

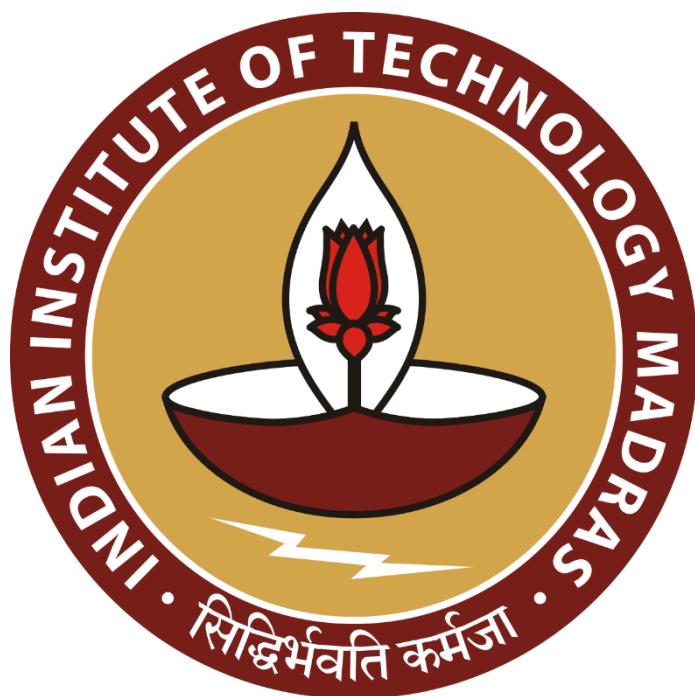
**Transforming Jaiswal Cycle Stores: Data Strategies for Bicycle Retail Success.**

**The Final Submission report for the BDM capstone Project**

Submitted by

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## **1 Executive Summary and Title:**

### **Introduction**

Jaiswal Cycle Stores, situated in Kunwar Singh Chowk, Main Road Jainagar, Madhubani-847226, has been a trusted hub for bicycle enthusiasts, catering directly to the community's demand for eco-friendly and affordable transportation. As a B2C (business-to-consumer) establishment, the shop serves individual customers, providing them with bicycles and related accessories. Despite its reputable standing, the shop encounters challenges, including a decline in bicycle sales due to the rising popularity of motorized options and seasonal disruptions leading to reduced sales during the rainy season.

This capstone project aims to address these challenges through a data-driven approach, specifically focusing on the preferences of individual customers. By analyzing customer preferences, market trends, and historical sales data, the project aims to implement strategic interventions, such as targeted marketing campaigns and optimized inventory management. Utilizing tools like MS Excel and Python, extensive data collection and analysis will be conducted to unveil insights into customer preferences and market trends. Furthermore, Visual aids such as pie charts, sales Pareto charts, and clustered column charts will be utilized to enhance understanding and extract actionable insights.

These initiatives aim to not only counteract the impact of declining bicycle sales and seasonal fluctuations but also to position Jaiswal Cycle Stores as the preferred destination for high-quality bicycles among individual consumers. The goal is to thrive in the dynamic B2C landscape by adeptly adapting to evolving consumer needs and ensuring long-term profitability.



## Problem Identification and Clarification

- Declining Bicycle Sales:** Jaiswal Cycle Stores faces a challenge of declining bicycle sales, attributed to the growing popularity of motorized alternatives. This shift in consumer preference threatens the shop's market share and calls for strategic interventions to revitalize bicycle sales.
- Seasonal Sales Fluctuations:** The business experiences a notable drop in sales during the rainy season, lasting for 2-3 months. This seasonal fluctuation poses a financial challenge for Jaiswal Cycle Stores, necessitating a targeted approach to mitigate the impact of weather-related customer unavailability.

## Goals Definition

Transformation Objectives for **Jaiswal Cycle Stores** :

1. The introduction of a real-time customer management system. This system will monitor customer flow, predict peak periods, and optimize staff allocation during busy hours, ultimately reducing wait times and elevating the overall shopping experience.
2. Centralizing data from sales records, customer feedback, and supplier information will empower data-driven decision-making, identifying trends, optimizing pricing, and enhancing overall store efficiency.
3. Identifying customer preferences and top-selling items through comprehensive analysis of sales data.

## Execution of the Plan

To realize these objectives, **Jaiswal Cycle Stores** will execute the plan through:

- a) Harnessing data analysis tools like MS Excel and Python for extensive data collection and analysis.
- b) Introducing a data-oriented inventory management system rooted in historical sales data.
- c) Employing visual aids such as pie charts, sales Pareto charts, and clustered column charts to extract insights into customer preferences and top-selling products.

By embracing this data-driven transformation, **Jaiswal Cycle Stores** aims to overcome challenges and excel in a competitive market.

## Results and Outputs:

### 1. Diversity Analysis:

- Maximum Diversity: **HERO(8)** and **Ralson(8)** signifies a broad range of products available.
- Minimum Diversity: **FIFTY(2)** suggests a more constrained selection.

### 2. Product Mean Examination:

- Highest Mean: **HERO TERRAIN 50 CM S/B RB** indicates a high level of customer preference.
- Lowest Mean: **BRAKE CHIMTY BACK** signifies relatively lower popularity.

### 3. Observations from Pareto Charts:

- Pareto Principle Misalignment: The product stock amount Pareto charts diverge from the principle, with 57% of sales concentrated on just four items— **HERO TERRAIN 50 CM S/B RB**, **HERO JET GOLD 55CM GR**, **HERO ROYAL GOLD 55CM GN**, and **BONFIRE 26T SS V-BRK**.

### 4. Customer Preferences:

- Dominance of **HERO**: Customers display a strong inclination towards **HERO** company products, evident in higher sales quantities and amounts.

