



SAMSUNG

BUSINESS DATA MANAGEMENT CAPSTONE PROJECT

Project on:

**Sales Maximization and Stock Optimization of a Samsung Shop
(Shri Krishna Infotech).**

Presented By

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ABOUT THE PROJECT

- **Objective of the Project:** Profit Maximization and Stock Optimization of Samsung Shop(Shri Krishna Infotech)
- **Business problems:**
 - Low Sales of Smartphones during Post-Pandemic.
 - Bad Stock Management.
 - Low Customer Retention Rate
- **Analysis Process included :**
 - Data collection involved phone calls, in-person meetings, and importing data from the owner system.
 - Type of data collected: Sales & Stock Data of Three Financial Years(2018-2021)
 - Tools used: Busy software (store, analyze and export).
 - Data cleaning – in this stage, collected sales data containing missing values and less impactful variables were removed/combined.
 - Tools used: Microsoft Excel
 - Data analysis – Cleaned and processed sales and stock data was analyzed using Predictive and Prescriptive analysis(using historical Data) techniques.
 - Tools used: Microsoft Excel
- After Data analysis, various recommendations were provided like alternate sales strategies and optimal product selection

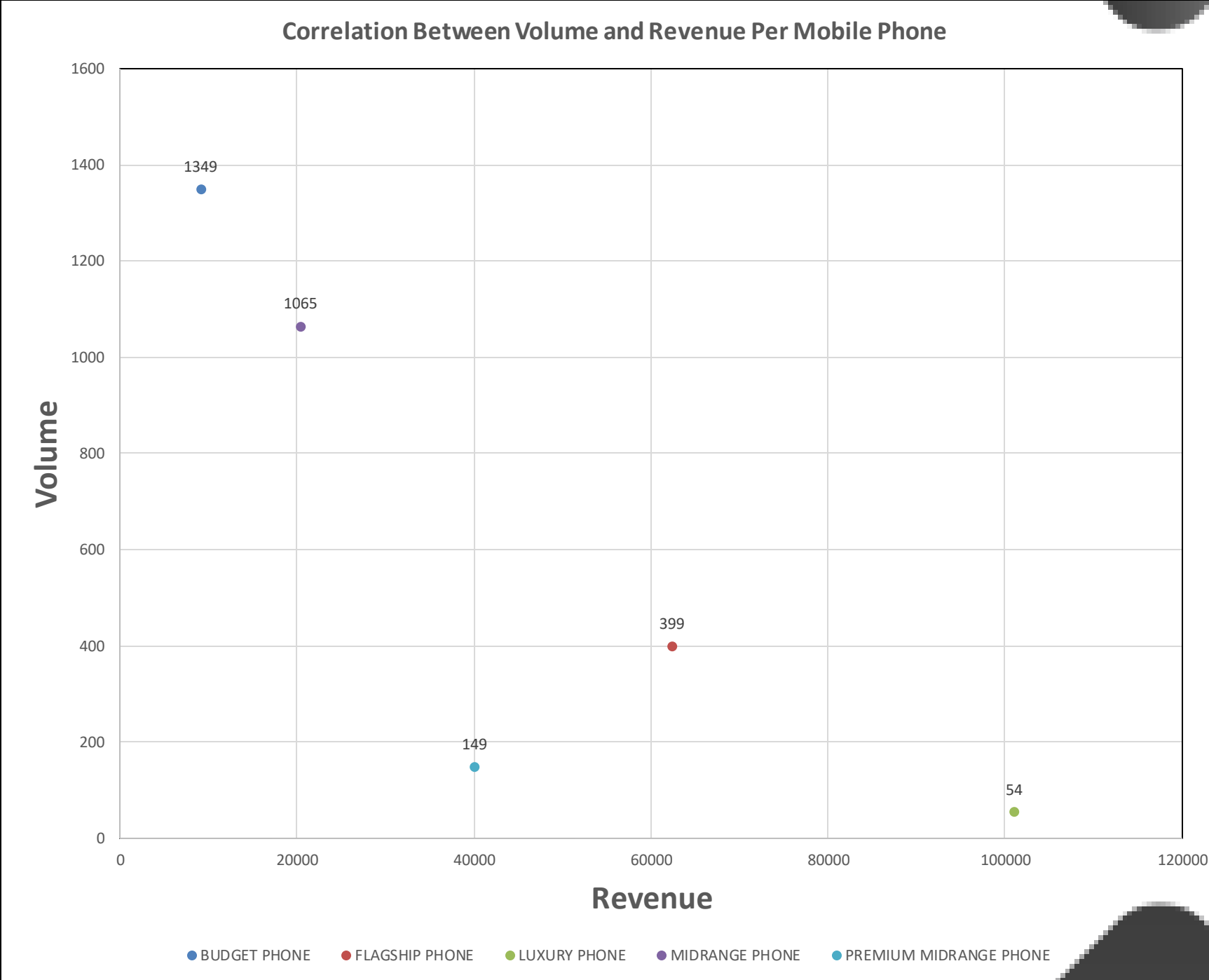
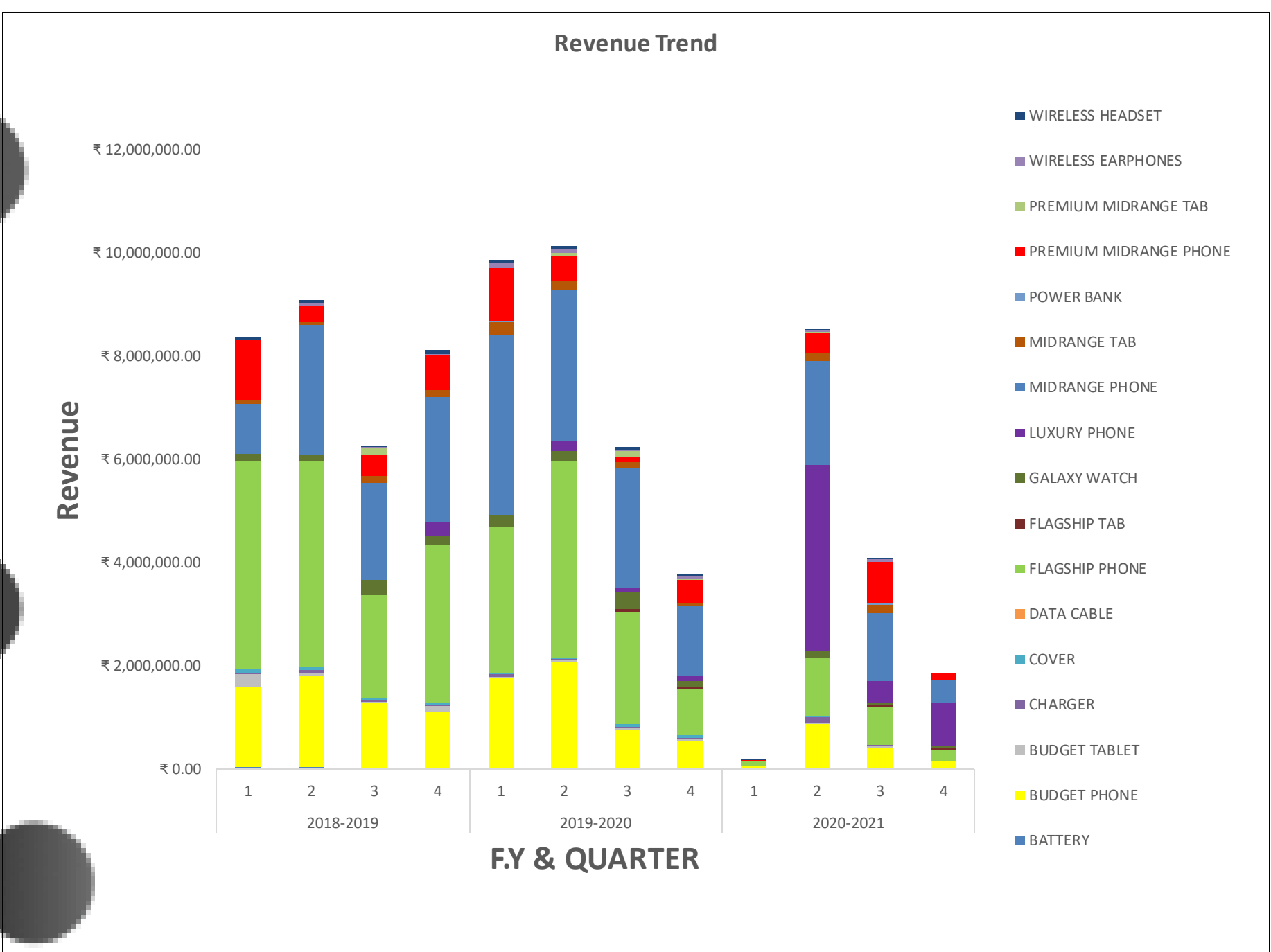
ABOUT THE COMPANY

