



BUSINESS DATA MANAGEMENT CAPSTONE PROJECT

Navigating the Challenges of Operating a
Ready-to-wear Clothing Store



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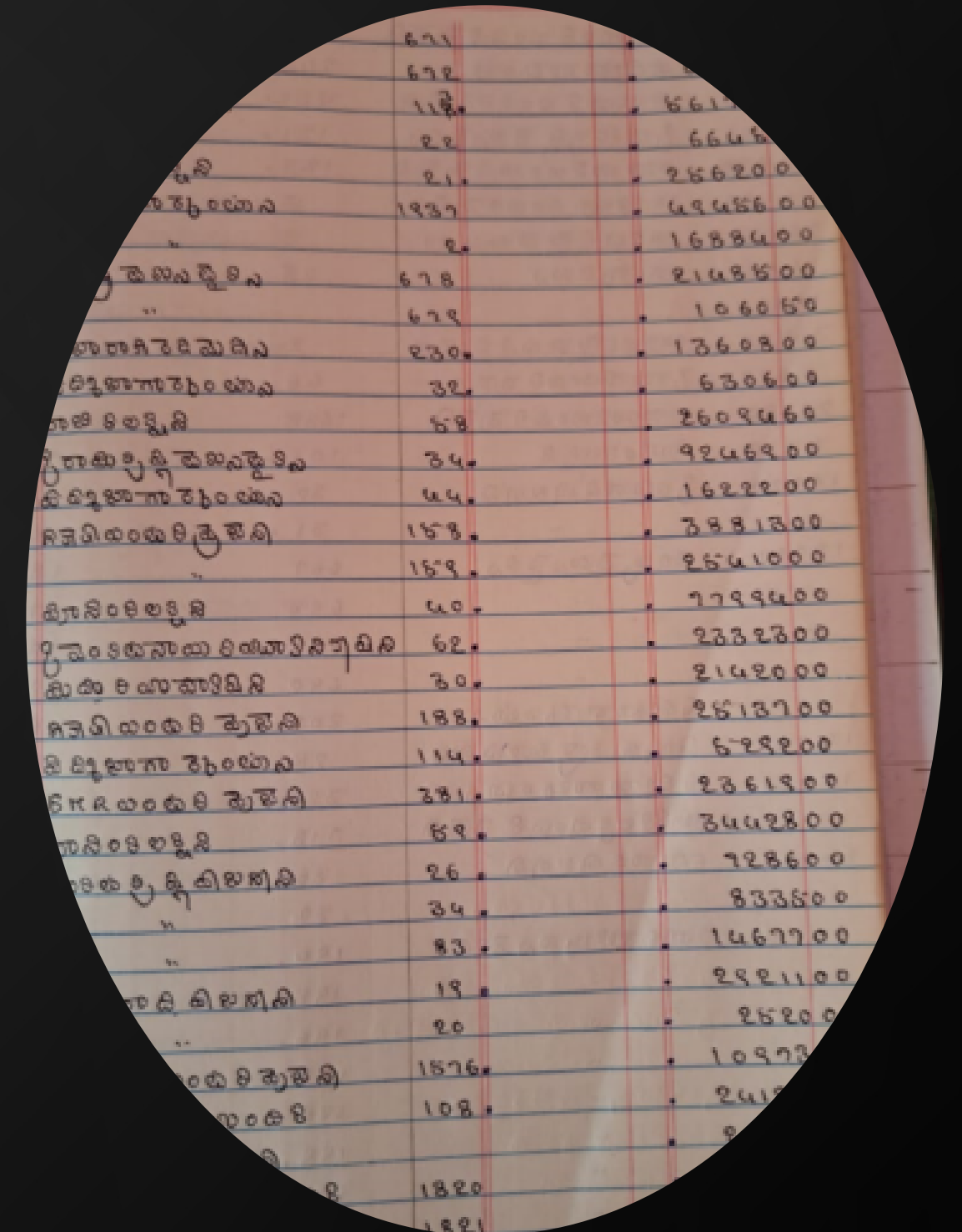
Background of the Organization

- Name of the Shop : Divya Fashions
- Location : D-2, Clock tower center, Main Road, Sattenapalli, Andhra Pradesh.
- Type of Business : Business to Customers (B2C)
- Divya Fashions is medium sized retail store that specializes in the sales of daily wear clothes from start to end. The shop is owned by S. Narendra Kumar in 2017.
- They offer a wide variety of clothes including both branded and non-branded clothes. The monthly revenue varies according to festivals. They sell all variety of clothes for both male and female including under-Garments etc.