- Less Preferred: **EMPRESS** Products receive lower customer favorability.
- Impact of **RALSON's** Variety: Despite offering a wide variety, **RALSON** contributes less to sales compared to **HERO**.

## 2 Detailed Explanation of Analysis Process/Method

To ensure a thorough and efficient analysis process, it is essential to break it down into well-defined steps that keep the analysis on track and yield effective outcomes for the organization. The following steps outline a professional approach to conducting a successful analysis:

Step 1: Data Collection

Step 2: Data Cleaning

Step 3: Descriptive Statistics

Step 4: Data Visualization

Step 5: Sales Analysis

Step 6: Customer Preference

Step 7: Data Interpretation

Step 8: Report Presentation

### Step 1 : Data Collection

In the initial phase, the focus lies in gathering essential data from the shop's sales records and inventory systems. This data might encompass purchase amounts, sales amounts, inventory logs, and stock records.

The Stock Data entails Monthly Stock Data categorized by company, featuring 5 columns: company name, number of items and variety (e.g., "HERO" produces Frames, Seats, Lock, Pydle, carrier, etc.), monthly stock amount, monthly sales amount, and company-wise profit. The companies are diverse and associated with Bicycle products. 'No\_items\_variety' signifies the total variety count of items for each specific company. 'Month\_stock\_amt' represents the overall capital amount in stock for each company. 'Month\_sale\_amt' showcases the total sales amount for each company, while 'profit' details the gained profit on a company-wise basis, considered as gross profit.

COMPANY	MONTHLY_STOCK_AMT	MONTH_SALE_AMT	PROFIT	NO_ITEMS_VARIETY
HERO	89528	78784.64	3939.232	8
BSA	29452	23561.6	1178.08	3
TERRAIN	24521	19616.8	980.84	5
BIRDI	15427	12341.6	617.08	4
LOVE BELL	9854	7883.2	394.16	4
FIFTY	5254	4203.2	210.16	2
AVON	49521	39616.8	1980.84	5
ATLAS	49520	39616	1980.8	3
EMPRESS	26958	21566.4	1078.32	6
KONARK	4250	3400	170	5
RALSON	58214	46571.2	2328.56	8
RALCO	45024	36019.2	1800.96	3
<b>Total</b>	<b>407523</b>	<b>333180.64</b>	<b>16659.032</b>	<b>56</b>

The data pertains to the monthly stock of base products, encompassing variations, and comprises four columns: description of goods, quantity, rate per piece, and total purchase amount. The description of goods denotes the product's name, quantity represents the quantity of the item in stock, rate indicates the purchase rate, and amount is calculated as the product of rate multiplied by quantity.

DESCRIPTION OF GOODS	QUANTITY	Rate per piece	Total Purchase Amount
HERO TERRAIN 50 CM S/B RB	24	4283.75	102810
HERO JET GOLD 55CM GR	20	3967.5	79350
HERO ROYAL GOLD 55CM GN	16	4312.5	69000
BONFIRE 26T SS V-BRK	4	3910	15640
HERO NEXT 26T SS V-BRK	4	4140	16560
HERO AIYANA 26T CKD	8	4830	38640
HERO EMPRESS 50CM C/B	4	4427.5	17710
PARROT H/D CARRIER B.C.P.	20	333.5	6670
CARRIER MDR ACCO	40	184	7360
RIM 28*1.1/2 32/40H	30	356.5	10695
RIM 28*1.1/2 32H	50	178.25	8912.5
FRAME HERO ROYAL GREEN	10	1035	10350
FORK ROYAL 22" GR.	15	322	4830
FREEWHEEL B.M.	300	46	13800
CHAIN BIRDI JUMBO	150	80.5	12075
LOVE92 REGULAR BELL BCP	200	46	9200
BICYCLE BELL FIFTY	300	28.75	8625

The overall monthly sales dataset consists of three columns: months, duration, and amount. The 'months' column indicates the specific month of sales, 'duration' represents the timespan covered within that month, and 'amount' displays the sales amount for each month.

OVERALL MONTH WISE SALE		
MONTHS	DURATION	SALES AMOUNT
July 2023	1-07-2023 to 31-07-2023	521458
August 2023	1-08-2023 to 31-08-2023	354056
September 2023	1-09-2024 to 31-09-2024	460025

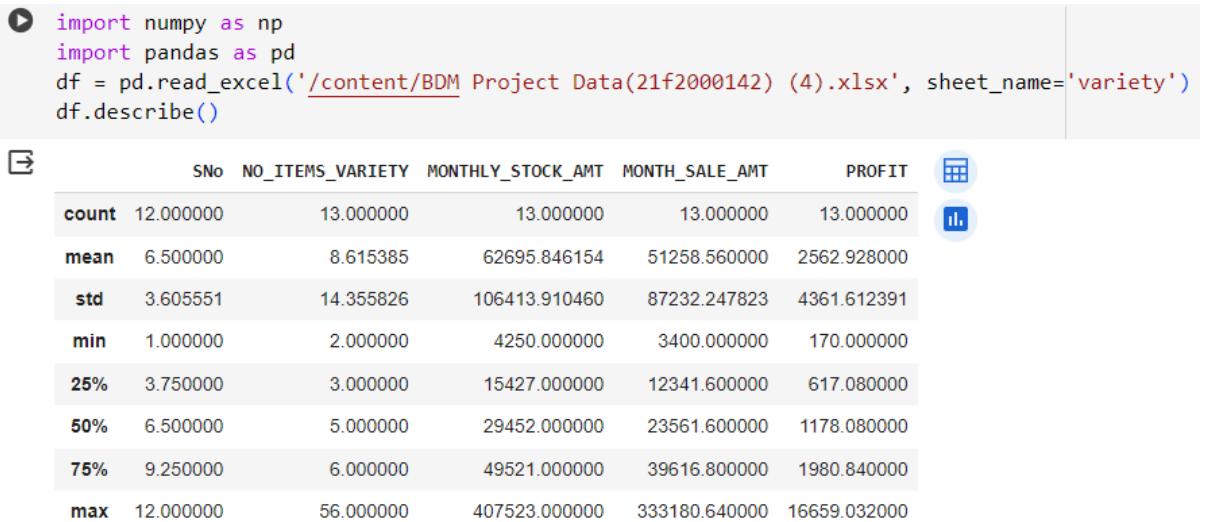
## Step 2 : Data Cleaning

After collection, the data underwent thorough cleaning. This involved addressing missing or incorrect entries, resolving duplicates, and ensuring data consistency to facilitate accurate analysis.