- **Name of business:** Shri Krishna Infotech.
- **Type of business:** a B2C retail store by Samsung Electronics branded as a smart store / Samsung smart café.
- **Location:** Ghaziabad, Uttar Pradesh
- Sells mobile phones, tablets and various accessories(chargers, cables, earbuds and watches).
- **Owned by:** Mr Tarun Kapoor & Mrs Reena Kapoor.



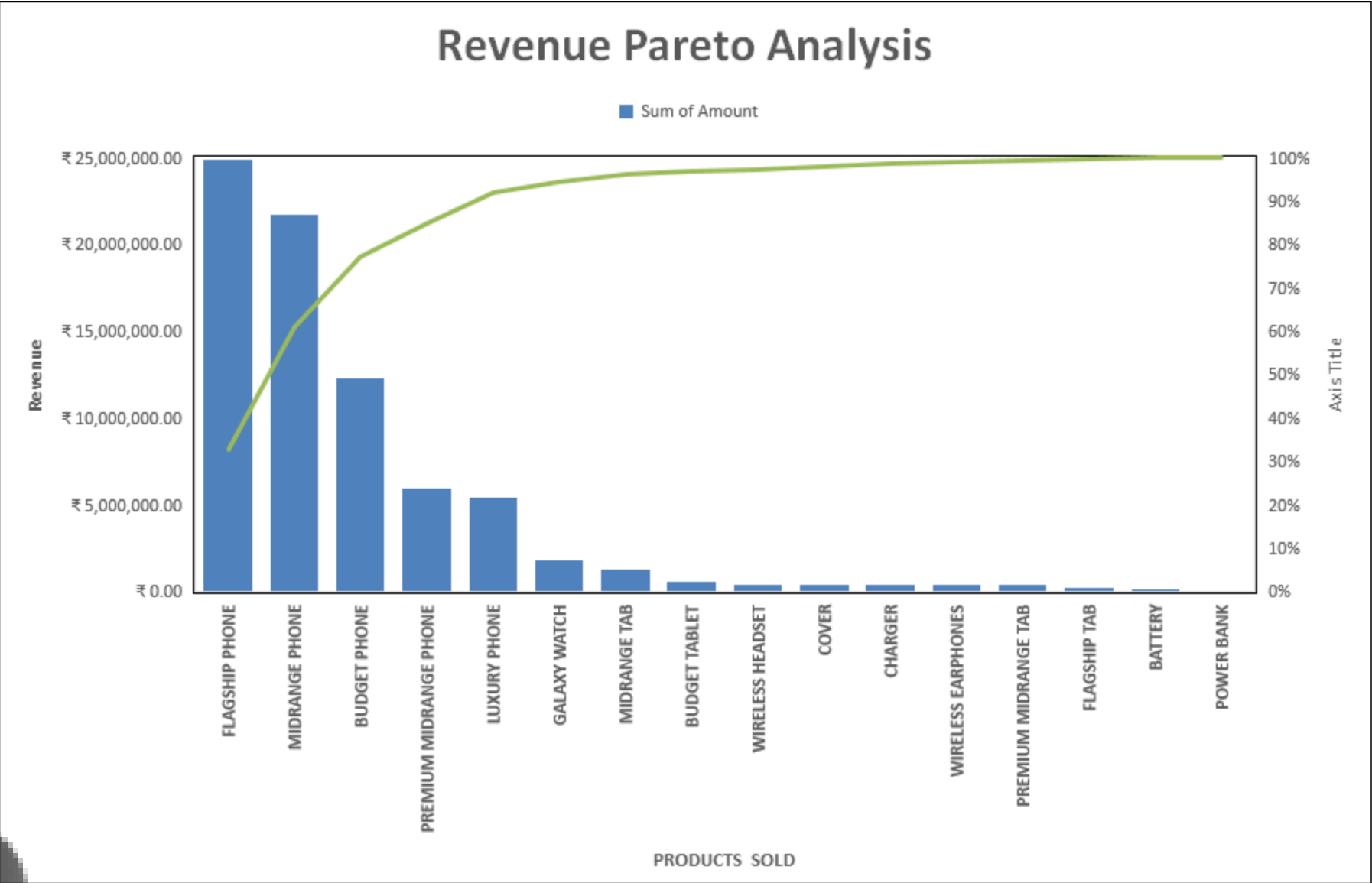
Problem Identification

- **Problem 1:** To rectify the low sales problem across all ranges of products.



