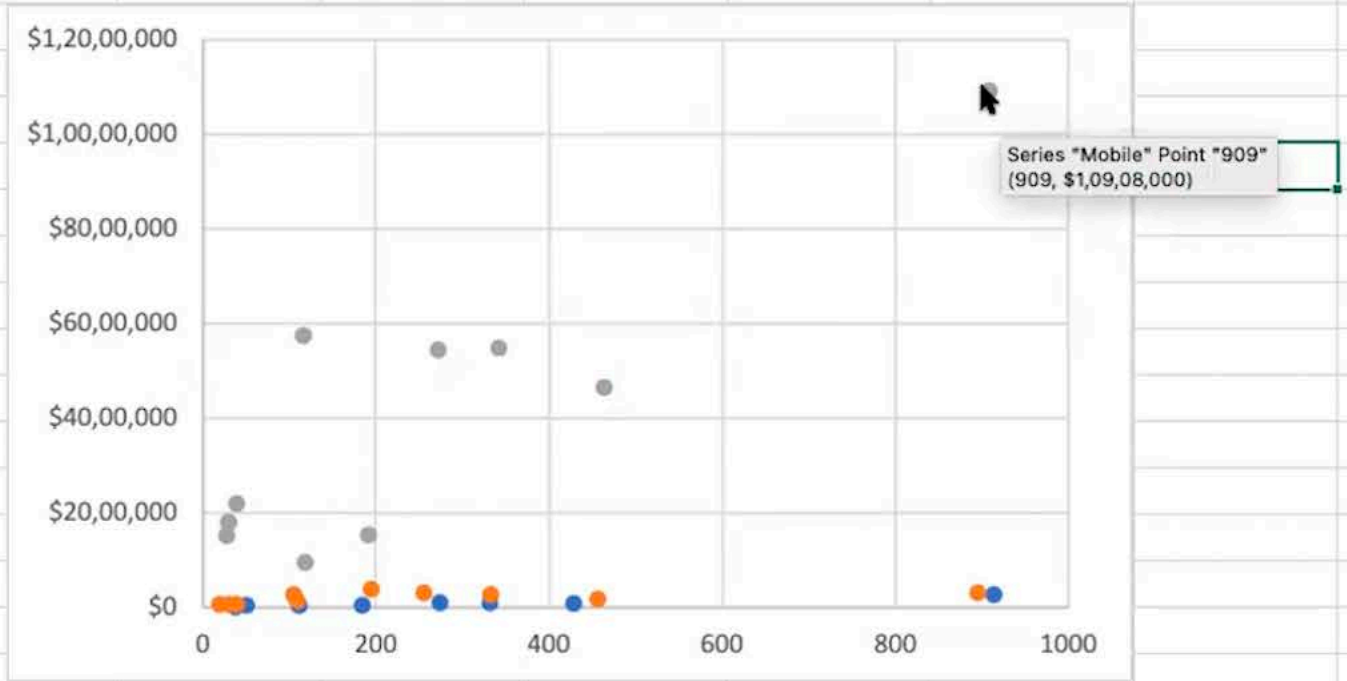
	A	B	C	D	E	F	G	H	I	J	K
13	F10	51	50949		F10	51	₹50,949				
14	L01	896	313600		L01	896	₹3,13,600				
15	L02	457	182800		L02	457	₹1,82,800				
16	L03	333	266400		L03	333	₹2,66,400				
17	L04	256	307200		L04	256	₹3,07,200				
18	L05	195	389805		L05	195	₹3,89,805				
19	L06	110	132000		L06	110	₹1,32,000				
20	L07	105	262500		L07	105	₹2,62,500				
21	L08	39	58500		L08	39	₹58,500				
22	L09	30	54000		L09	30	₹54,000				
23	L10	20	60000		L10	20	₹60,000				
24	M01	909	10908000		M01	909	₹1,09,08,000				
25	M02	464	4640000		M02	464	₹46,40,000				
26	M03	342	5472000		M03	342	₹54,72,000				
27	M04	272	5440000		M04	272	₹54,40,000				
28	M05	192	1536000		M05	192	₹15,36,000				
29	M06	119	952000		M06	119	₹9,52,000				
30	M07	117	5733000		M07	117	₹57,33,000				
31	M08	28	1512000		M08	28	₹15,12,000				
32	M09	40	2200000		M09	40	₹22,00,000				
33	M10	30	1800000		M10	30	₹18,00,000				
34	Grand Total	7438	42974614								



