

Data-driven Solutions For Weak Footfall at Annapurna Mega Mart

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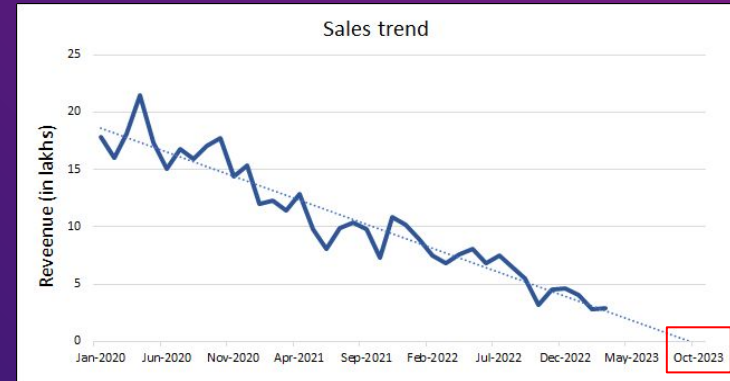
About the business

- Retail Kirana B2C business located at Kukatpally, Hyderabad.
- Running under sole proprietorship of Mr. Narendar.
- Opened in 2016; relocated to an adjacent building in 2020 due to non-financial reasons.



Business Problem

- Facing weak customer footfall since 2020.
- Revenue dropped by 61.8% in 2 years.
- No rise in sales even when all the markets bounced back post-lockdown.



Identified the business problem - Drop in revenue due to weak customer footfall



Listed down general factors that attract customers (Source: Articles from Forbes etc.)



Visited the store and checked for compliance



Welcoming Storefront



Availability of variety of products



Good Quality Stock



Consistent Open Hours



Fair prices



Reachability of the store



Collected data related to

- Total capacity and utilized capacity of each jar put on display.
- Expiry dates of a sample of packaged products.
- Monthly sales from Jan-2020 till March-2023
- Daily Customer footfall for one month

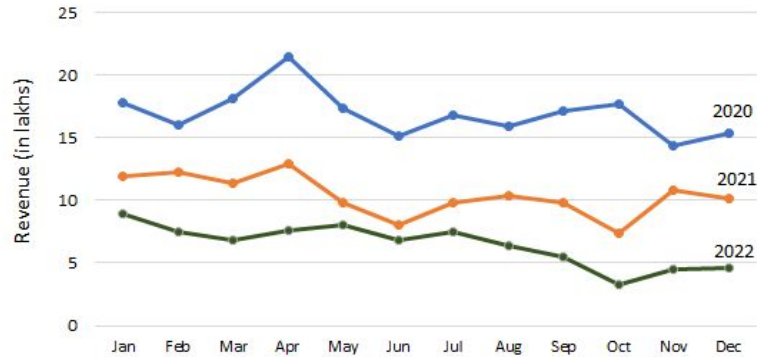


Analyzed the data and recommended solutions

Identified issues with Storefront and Stock quality



Monthly revenue



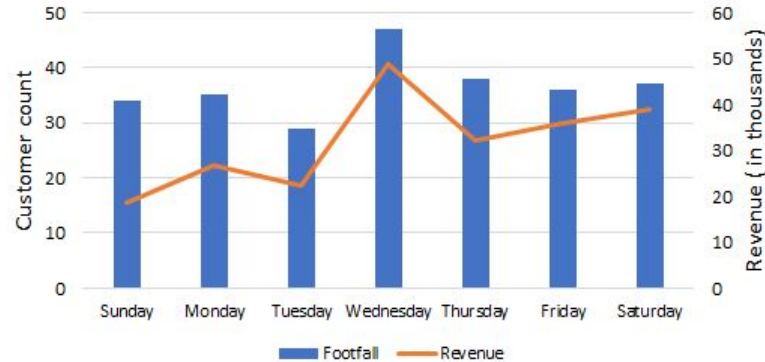
- Revenue falls quarter-by-quarter
- Good summer sales; weak winter revenue

- Consistent yearly trends
- High earnings in April 2020

Quarterly revenue and QoQ change



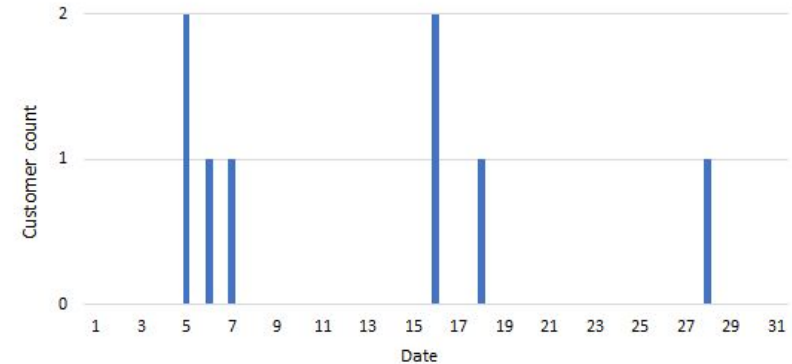
Weekday-wise total footfall and revenue (May 2023)



- Least stockouts
- 27 (out of 31) working days in the month - 87%
- No zero-business working days.