Data Collection and cleaning

- I gathered data by conducting three distinct visits and collected a six-month period data, spanning from Nov 2022 to April 2023. During these visits, I documented sales, prices, and inventory for 8 different types of dress items.
- This collected data is quite unprocessed. The data is put into the google spreadsheets and thoroughly cleaned for the analysis.



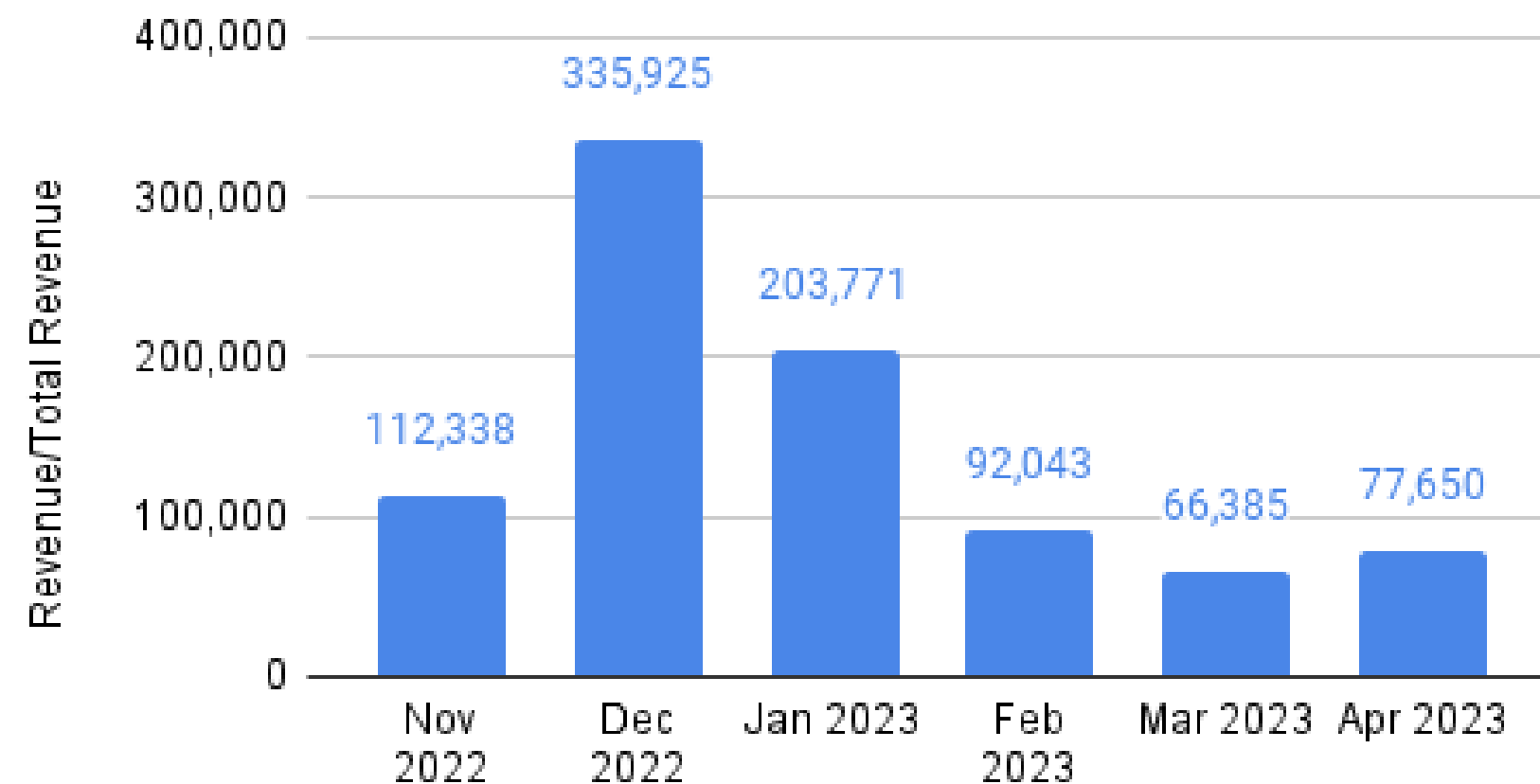
A circular inset showing a handwritten data table in a notebook. The table has three columns: item names in Sinhala, a numerical column, and a price column. The data is organized into rows, with some items repeated. The handwriting is in black ink on lined paper.