N6

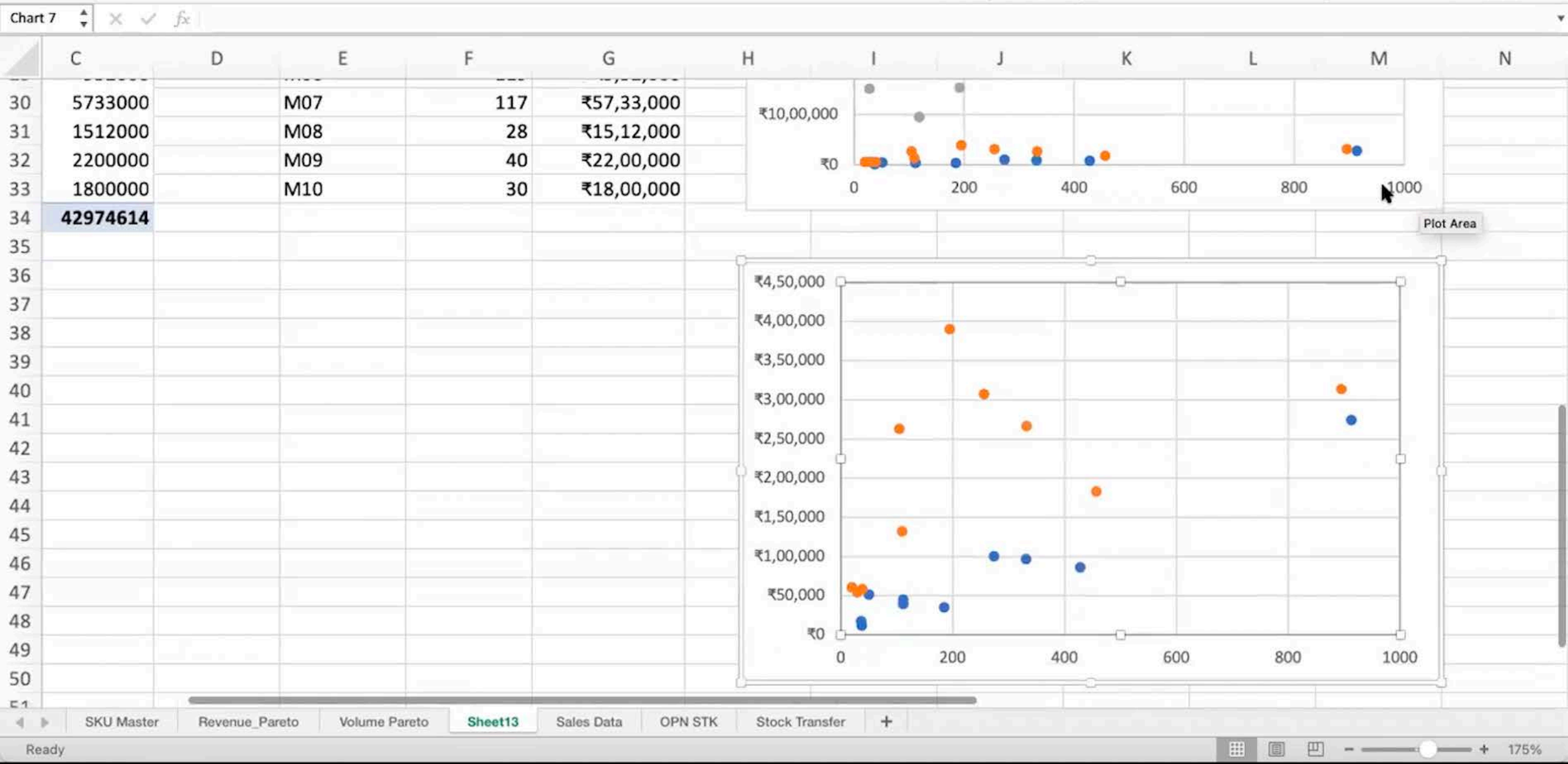
fx

	D	E	F	G
1				
2				
3	Revenue	SKU	Volume	Revenue
4	274200	F01	914	₹2,74,200
5	85800	F02	429	₹85,800
6	96280	F03	332	₹96,280
7	100010	F04	274	₹1,00,010
8	35150	F05	185	₹35,150
9	39200	F06	112	₹39,200
10	44800	F07	112	₹44,800
11	11400	F08	38	₹11,400
12	17020	F09	37	₹17,020
13	50949	F10	51	₹50,949
14	313600	L01	896	₹3,13,600
15	182800	L02	457	₹1,82,800
16	266400	L03	333	₹2,66,400
17	307200	L04	256	₹3,07,200
18	389805	L05	195	₹3,89,805
19	132000	L06	110	₹1,32,000
20	262500	L07	105	₹2,62,500
21	58500	L08	39	₹58,500
22	54000	L09	30	₹54,000