## Step 3 : Descriptive Statistics

Once the DataFrame is created in Python, utilizing the df.describe() function provides the relevant statistics corresponding to the dataset.

- Descriptive Statistics of **Sales and stock by Amount of each company**:



The screenshot shows a Jupyter Notebook cell with Python code to read an Excel file and calculate descriptive statistics. Below the code is a table of statistics for 'NO\_ITEMS\_VARIETY', 'MONTHLY\_STOCK\_AMT', 'MONTH\_SALE\_AMT', and 'PROFIT' across various metrics: count, mean, std, min, 25%, 50%, 75%, and max.

	SNo	NO_ITEMS_VARIETY	MONTHLY_STOCK_AMT	MONTH_SALE_AMT	PROFIT
count	12.000000	13.000000	13.000000	13.000000	13.000000
mean	6.500000	8.615385	62695.846154	51258.560000	2562.928000
std	3.605551	14.355826	106413.910460	87232.247823	4361.612391
min	1.000000	2.000000	4250.000000	3400.000000	170.000000
25%	3.750000	3.000000	15427.000000	12341.600000	617.080000
50%	6.500000	5.000000	29452.000000	23561.600000	1178.080000
75%	9.250000	6.000000	49521.000000	39616.800000	1980.840000
max	12.000000	56.000000	407523.000000	333180.640000	16659.032000

### Sales and Stock Overview:

- The average monthly stock amount stands at ₹4,96,627.50, representing the typical inventory level.
- Monthly sales average around ₹5,21,458.87, signifying the recurring revenue.
- Profit averages at ₹24,831.37, showcasing the net gain.
- The average number of items in the variety is 4.66, indicating the diversity of products available.

### Company Variety Analysis:

- HERO** and **RALSON** stands out with an impressive variety score of 8, highlighting a diverse range of products they offer.
- FIFTY** holds the lowest variety score of 2, suggesting a more restricted range of products available.

- Descriptive Statistics of the base product (including variety) monthly stock:

```
[45] import numpy as np
import pandas as pd
df = pd.read_excel('/content/BDM Project Data(21f2000142) (4).xlsx', sheet_name='T_QUANTITY')
df.describe()
```

	HERO TERRAIN 50 CM S/B RB	HERO JET GOLD 55CM GR	HERO ROYAL GOLD 55CM GN	BONFIRE 26T SS V-BRK	HERO NEXT 26T SS V-BRK	HERO AIYANA 26T CKD	HERO EMPRESS 50CM C/B	PARROT H/D CARRIER B.C.P.	CARRIER MDR ACCO	RIM 28*1.1/2 32/40H	STAND JAGDAMBA 22''	CHAIN K C H/D	FOOT REST
<b>count</b>	3.000000	3.000000	3.000000	3.000000	3.000000	3.000000	3.000000	3.000000	3.000000	3.000000	3.000000	3.000000	3.000000
<b>mean</b>	35705.916667	27779.166667	24442.833333	6518.000000	6901.333333	14492.666667	7380.500000	2341.166667	2528.000000	3693.833333	2528.000000	955.333333	934.866667
<b>std</b>	58152.857776	44705.243843	38647.390650	8137.712947	8616.496117	21050.729235	9214.975081	3752.155258	4185.254114	6065.385526	4185.254114	1562.902855	1207.910201
<b>min</b>	24.000000	20.000000	16.000000	4.000000	4.000000	8.000000	4.000000	20.000000	40.000000	30.000000	40.000000	46.000000	4.600000
<b>25%</b>	2153.875000	1993.750000	2164.250000	1957.000000	2072.000000	2419.000000	2215.750000	176.750000	112.000000	193.250000	112.000000	53.000000	252.300000
<b>50%</b>	4283.750000	3967.500000	4312.500000	3910.000000	4140.000000	4830.000000	4427.500000	333.500000	184.000000	356.500000	184.000000	60.000000	500.000000
<b>75%</b>	53546.875000	41658.750000	36656.250000	9775.000000	10350.000000	21735.000000	11068.750000	3501.750000	3772.000000	5525.750000	3772.000000	1410.000000	1400.000000
<b>max</b>	102810.000000	79350.000000	69000.000000	15640.000000	16560.000000	38640.000000	17710.000000	6670.000000	7360.000000	10695.000000	7360.000000	2760.000000	2300.000000

8 rows × 27 columns

- 'HERO TERRAIN 50 CM S/B RB', with the highest mean, signifies its popularity and dominance in stock.
- 'BRAKE CHIMTY BACK', having the lowest mean, implies comparatively lower popularity among other products.
- Descriptive Statistics of purchase and sales rate of each product:

```
[47] import numpy as np
import pandas as pd
df = pd.read_excel('/content/BDM Project Data(21f2000142) (4).xlsx', sheet_name='PURCHASE VS SALES')
df.head()
```

	DESCRIPTION OF GOODS	Purchse Rate	Sales Rate	grid icon
0	HERO TERRAIN 50 CM S/B RB	4283.75	4497.9375	grid icon
1	HERO JET GOLD 55CM GR	3967.50	4165.8750	grid icon
2	HERO ROYAL GOLD 55CM GN	4312.50	4528.1250	grid icon
3	BONFIRE 26T SS V-BRK	3910.00	4105.5000	grid icon
4	HERO NEXT 26T SS V-BRK	4140.00	4347.0000	grid icon

Upon analysis of the statistics, it was revealed that the product "FOOTREST" has the lowest sale rate valued at Rs 05, while the product "HERO ROYAL GOLD 55CM GN" holds the highest sale rate of Rs 4528. Similarly, regarding the purchase rates, "FOOTREST" has the minimum rate of Rs 4.6, whereas "HERO ROYAL GOLD 55CM GN" boasts the maximum rate of Rs 4312.

