

# Citizen Care Pharmacy: Unlocking the Potential of Data-Driven Solutions for B2C Success

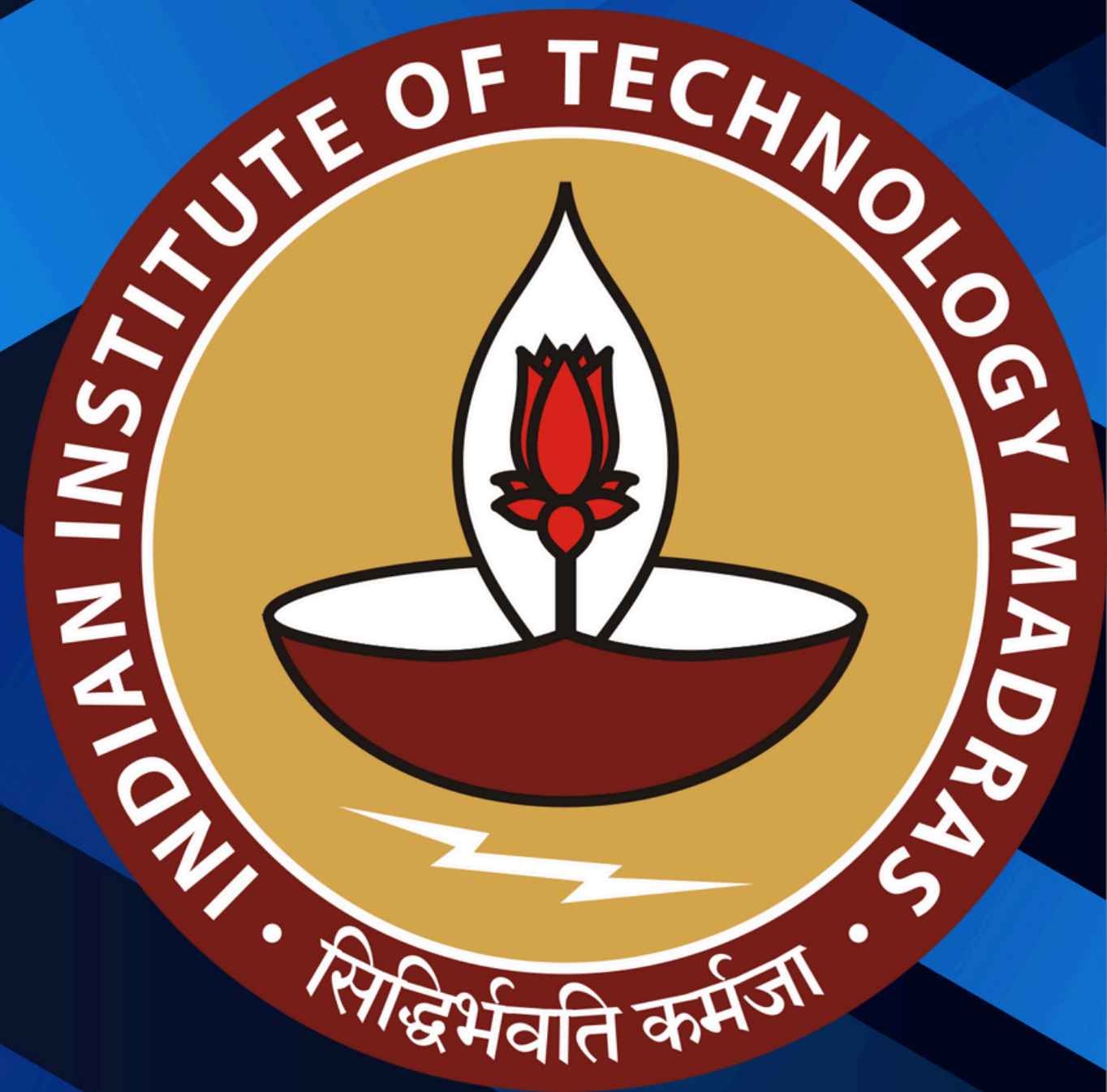
## BDM CAPSTONE PROJECT PRESENTATION

Indian Institute of Technology Madras  
Chennai, 600036

Name: SIDDHANT GAHLOT

Roll No-23f2000839

Email: 23f2000839@ds.study.iitm.ac.in



# OVERVIEW

## Organizational Background:

Citizen Care Pharmacy, a B2C healthcare business located in Greater Noida, Uttar Pradesh. Established in 2021 and catering primarily to senior citizens and local residents, the pharmacy provides essential services such as free home delivery and discounts of up to 15%.

## Organizational Problems:

The pharmacy struggles with hefty rent expenses, rising competition from online platforms, and overstocking of low-demand items like Homeopathic medicines





# PROBLEM, DATA & METHODOLOGY

## **P: INVENTORY INEFFICIENCIES & SALES FLUCTUATIONS**

Analyze category-wise sales, expenses, and inventory data to address overstocking, optimize resources, and improve overall profitability.

## **D: DATA COLLECTED [DEC 2024 - FEB 2025]**

Monthly Sales and Expenses Data, Revenue Trends by Category, and Inventory Costs.

## **M: ANALYSIS AND METHOD**

Data analyzed in Excel using Descriptive Statistics and Graphical Tools (Clustered Column Charts, Pie Charts, and Line Marker Charts).