The scatter plot displays the relationship between 'Lifestyle' (X-axis) and 'Price' (Y-axis). The X-axis ranges from 0 to 1000, and the Y-axis ranges from \$0 to \$1,200,000. Data points are categorized by color: grey, orange, and blue. A tooltip for 'Series "Lifestyle" Point "39"' shows coordinates (39, \$58,500).

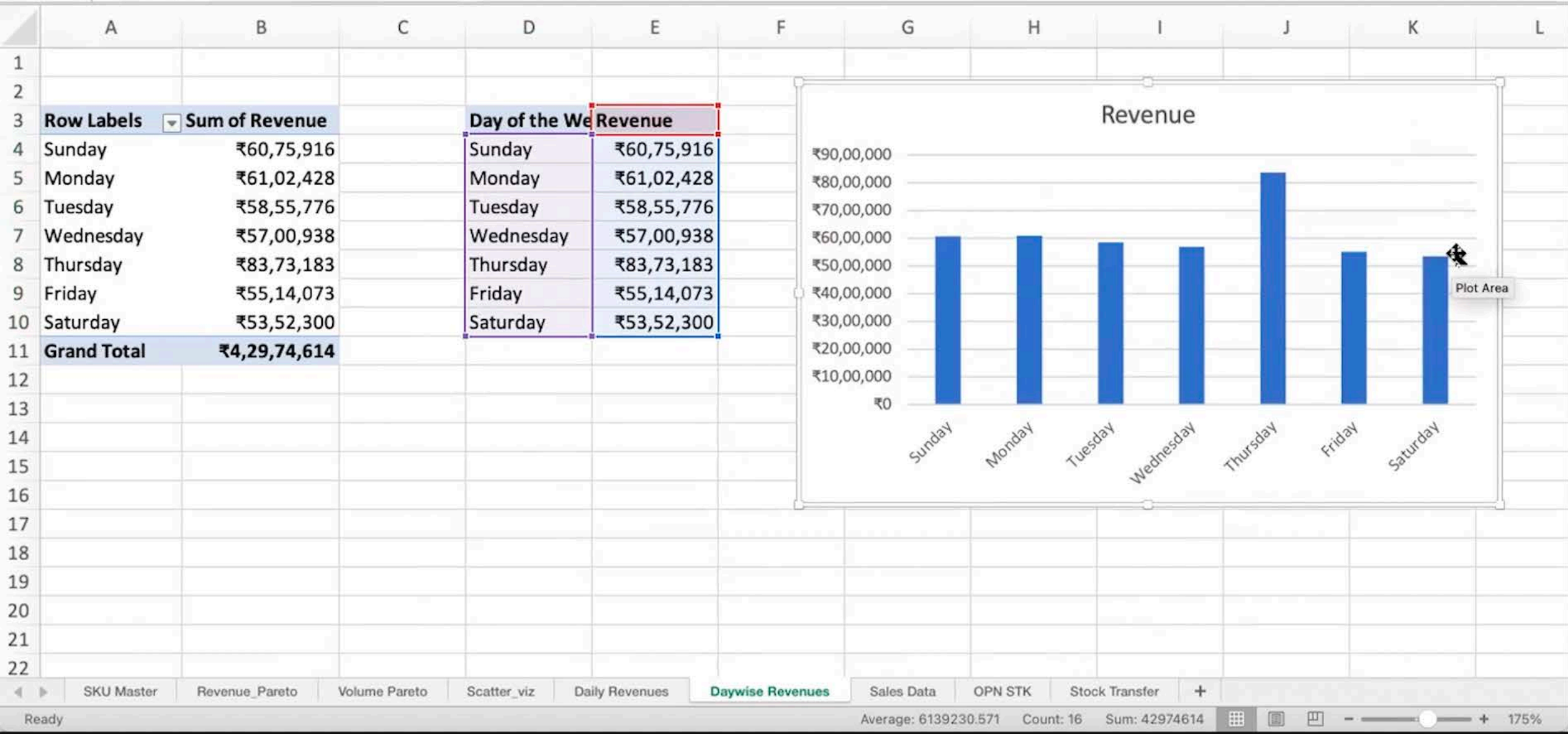
Lifestyle (X)	Price (Y)	Category
39	\$58,500	Grey
39	\$15,000	Grey
39	\$18,000	Grey
39	\$22,000	Grey
100	\$5,000	Orange
100	\$10,000	Grey
100	\$15,000	Grey
100	\$58,500	Grey
200	\$5,000	Orange
200	\$10,000	Grey
200	\$15,000	Grey
200	\$58,500	Grey
300	\$5,000	Orange
300	\$10,000	Grey
300	\$15,000	Grey
300	\$58,500	Grey
400	\$5,000	Orange
400	\$10,000	Grey
400	\$15,000	Grey
400	\$58,500	Grey
500	\$5,000	Orange
500	\$10,000	Grey
500	\$15,000	Grey
500	\$58,500	Grey
600	\$5,000	Orange
600	\$10,000	Grey
600	\$15,000	Grey
600	\$58,500	Grey
700	\$5,000	Orange
700	\$10,000	Grey
700	\$15,000	Grey
700	\$58,500	Grey
800	\$5,000	Orange
800	\$10,000	Grey
800	\$15,000	Grey
800	\$58,500	Grey
900	\$5,000	Orange
900	\$10,000	Grey
900	\$15,000	Grey
900	\$58,500	Grey
1000	\$5,000	Orange
1000	\$10,000	Grey
1000	\$15,000	Grey
1000	\$58,500	Grey



