

Analysis on new Shop Opening

Data Science - Solution Overview



Overview

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Introduction

This Analysis focus on opening a Vada Pav Shop near Shivaji Nagar in Pune. The aim is to analyse market particularly that shops that sell Vada Pav and reach a price that is valid as per place. This Analysis aims to address long term growth and sustainability in market as other competitors also sell same food. This will help Owner to make a good progress by time and establish himself/herself as an entrepreneur.



TOP MENTOR



Problem Statement

- What will be the price of each Vada Pav?
- How will he differentiate from the other competitors?
- How to bring insights when he has no data of his shop?
- Why will be the Customer come to his shop? (What will be the positioning)





Market Analysis

	A	B	C	D	E	F	G
1	Mr Wada Pava	PRICE		Jshoi Wadewale		Shri Chaturshringi mata Snacks center	
2	Butter Grilled Vada Pav	42		wada pav	16	Vada Pav	13
3	Cheese Burst Vada Pav	45		Chesse Wada pav	32	Sabudana Vada	26
4	Butter Grilled Cheese Burst Vada Pav	54					
5	Vada Pav with Sambar and Chutney	54					
6	Double Cheese Vada Pav	60					
7	Butter Grilled Double Cheese Vada Pav	75					
8	Bomb	45					
9	Bomb with Cheese	60					
10	Hulk Vada Pav	60					
11	Hulk Vada Pav with Cheese	78					
12	Butter Grilled Hulk Vada Pav	75					
13	Butter Grilled Hulk Vada Pav with Cheese	96					

Popular shops in that area serve variety of Vada Pav, price also vary from shop to shop, one thing commonly notices during analysis was that cheese vada pav price is kept double the price price of normal vada pav. Also during analysis it was observed that other shop were just not only selling vada pav but other items with it like beverages,icecreams,and afternoon thali





Solution Description

As per Market analysis :

- Price for normal vada pav should be RS 15 and Cheese Vada Pav RS 32.
- Those who will be our regular customers will get 20% discount on vada pav (Rs 12 & Rs26 respectively)
- Owner should keep beverages like tea, coffee, chhas like other shops.
- The area shivaji nagar is surrounded by many gov institution, hospitals and local residents also resides there. Thus he should sell afternoon thali food, this will definitely increase sales





Summary & Suggestion

The Owner does have a good chance of growth even though competitors are present but he can overcome with above mentioned solutions. Some further suggestion are

- ★ As a symbol of tidiness, each staff should wear a plastic-head-cap that prevents hairs from falling which also create a good image for shop.
- ★ He should develop new vada flavours with time just like other shops as he makes progress understanding local taste of area

This will make him stand out from crowd and build own image of his shop