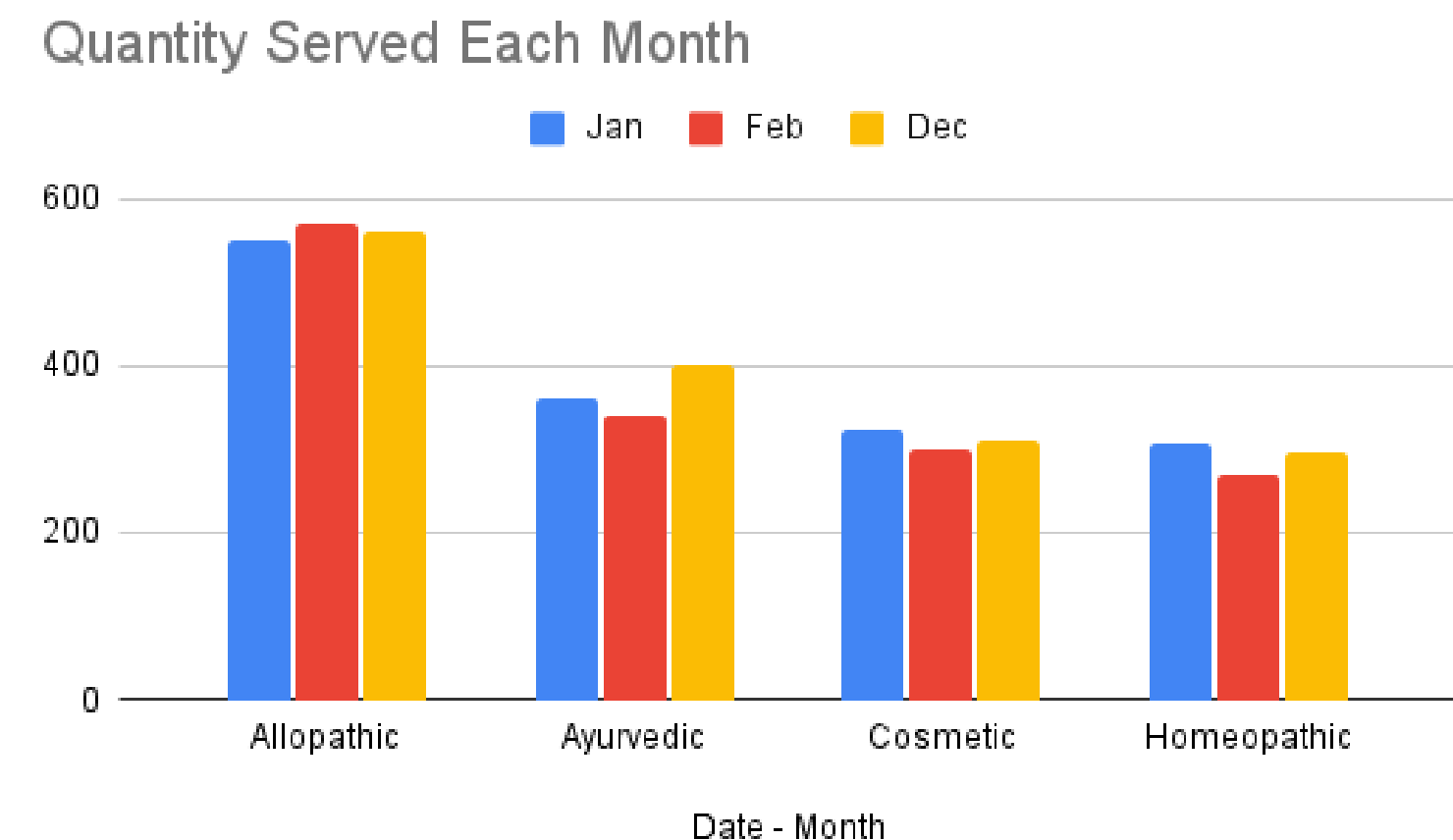
# KEY INSIGHTS AND RECOMMENDATIONS

**Insight:**Quantities served varied monthly, peaking in January, with December and February showing lower but steady volumes.

**Implication:** The January peak indicates increased demand post-holidays, while lower volumes in other months suggest seasonal fluctuations.

**Recommendation:** Align inventory and staffing with high-demand periods like January to ensure efficiency, and plan for slower months to optimize resources.