- Productive Wednesdays - 18% of footfall and 22% of month's revenue
- Mid-week restocking and local demand for groceries on Thursdays

No. of customers who left empty handed (May 2023)

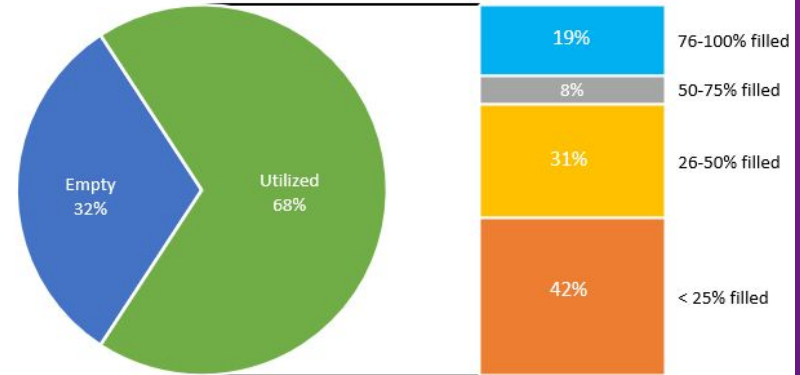


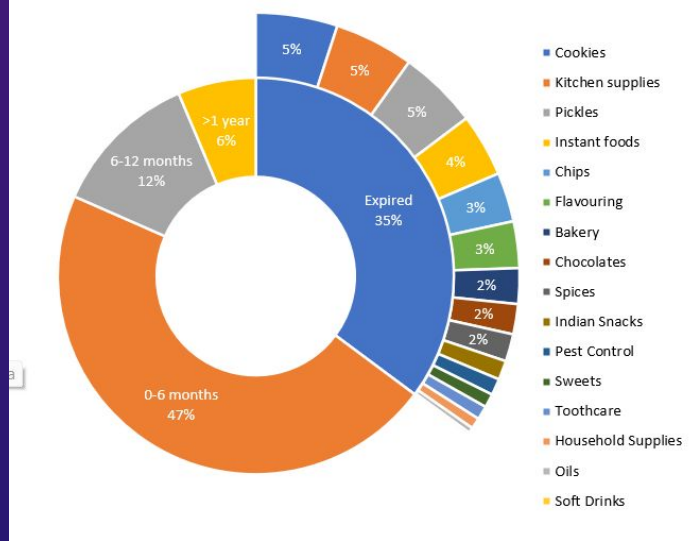


- 42% of jars with stock are not utilized effectively (filled <25% of capacity)

- Poorly organized display counter
- 32% containers are empty

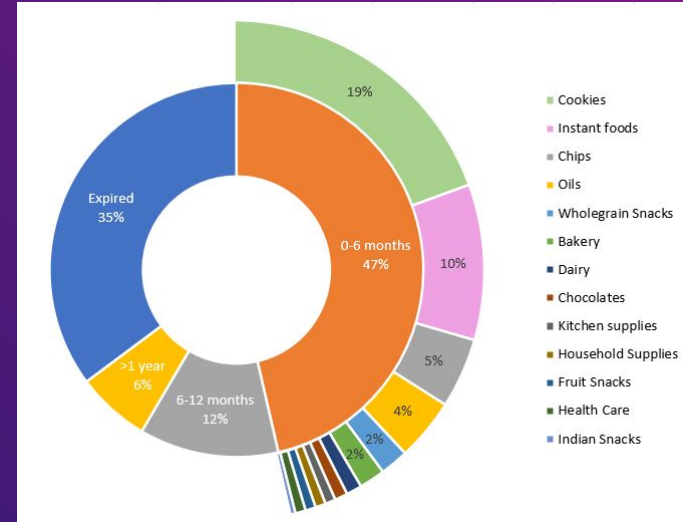
Display Container Utilization





- Cookies occupying major shares in both categories - Need special attention.

- 35% of stock expired - **SUNK COST**
- 47% of stock is due expiry within 6 months (as of project analysis - June 2023).



Recommendations

- Focus on winter sales by promoting seasonal products etc.
- Never take a holiday on Wednesday.
- Remove or refill empty jars present at the display counter.
- Choose jar size as per the quantity decided to place in it.
- Undertake timely inspection of stock - remove or replace expired goods.
- Cookies, kitchen supplies and pickles occupy a major segment of expired goods - Consider them as slow-moving Business Units and procure them with caution.
- Clear the stock of Cookies and Instant foods even at low profit margin to avoid loss due to expiry.
- Take up corrective actions before October 2023.



THANK YOU!

Thanks to instructors for their guidance and
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