Problem Identification

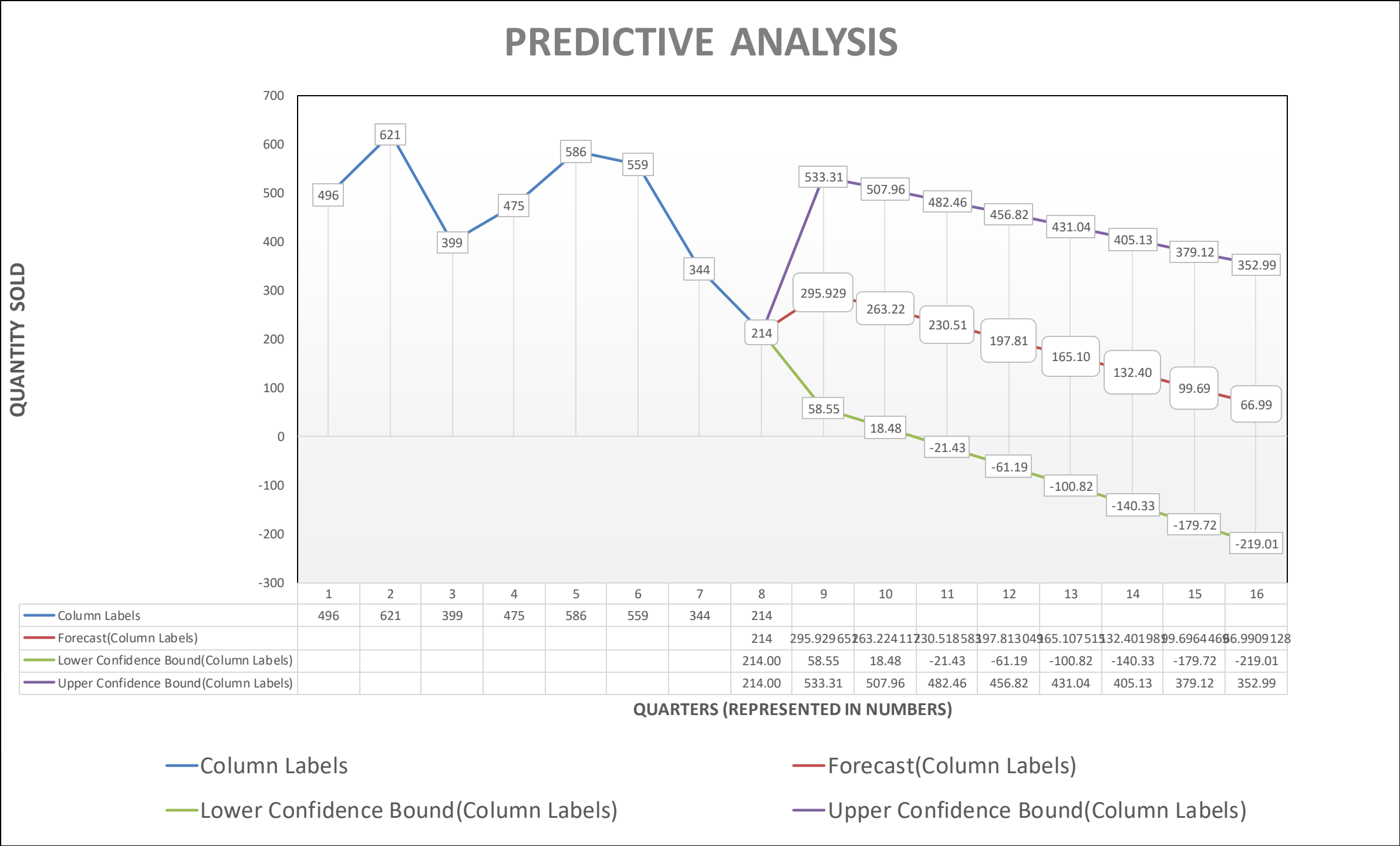
- Problem 2: Stock Optimization



PRODUCT SOLD	Sum of Amount	Cumulative Frequency
FLAGSHIP PHONE	₹ 2,48,78,896.77	32.52%
MIDRANGE PHONE	₹ 2,17,37,558.37	60.94%
BUDGET PHONE	₹ 1,22,87,852.04	77.01%
PREMIUM MIDRANGE P	₹ 59,69,354.75	84.81%
LUXURY PHONE	₹ 54,54,685.72	91.94%
GALAXY WATCH	₹ 18,15,605.12	94.31%
MIDRANGE TAB	₹ 12,77,501.75	95.98%
BUDGET TABLET	₹ 5,95,915.16	96.76%
WIRELESS HEADSET	₹ 4,38,696.70	97.34%
COVER	₹ 4,37,349.27	97.91%
CHARGER	₹ 4,19,910.73	98.46%
WIRELESS EARPHONES	₹ 4,13,270.32	99.00%
PREMIUM MIDRANGE T	₹ 3,62,438.15	99.47%
FLAGSHIP TAB	₹ 2,09,998.32	99.75%
BATTERY	₹ 1,20,896.80	99.90%
POWER BANK	₹ 73,347.42	100.00%

Problem Identification

- **Problem 2: Stock Optimization**



What can be Analyzed From this Chart?