**Figure 1:Quantity served each Month**



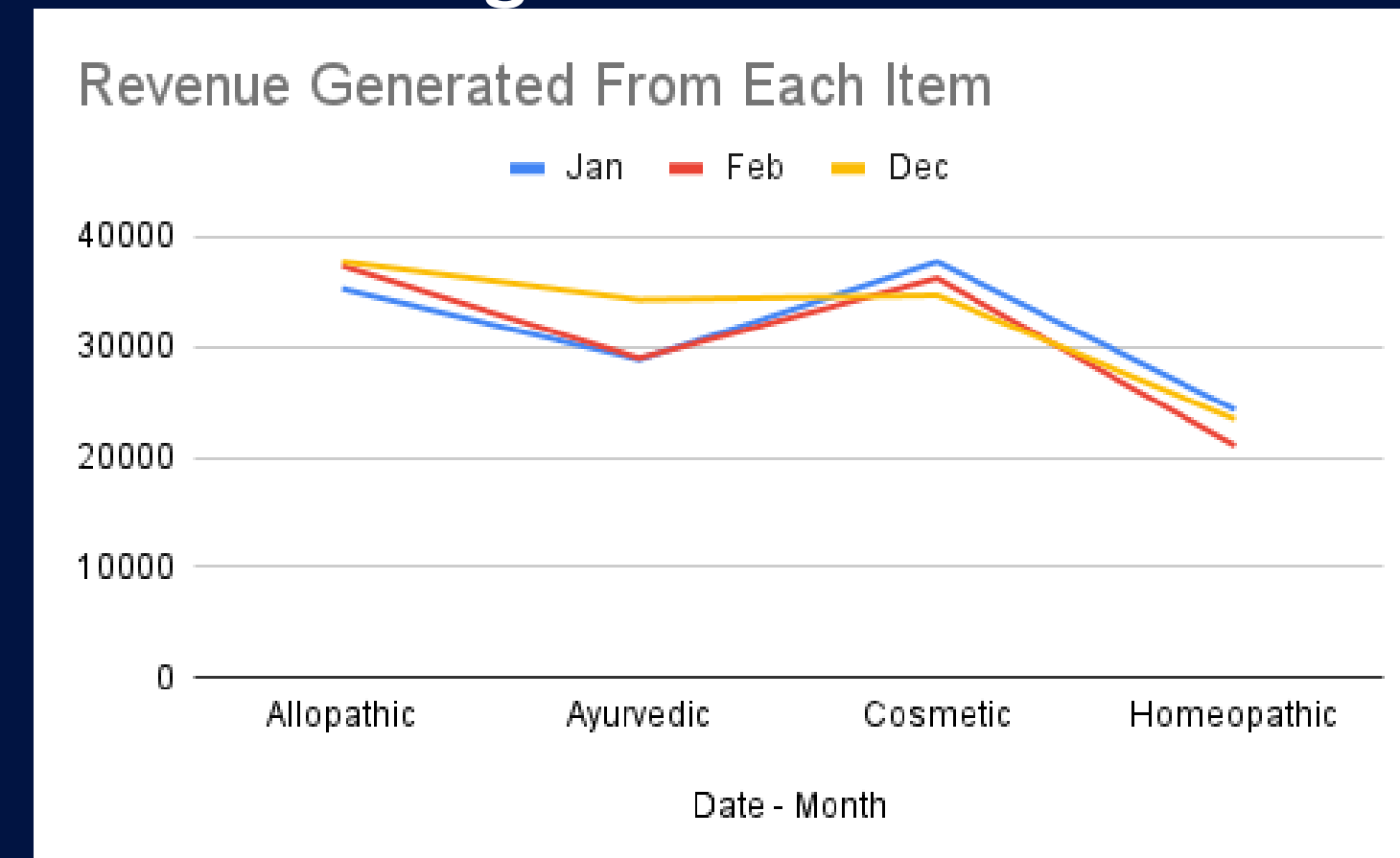
# KEY INSIGHTS AND RECOMMENDATIONS

**Insight:** Allopathic products consistently led in revenue, with seasonal spikes observed in December and February.

**Implication:** Seasonal demand drives peaks for Allopathic and Ayurvedic products, while Homeopathic lags behind.

**Recommendation:** Leverage seasonal trends through focused promotions and enhance visibility for niche products.

**Figure 2: Revenue generated From Each item**



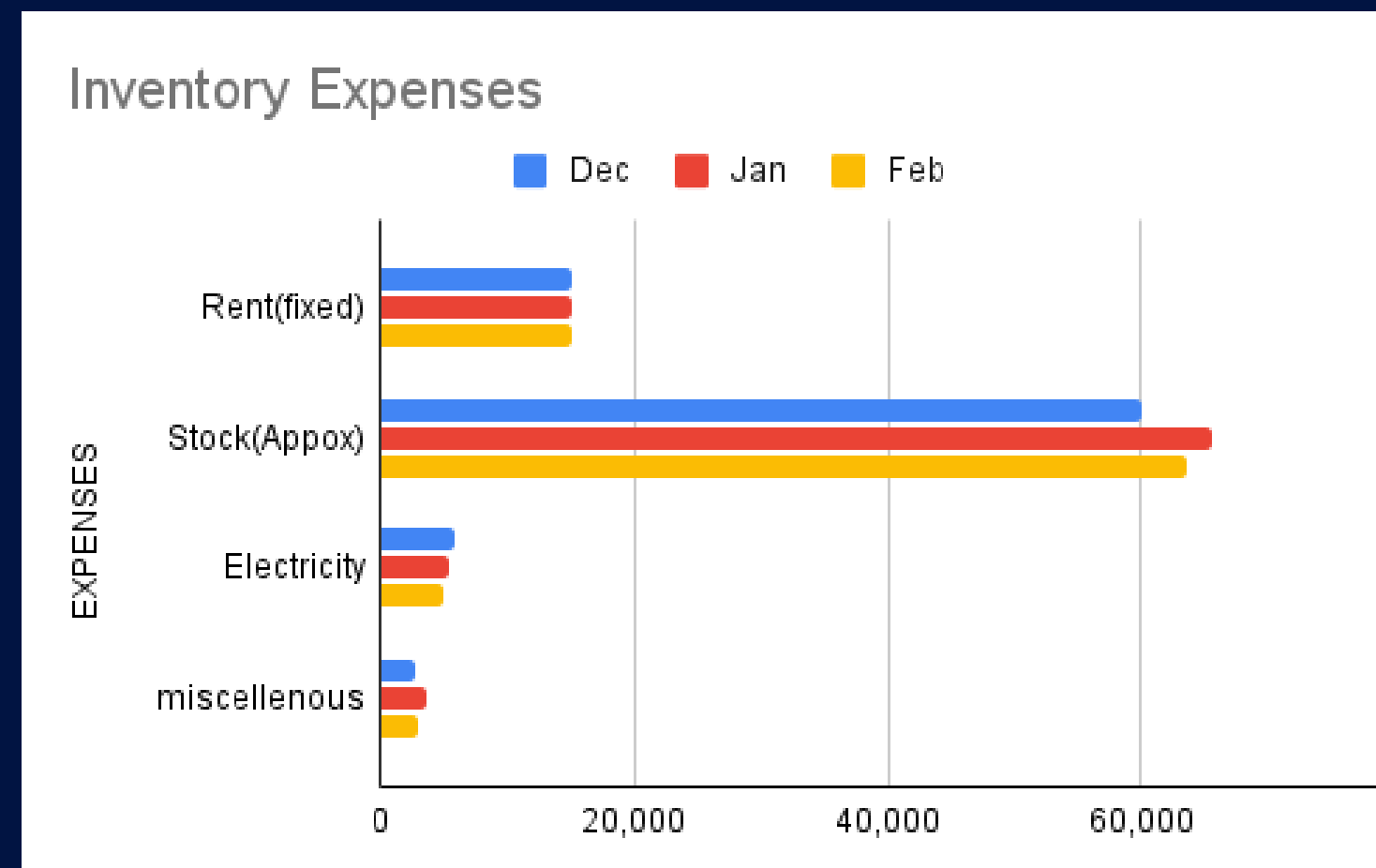