- Descriptive Statistics of Sales by Amount of three month (July, August, September):

```
df.describe()
```

	SALES AMOUNT	GROSS PROFIT	NET PROFIT	grid icon
<b>count</b>	3.000000	3.000000	3.000000	grid icon
<b>mean</b>	445179.666667	35614.373333	22258.983333	grid icon
<b>std</b>	84682.615349	6774.609228	4234.130767	grid icon
<b>min</b>	354056.000000	28324.480000	17702.800000	grid icon
<b>25%</b>	407040.500000	32563.240000	20352.025000	grid icon
<b>50%</b>	460025.000000	36802.000000	23001.250000	grid icon
<b>75%</b>	490741.500000	39259.320000	24537.075000	grid icon
<b>max</b>	521458.000000	41716.640000	26072.900000	grid icon

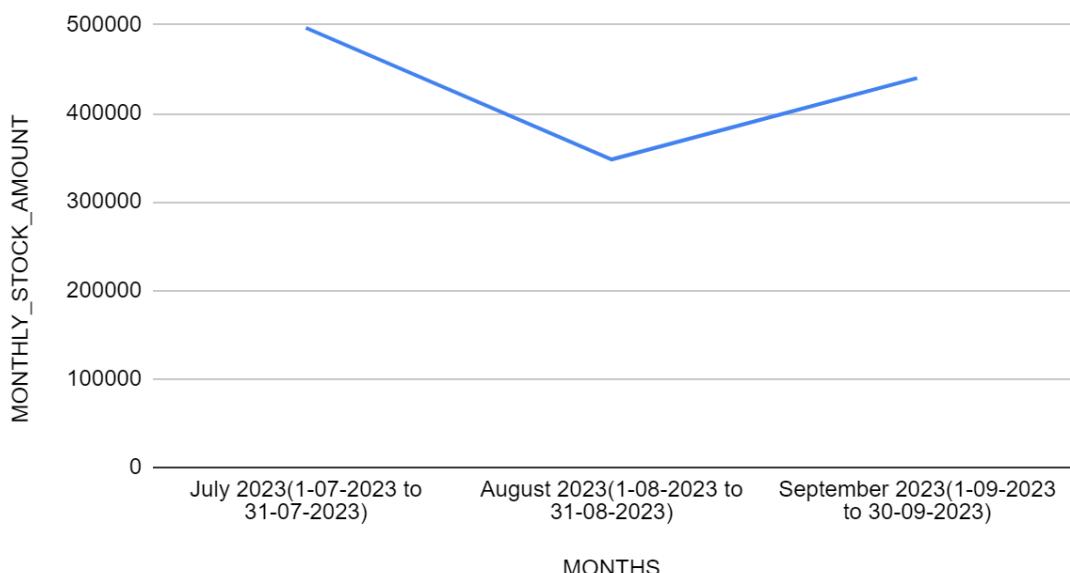
### **Three-Month Sales Overview (July, August, September):**

- The average monthly sales amount stands at ₹4,45,179.66, representing the typical revenue for this period.
- The gross profit averages around ₹35,614.37, reflecting the overall profit before expenses.
- The net profit averages at ₹22,258.98, showcasing the profit after expenses.
- The highest sales amount was recorded in July, reaching ₹5,21,458.

### **Step 4 : Data Visualization**

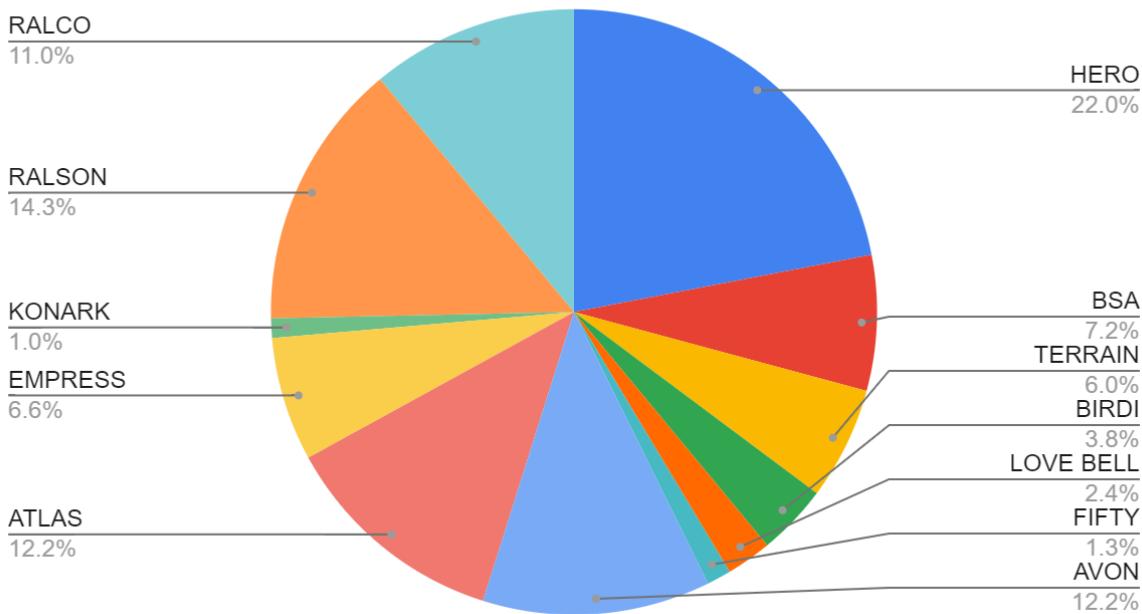
The data will be presented visually using appropriate charts, graphs, and tables. These visual representations aim to offer a more easily understandable format for the data. Tools such as clustered columns, Pareto charts, and pie charts will be utilized to aid in visualization.