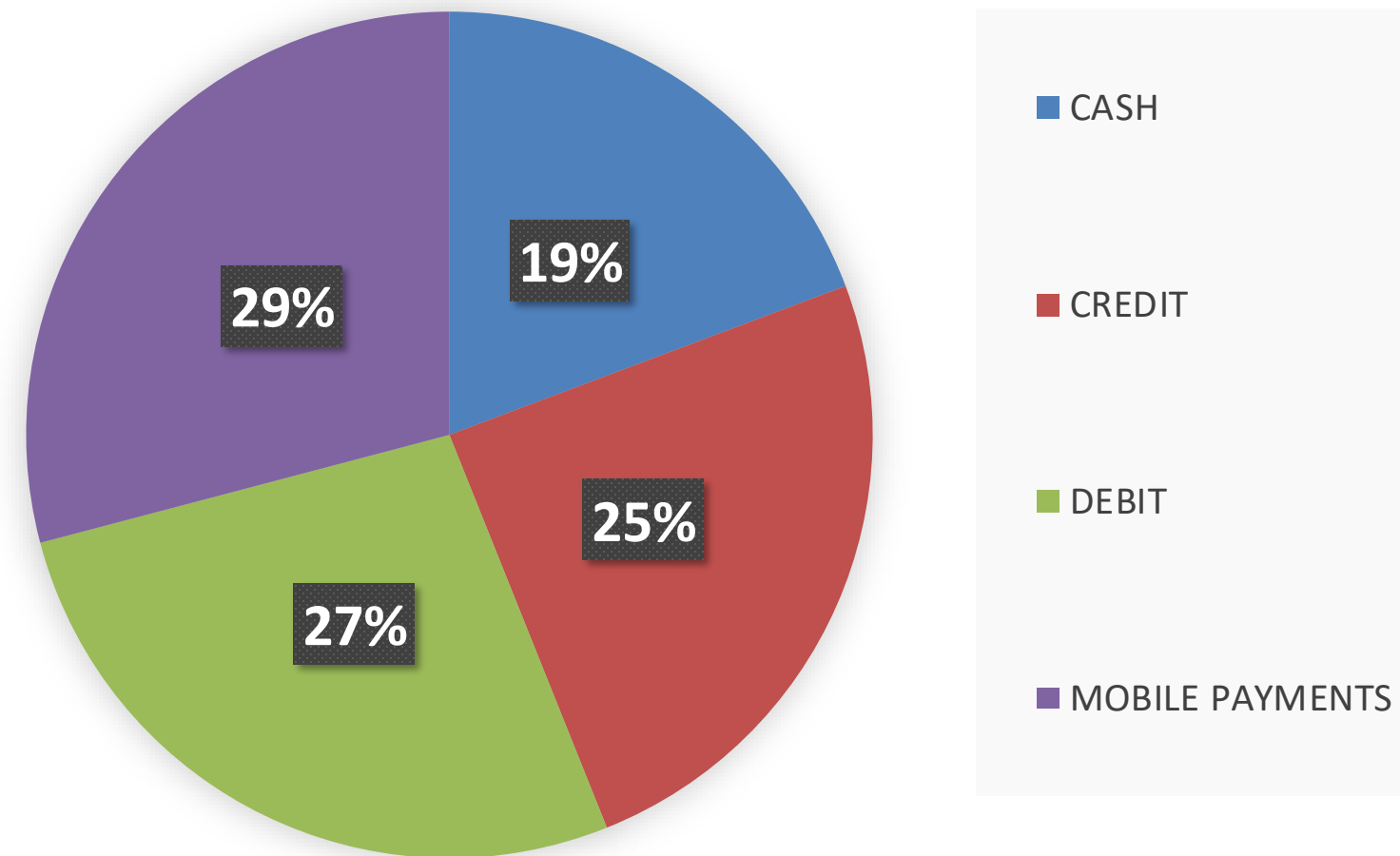
- **The Decreasing Graph shows the Covid Effect.**
- **The Upper Confidence Bound shows growth Potential in shop.**
- **New Sales Strategies Need to be implemented to Increase revenue and reduce the effect of Covid.**