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Pivot Table Recommended Pivot Tables Table Pictures Shapes Icons Get Add-ins My Add-ins Recommended Charts Maps Pivot Chart Sparklines Slicer Timeline Link New Comment Text Box Header & Footer

A1	fx Date													
	A	B	C	D	E	F	G	H	I	J	K	L	M	N
1	Date	SKU	City	Volumes	Price	Revenue								
2	01/04/21	M01	H	26	12000	₹3,12,000								
3	01/04/21	M02	H	13	10000	₹1,30,000								
4	01/04/21	M03	H	9	16000	₹1,44,000								
5	01/04/21	M04	H	6	20000	₹1,20,000								
6	01/04/21	M05	H	8	8000	₹64,000								
7	01/04/21	M06	H	3	8000	₹24,000								
8	01/04/21	M07	H	3	49000	₹1,47,000								
9	01/04/21	M08	H	2	54000	₹1,08,000								
10	01/04/21	M09	H	0	55000	₹0								
11	01/04/21	M10	H	0	60000	₹0								
12	01/04/21	F01	H	31	300	₹9,300								
13	01/04/21	F02	H	10	200	₹2,000								
14	01/04/21	F03	H	10	290	₹2,900								
15	01/04/21	F04	H	7	365	₹2,555								
16	01/04/21	F05	H	5	190	₹950								
17	01/04/21	F06	H	5	350	₹1,750								
18	01/04/21	F07	H	3	400	₹1,200								
19	01/04/21	F08	H	2	300	₹600								
20	01/04/21	F09	H	0	460	₹0								
21	01/04/21	F10	H	2	999	₹1,998								
22	01/04/21	L01	H	26	350	₹9,100								



M19 

Daily Revenue Growth

Date	Sum of Revenue (₹)	Daily % Growth
01/04/21	28,00,000.00	0.10
02/04/21	27,00,000.00	-0.05
03/04/21	27,00,000.00	0.05
04/04/21	31,00,000.00	0.13
05/04/21	31,00,000.00	0.05
06/04/21	30,00,000.00	-0.02
07/04/21	29,00,000.00	-0.01
08/04/21	27,00,000.00	-0.08
09/04/21	28,00,000.00	0.03
10/04/21	26,00,000.00	-0.05
11/04/21	31,00,000.00	0.13
12/04/21	29,00,000.00	0.02
13/04/21	28,00,000.00	-0.03
14/04/21	27,00,000.00	-0.01
15/04/21	27,00,000.00	0.02