#### **MONTHLY STOCK AMOUNT**



The Monthly Combined Stock Chart exhibits the stock quantities of different items across months. This visualization aids in recognizing trends and inventory imbalances, facilitating informed decisions regarding inventory management and sales strategies. The Y-axis denotes Stock Quantity, while the X-axis represents months.

## QUANTITY

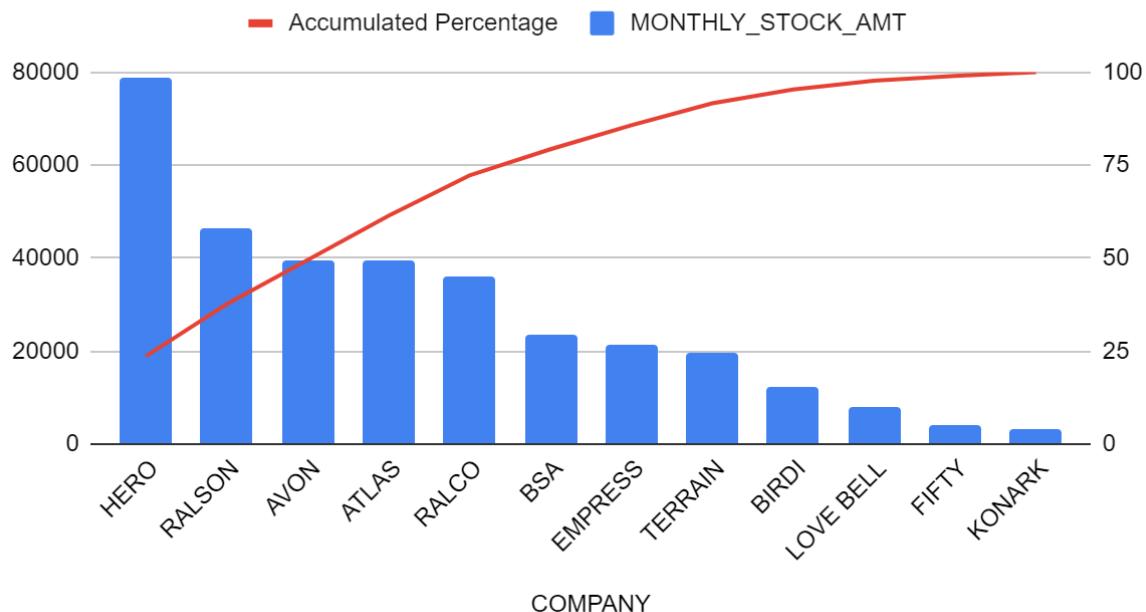


The Stock Amount Pie Chart visually displays how the total stock values are distributed among various items. It emphasizes each product's contribution to the overall inventory value, aiding in effective prioritization and resource allocation strategies.



The Stock Pareto Chart arranges products in descending order based on their stock quantities. This arrangement helps in identifying the most significant items and their respective companies that contribute the most to inventory levels. It enables the implementation of focused inventory management strategies.

## Sales Pareto Chart



The Sales Quantity Pareto Chart organizes products in descending order based on their sales quantities. This organization helps identify the crucial items, company-wise, that drive the majority of sales. It supports targeted efforts to enhance sales performance.

## Step 5 : Sales Analysis

The sales data will undergo thorough analysis to reveal patterns, trends, and potential relationships. This analysis will include evaluating the sales performance of each item, identifying both the top-selling and less popular products.

## Step 6 : Customer Preferences

The sales data will provide insights into customer preferences, encompassing the identification of preferred Bicycle store items. It aims to understand variations in customer choices and recognize specific preferences, such as preferences for particular companies.

## Step 7 : Data Interpretation

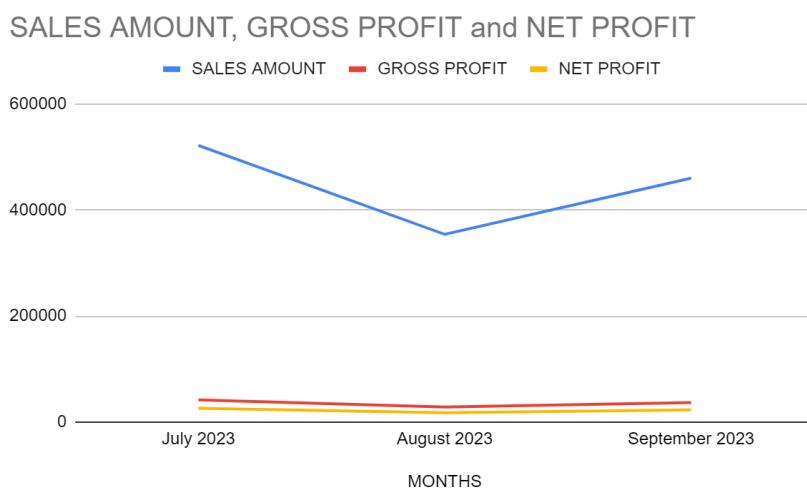
The insights derived from analyzing the **Jaiswal Cycle Stores** data will be meticulously interpreted to draw meaningful conclusions. These conclusions will serve as a vital connection to the identified challenges and objectives, aiding informed decision-making for the business. Recommendations will be formulated based on the analysis, aiming to address the challenges effectively. These recommendations may involve optimizing inventory levels for popular items, aligning the product mix with customer preferences, rectifying stock imbalances, and improving overall stocking strategies. The objective is to implement changes that positively impact efficiency and profitability.