# KEY INSIGHTS AND RECOMMENDATIONS

**Insight:** Expenses like electricity and miscellaneous costs fluctuated seasonally, with rent remaining constant.

**Implication:** Seasonal spikes in expenses highlight operational adjustments required during winter months.

**Recommendation:** Implement energy-saving measures and monitor miscellaneous costs to enhance cost efficiency.

**Figure 3: Expenses across months**



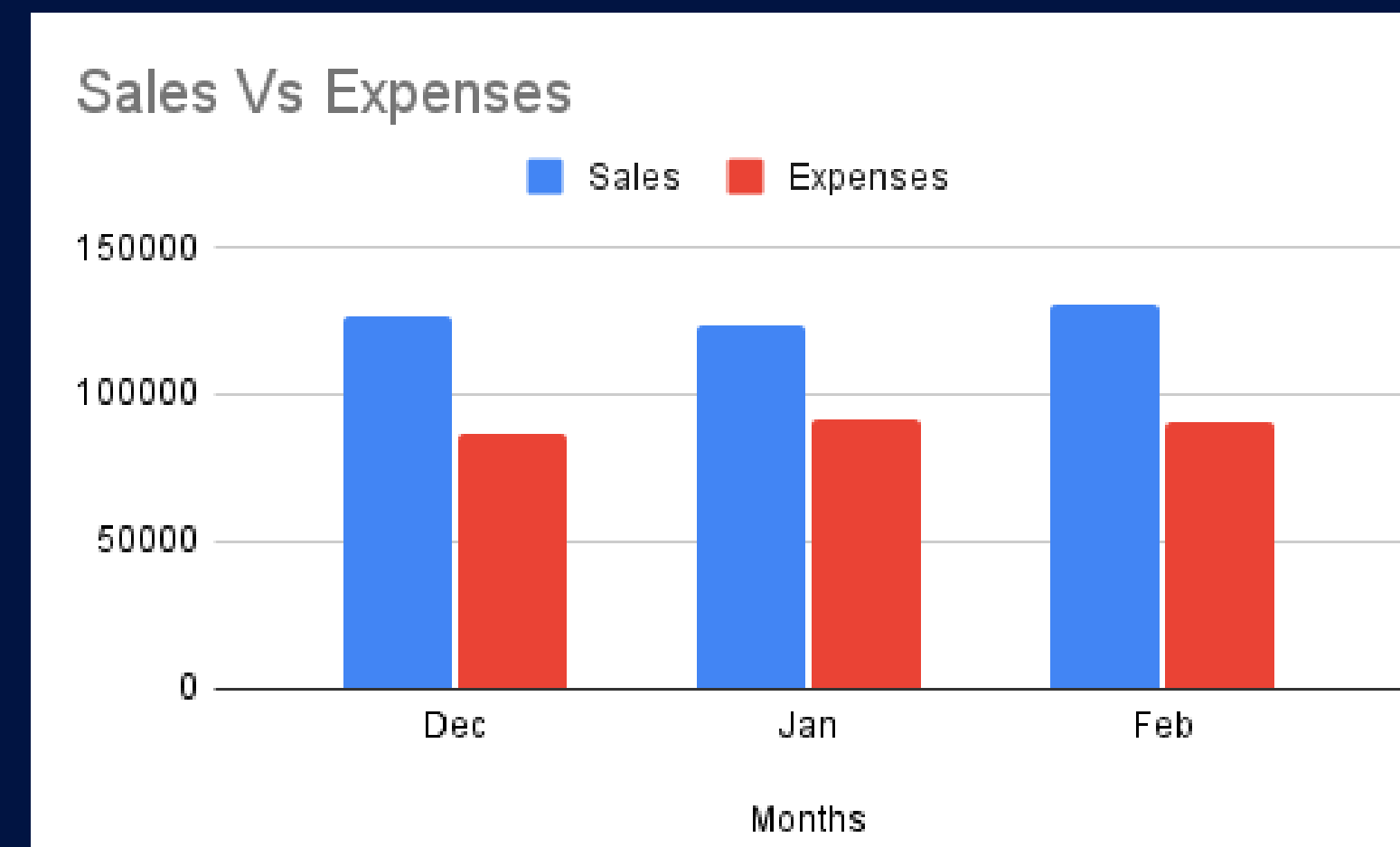
# KEY INSIGHTS AND RECOMMENDATIONS

**Insight:** Sales consistently exceeded expenses, with the highest revenue recorded in February.

**Implication:** Efficient cost management and strong sales performance highlight operational stability

**Recommendation:** Use targeted promotions during low-demand months to maintain steady revenue growth.

Figure 4: Expenses vs Sales





# CONCLUSION

The analysis of Citizen Care Pharmacy highlights its strengths in maintaining profitability through effective inventory management and cost control, despite challenges like hefty rent and rising online competition. Seasonal demand patterns and customer preferences for Allopathic and Ayurvedic products underscore the importance of aligning inventory and marketing strategies with these trends. By addressing inefficiencies in niche categories and optimizing operational workflows, the pharmacy can further enhance its profitability and customer engagement. These data-driven insights provide a foundation for sustainable growth and informed decision-making.





# THANK YOU

SIDDHANT GAHLOT  
23F2000839



23F2000839@DS.STUDY.IITM.AC.IN