Recommendations

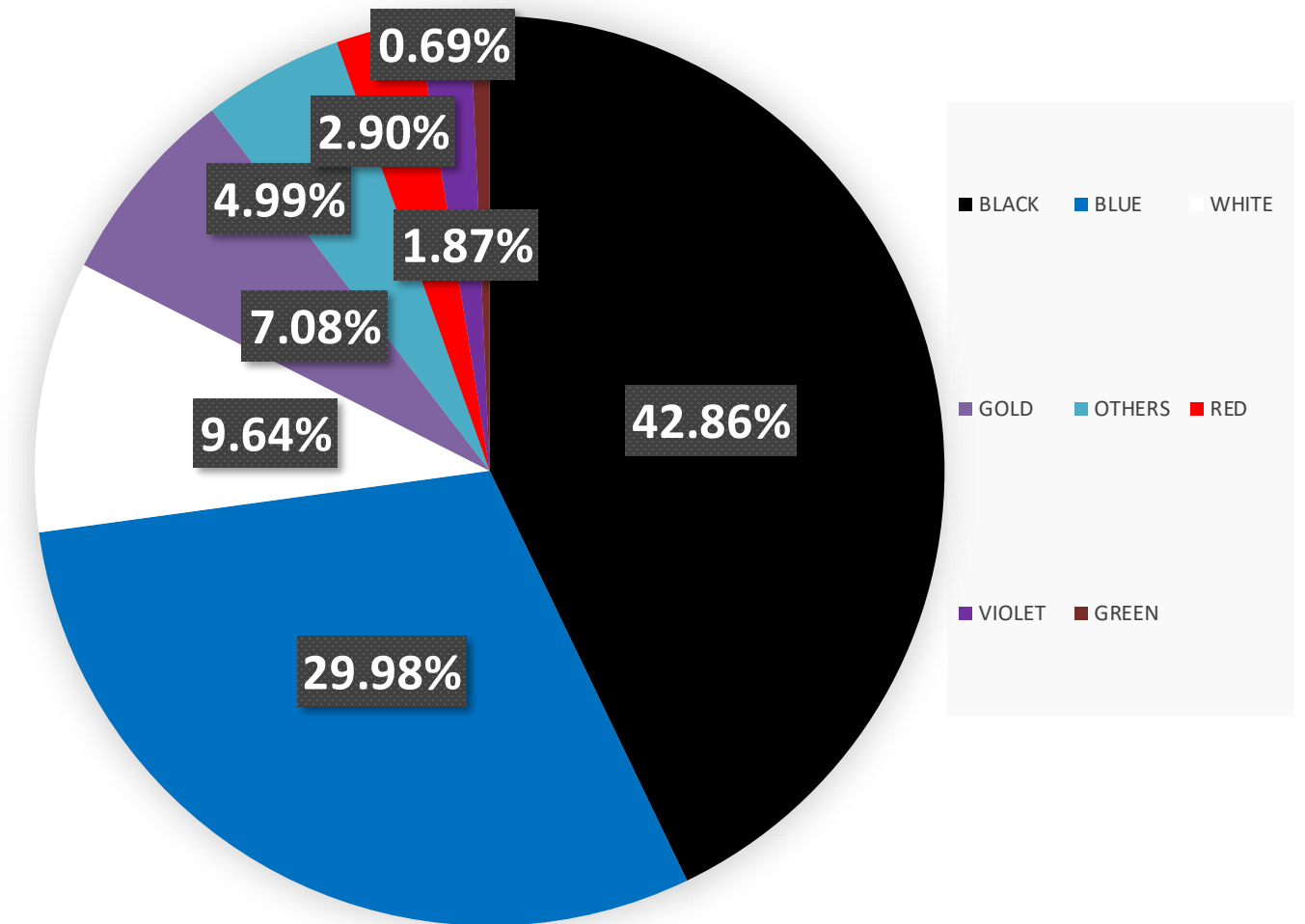
- The Shop never analyzed the customer's demand or market trends, resulting in low sales. it can be solved if store will perform constant offline and e-commerce market analysis.(Refer to Chart 1 Next Page)
- Stores should start giving preference to the latest smartphone technologies and specifications which are currently in demand. (Refer to Table 1 Next Page)
- Since, Samsung removed chargers and headsets from its premium-midrange, Flagship and luxury Category smartphone box, the store can sell bundle products for such categories i.e., discounts on mobile charger +mobile phone or wireless headsets + mobile phones bought together, this strategy will improve sales, help reduce the stock of Accessories and improve overall customer buying experience.
- PREMIUM, FLAGSHIP & LUXURY Category products generate the most revenue but also play a major role in Inventory problems. They should follow the process of JIT (Just in Time). Procure as required by the customer for use.
 - Advantages of JIT:
 - Reduce Waste Cost – JIT reduces waste of assets, excessive Inventory, and Defective products resulting in a Sharp Drop In several Aspects of Product Costs.
 - Better Product Prices – JIT results in a high-Quality product, timely delivery and commands Premium Pricing.
 - Low Overhead Cost – JIT results in less material Handling cost, Quality Inspection, Warehouse Space, Low rentals and Hence Cost Declines.
- Offer in-store promotions such as buy-one-get-one, discounts, bundle deals and giveaways to attract customers to the shop.
- Shop should use social media platforms like Facebook, Twitter, Instagram and LinkedIn to promote their shop. Create engaging content, and run social media ads to build awareness and Loyalty.