## Step 8 : Report Presentation

The comprehensive report will encompass the complete analysis process, detailing the methodologies utilized, key findings, and actionable recommendations. The report will be meticulously structured, incorporating visual aids like charts and tables to effectively convey insights. This presentation aims not only to offer a clear understanding of the current situation but also to steer future strategies for **Jaiswal Cycle Stores**.

### 3 Results and Findings

#### ➤ Analysis of monthly Sales Amount and profit margin

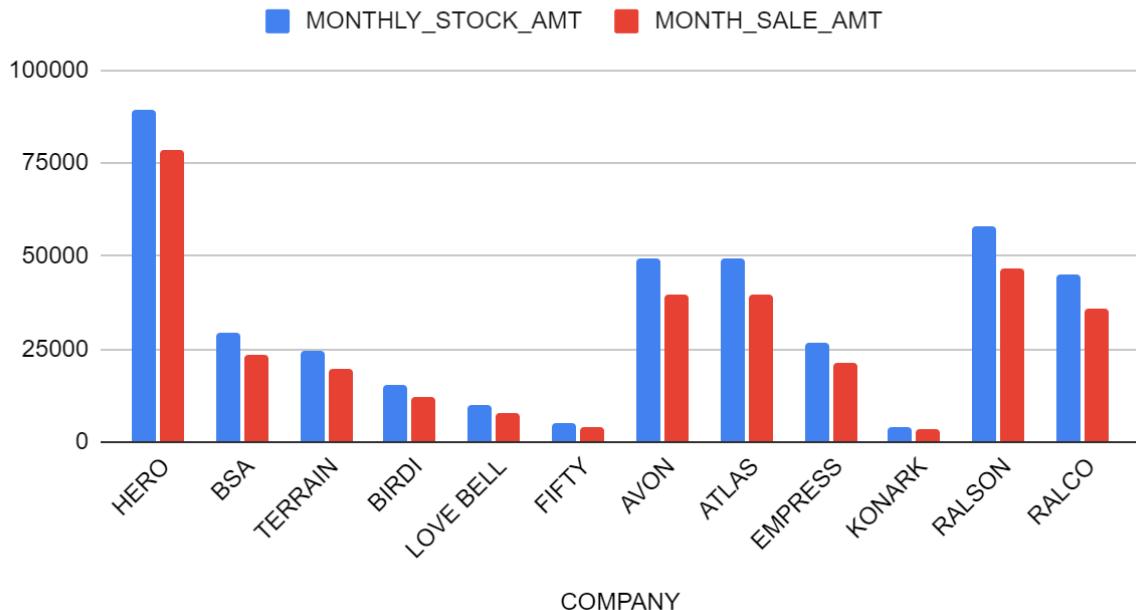


Based on the provided chart depicting monthly sales and profit trends, it's evident that sales figures fluctuate, while profits remain relatively stable. For instance, July's sales amount was 5,21,458, whereas August's sales decreased to 3,54,056. July's profit was 26,072, and August's profit decreased to 28,324 (due to very low sales because of fewer customers in the rainy season).

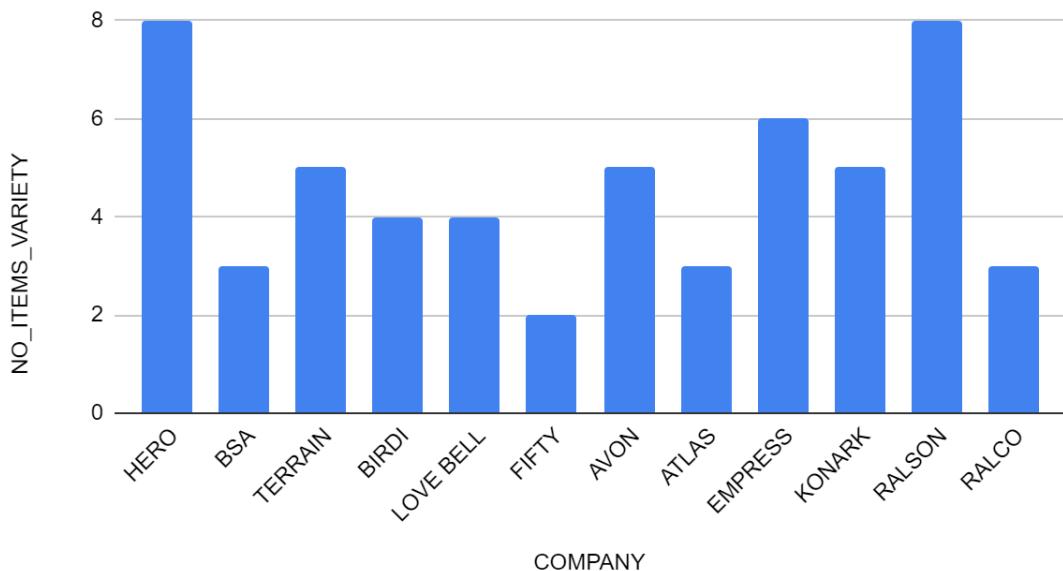
#### Findings:

- Customer preferences for purchasing **Jaiswal Cycle Stores** items vary by month.
- July and August stand out favorably based on the available data.
- In August, sales for bicycle store products surged due to the commencement of High Rainy season which resulting into the very less number of customers in market as compared to the other months.
- Analysis of Stock and Sales amount to identify Customer Preference and Top-Selling company product.

## MONTHLY\_STOCK\_AMT and MONTH\_SALE\_AMT



## NO\_ITEMS\_VARIETY vs COMPANY

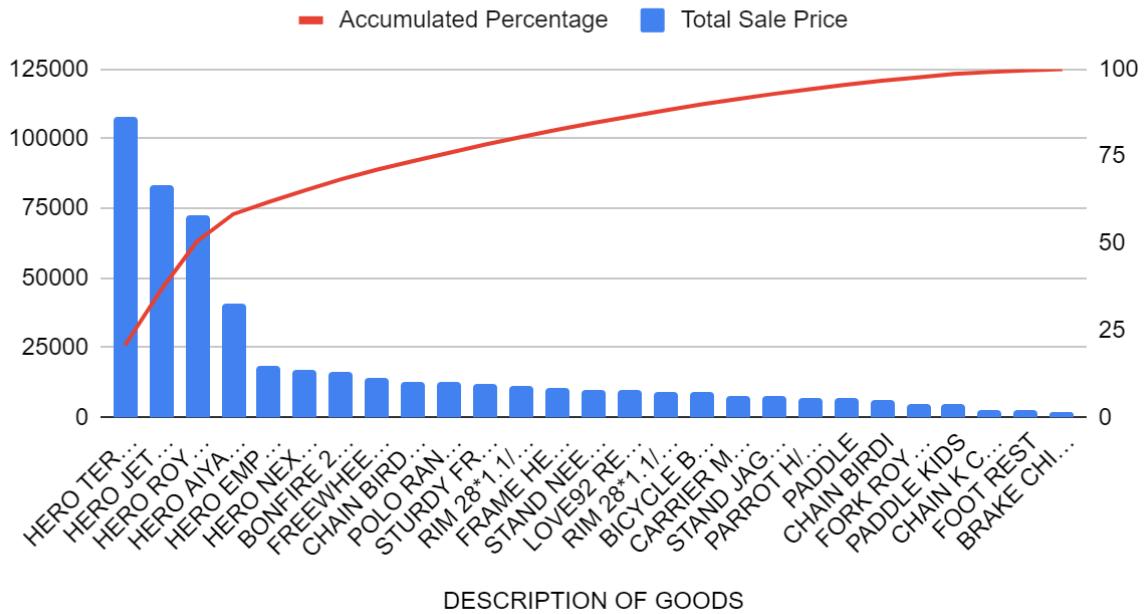


### Findings:

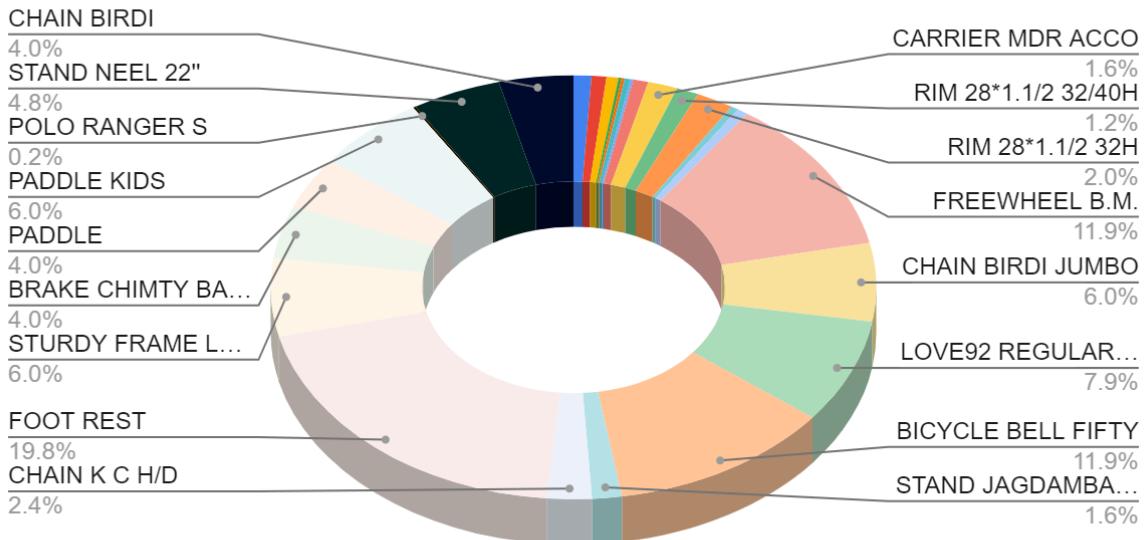
The sales quantity chart indicates an uneven distribution among different particulars. “HERO” company's products dominate both sales and stock, followed by “RALSON” and “RALCO”, which comprise the second-largest share in both categories. With “HERO”, “RALSON” also offers the widest variety of products, while “FIFTY” offers the least variety. However, although “RALSON” offers a diverse range, its contribution to sales is just 59% of “HERO” sales.

## Analysis of Stock quantity and amount

### Stock Analysis of all products



### QUANTITY



### **Findings:**

Approximately 57% of the items sold originate from only four specific products: HERO TERRAIN 50 CM S/B RB, HERO JET GOLD 55CM GR, HERO ROYAL GOLD 55CM GN, and BONFIRE 26T SS V-BRK.

Notably, "BONFIRE 26T SS V-BRK" and "POLO RANGER S" have the same stock quantity, but there's a substantial difference in their stock values.

Despite "CARRIER MDR ACCO" and "STAND JAGDAMBA 22"" contributing approximately 1.5% each to stock, collectively making up 3%, their combined contribution is still lower than the stock quantity of PADDLE which holds a 4% contribution to the total stock.