Recommendations

CUSTOMER BEHAVIOUR ANALYSIS

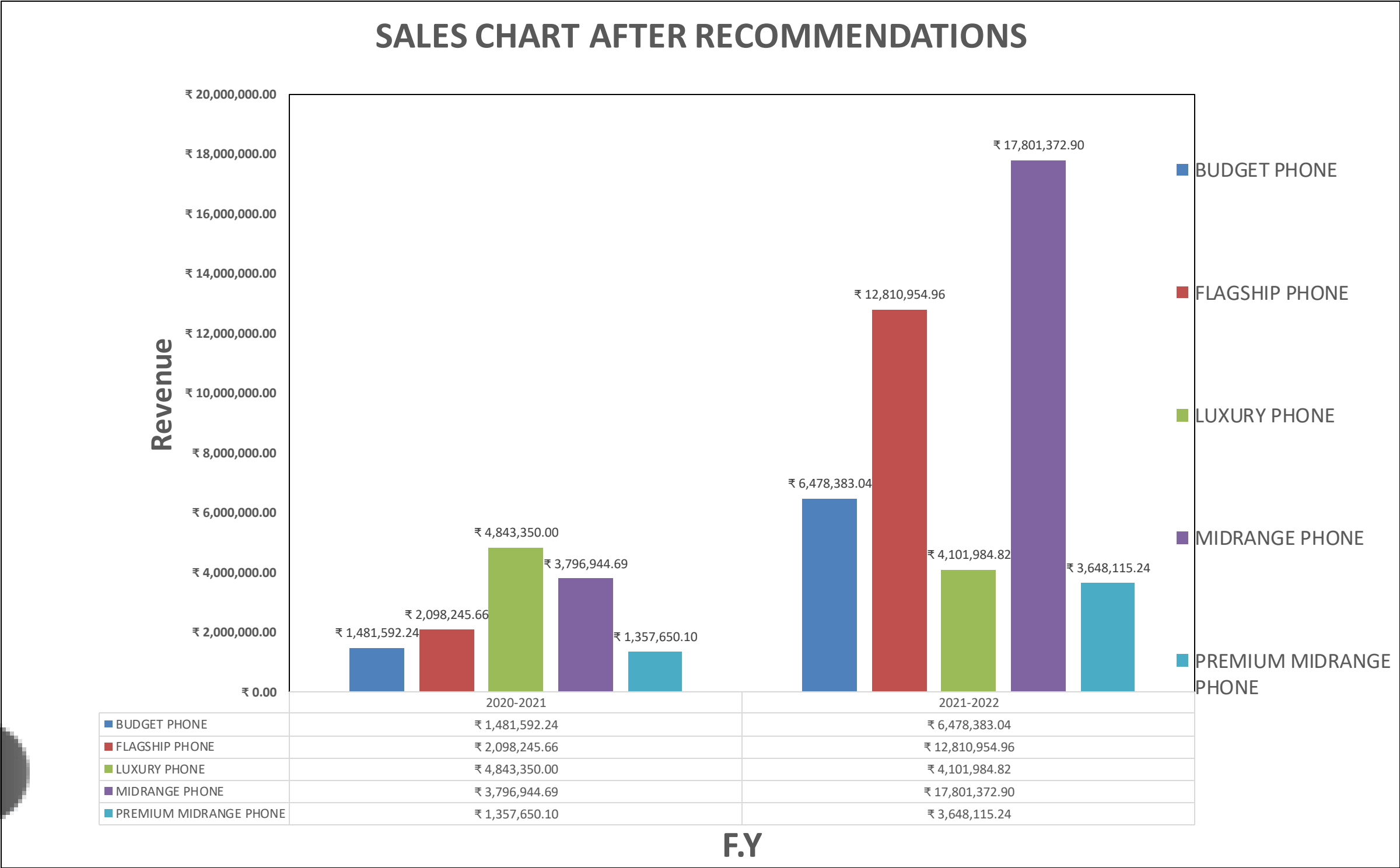


Sales By Colour Preference



Post Recommendation Results

- **Sales of Budget and Midrange Mobile Phones has increased from 10.91% to 14.45% and 27.96% to 39.70% respectively.**
- **This results in Increase in Overall Sales By 2 times (Approx) as Compared to Last Year. As Covid Effect is also reduced On Sales.**



The image features a white background with several dark gray, abstract, brush-like strokes in the corners. These strokes are thick and irregular, resembling paint splatters or calligraphic marks. They are located in the top-left, top-right, bottom-left, and bottom-right areas, framing the central text.

Thank
you!