## **4 Interpretation of Results and Recommendations:**

### **Sales Trends**

- Monthly sales exhibit fluctuations, with July marking the highest at ₹5,21,458.
- Consistently stable profit margins indicate steady profitability.

### **Insights into Customer Preferences:**

- Rain influences buying patterns, notably higher sales during July and lowest in August(heavy rainy season) followed by September(less rain as compared to August).
- August's sales surge is attributed to the onset of the Rainy season, influencing the number of customers in the market.

### **Top-Selling Products and Companies:**

- **Hero** dominates both sales and stock, followed by **Ralson** and **Ralco**.
- **Ralson** offers a diverse variety but contributes less to sales compared to **Hero**.
- HERO TERRAIN 50 CM S/B RB, HERO JET GOLD 55CM GR, HERO ROYAL GOLD 55CM GN, and BONFIRE 26T SS V-BRK collectively drive 57% of total sales.

### **Stock Analysis:**

- **Hero** presents the widest variety, while **Fifty** offers minimal variety.
- **Ralson** and **Avon** significantly contribute to both sales and stock.
- Pareto charts highlight key products and companies influencing inventory levels.

### **Customer Preference Patterns**

- **Hero's** diverse product range holds a substantial share in customer preferences.
- **Terrain** and **Empress** products closely follow in popularity.
- July and September emerge as favored months for Bicycle and its related product purchases, with less rain resulting in more customers.

## **Recommendations to fix our Problems at Jaiswal Cycle Stores**

### **A. Declining Bicycle Sales(due to introduction of motor vehicles) Recommendations**

#### **1. Market Research and Trend Analysis:**

- Conduct thorough market research to understand the factors driving the shift towards motorized alternatives.
- Analyze consumer trends and preferences to identify opportunities for positioning bicycles as attractive alternatives.

#### **2. Product Diversification and Innovation:**

- Introduce innovative bicycle models with advanced features or technologies to differentiate from motorized alternatives.(e.g. Gear type bicycles)

#### **3. Promotional Campaigns and Marketing Initiatives:**

- Launch targeted marketing campaigns highlighting the unique benefits of bicycles, such as eco-friendliness, health benefits, and cost-effectiveness.
- Collaborate with local cycling clubs, fitness centers, or community events to promote cycling culture and raise awareness about the advantages of bicycling.

#### **4. Enhanced Customer Experience:**

- Improve the in-store shopping experience by creating attractive displays, providing knowledgeable staff assistance, and offering test rides for customers.
- Implement customer loyalty programs or referral incentives to encourage repeat business and word-of-mouth recommendations.

#### **5. Pricing Strategies and Financing Options:**

- Review pricing strategies to ensure competitiveness with motorized alternatives while maintaining profitability.
- Offer financing options or installment plans to make bicycles more accessible and affordable for customers.

#### **7. Community Engagement and Partnerships:**

- Engage with the local community through sponsorship of cycling events, charity rides, or bike safety workshops.
- Partner with local businesses or organizations to cross-promote products and leverage community connections for increased visibility and sales.

## **B. Seasonal Sales Fluctuations**

### **1. Diversification of Product Offerings:**

- Introduce a range of indoor cycling accessories or fitness equipment that can appeal to customers during the rainy season.
- Expand the selection of non-seasonal items such as bicycle maintenance products or safety gear to maintain sales momentum during slower periods.

### **2. Seasonal Promotions and Marketing Campaigns:**

- Launch targeted marketing campaigns offering special discounts or promotions specifically tailored to the rainy season.
- Highlight the durability and weather-resistance of certain bicycle models or accessories to reassure customers of their suitability for rainy conditions.

### **3. Flexible Pricing Strategies:**

- Implement dynamic pricing strategies that adjust prices based on demand and inventory levels during the rainy season.
- Offer bundle deals or package discounts to incentivize customers to purchase multiple items at once, mitigating the impact of individual product sales fluctuations.

### **4. Customer Engagement and Loyalty Programs:**

- Enhance customer engagement through targeted email campaigns or SMS notifications informing them of rainy season promotions or new product arrivals.
- Implement a loyalty program that rewards customers for repeat purchases or referrals, encouraging them to remain loyal to Jaiswal Cycle Stores even during slower sales periods.

### **5. Collaboration with Weather-Related Businesses:**

- Forge partnerships with local weather-related businesses such as umbrella shops or raincoat manufacturers to offer joint promotions or cross-promotional opportunities.
- Explore collaborations with indoor fitness centers or gyms to cross-promote cycling as an alternative indoor exercise option during the rainy season.

### **6. Inventory Management and Forecasting:**

- Utilize inventory management software to track sales trends and forecast demand for specific products during the rainy season.
- Maintain lean inventory levels for seasonal items to minimize the risk of overstocking during periods of reduced customer demand.

### **7. Community Engagement and Events:**

- Organize indoor cycling events or workshops during the rainy season to keep customers engaged and promote the benefits of cycling as a year-round activity.
- Partner with local charities or non-profit organizations to host fundraising events or donation drives, fostering community goodwill and increasing foot traffic to the store.

## **5 Improving Report Presentation and Legibility:**

1. Used clear, non-technical language for easy comprehension.
2. Organize content with headings, subheadings, and bullet points.
3. Ensure proper formatting, spacing, and consistent font styles for readability.
4. Include labeled visual aids like tables and charts to support analysis.
5. Maintain a professional and consistent writing style; proofread for errors.
6. Begin with an executive summary summarizing key points for quick reference.
7. Clearly define technical terms for reader understanding.
8. Follow a logical flow from introduction to analysis, conclusions, and recommendations.
9. Explain analysis steps with rationale for reader clarity.
10. Summarize key results separately, highlighting critical insights.
11. Present clear and precise recommendations for **Jaiswal Cycle Stores**.
12. Conclude with a summary reinforcing main points and recommendations.