Item Name (Sinhala)	Quantity/ID	Price
671		
672		
118		661
22		6645
21		25620.0
1937		49456.00
2		16884.00
678		21485.00
679		10605.00
230		13608.00
32		6306.00
58		26094.60
34		92469.00
44		16222.00
158		38813.00
159		25410.00
40		77994.00
62		23323.00
30		21420.00
188		26137.00
114		6292.00
331		23619.00
69		34428.00
26		7286.00
34		8335.00
83		14677.00
19		29211.00
20		2620.00
1576		10973
108		241
1820		
1821		

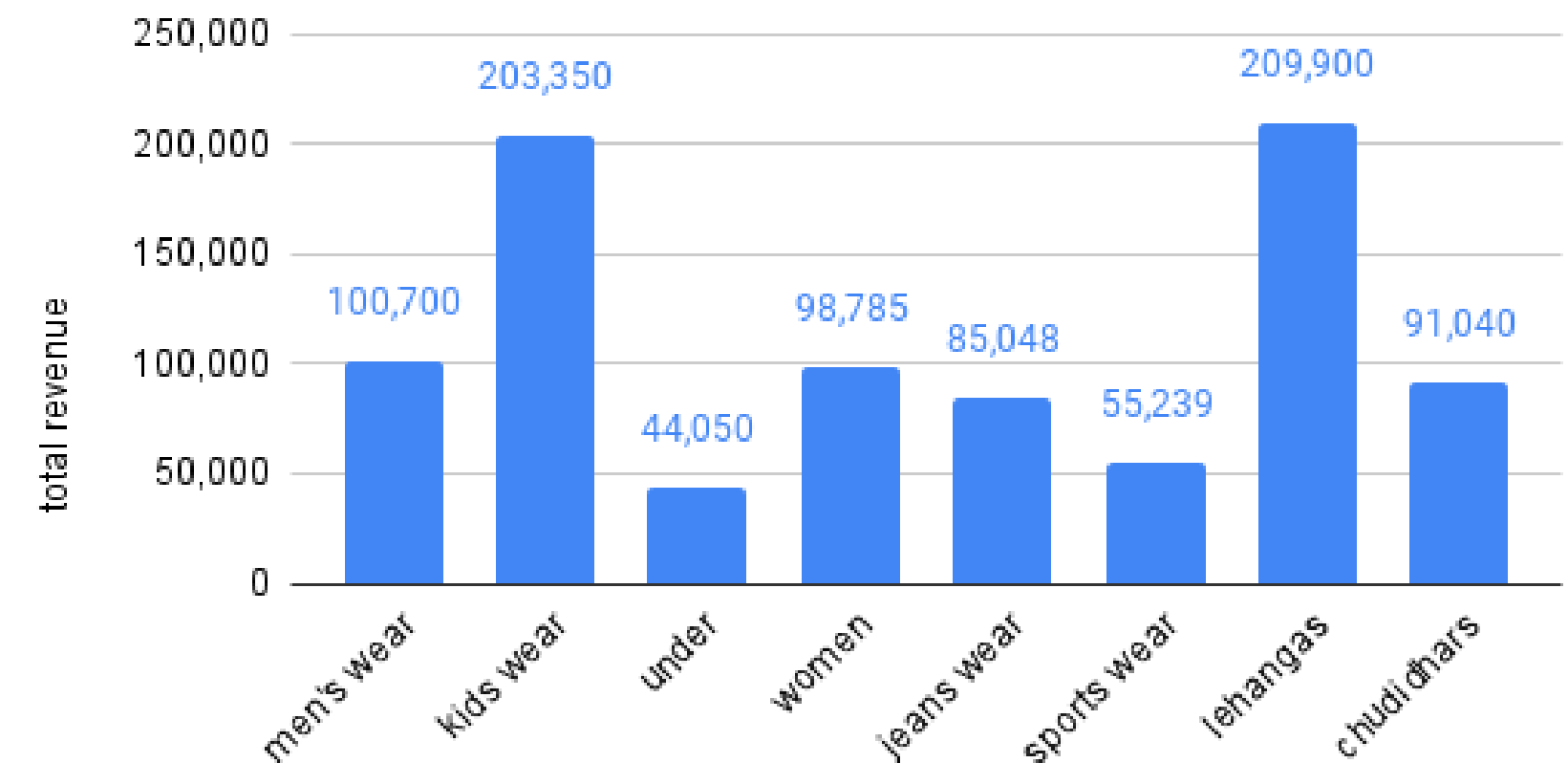
Results and Findings

Objective 01 :Sales

Revenue trend over 6 months



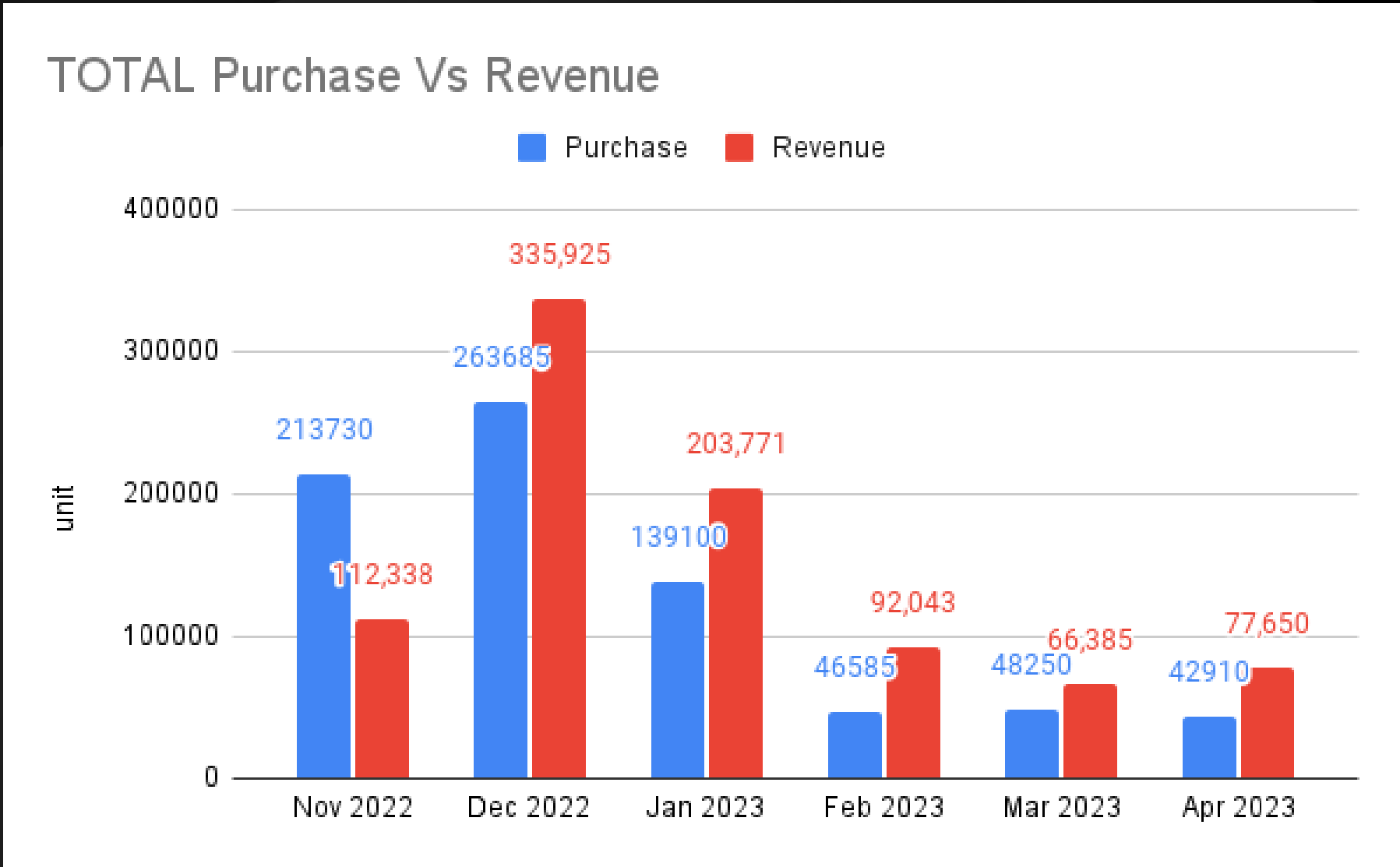
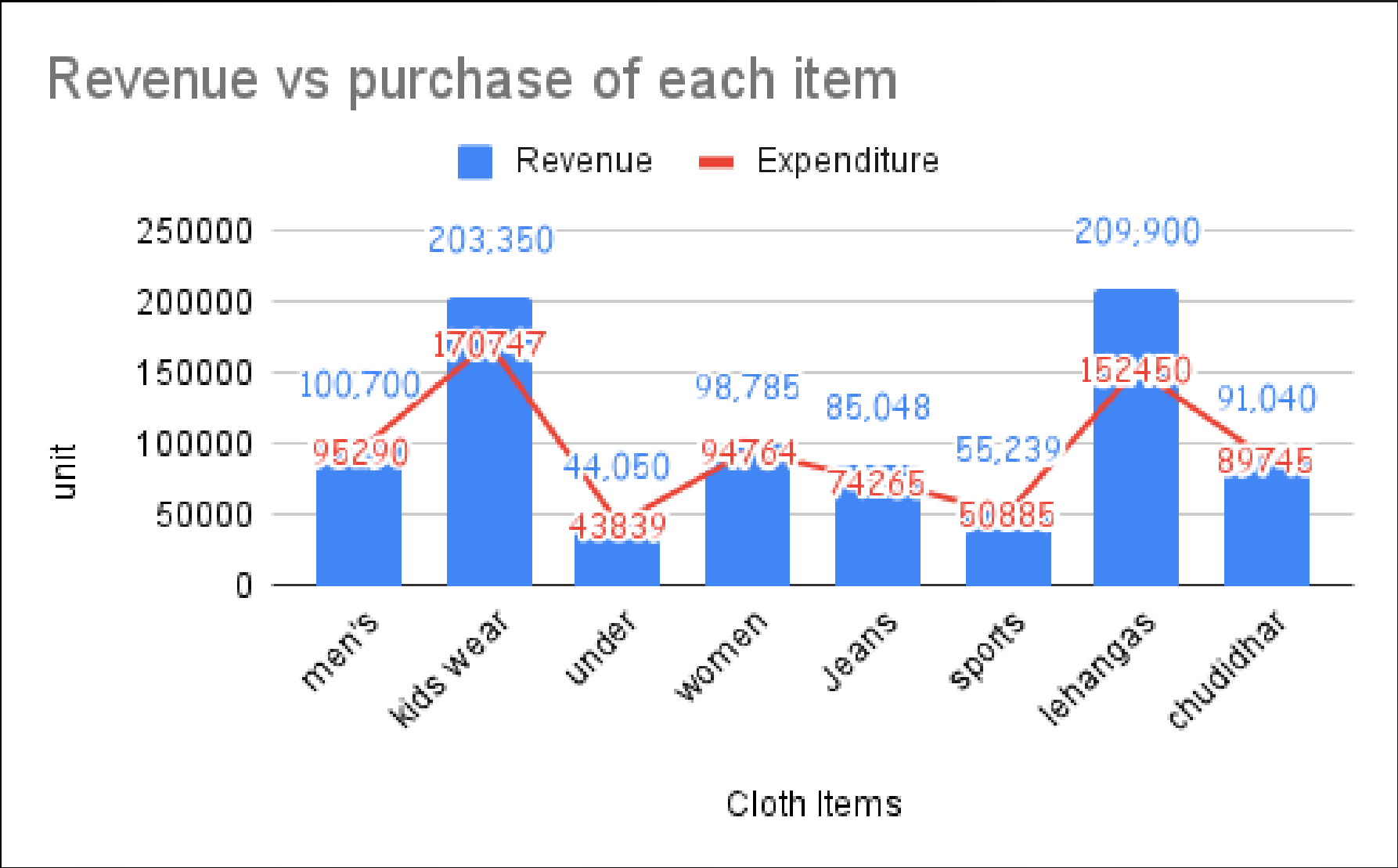
total revenue of SKU'S (6 Months)



- Total revenue generated in 6 months : Rs. 8,88,112.
- Highest Revenue occurred in December 2022 of Rs. 3,35,925.
- Average monthly revenue is of Rs. 1,48,019.
- Minimum Revenue : Rs.66,385
- Highest Revenue making item is Lehengas .
- Lowest Revenue making item is Undergarments.

Objective 02 :Purchase data

- Total purchase made in December is higher. Interestingly, December also generates more revenue.

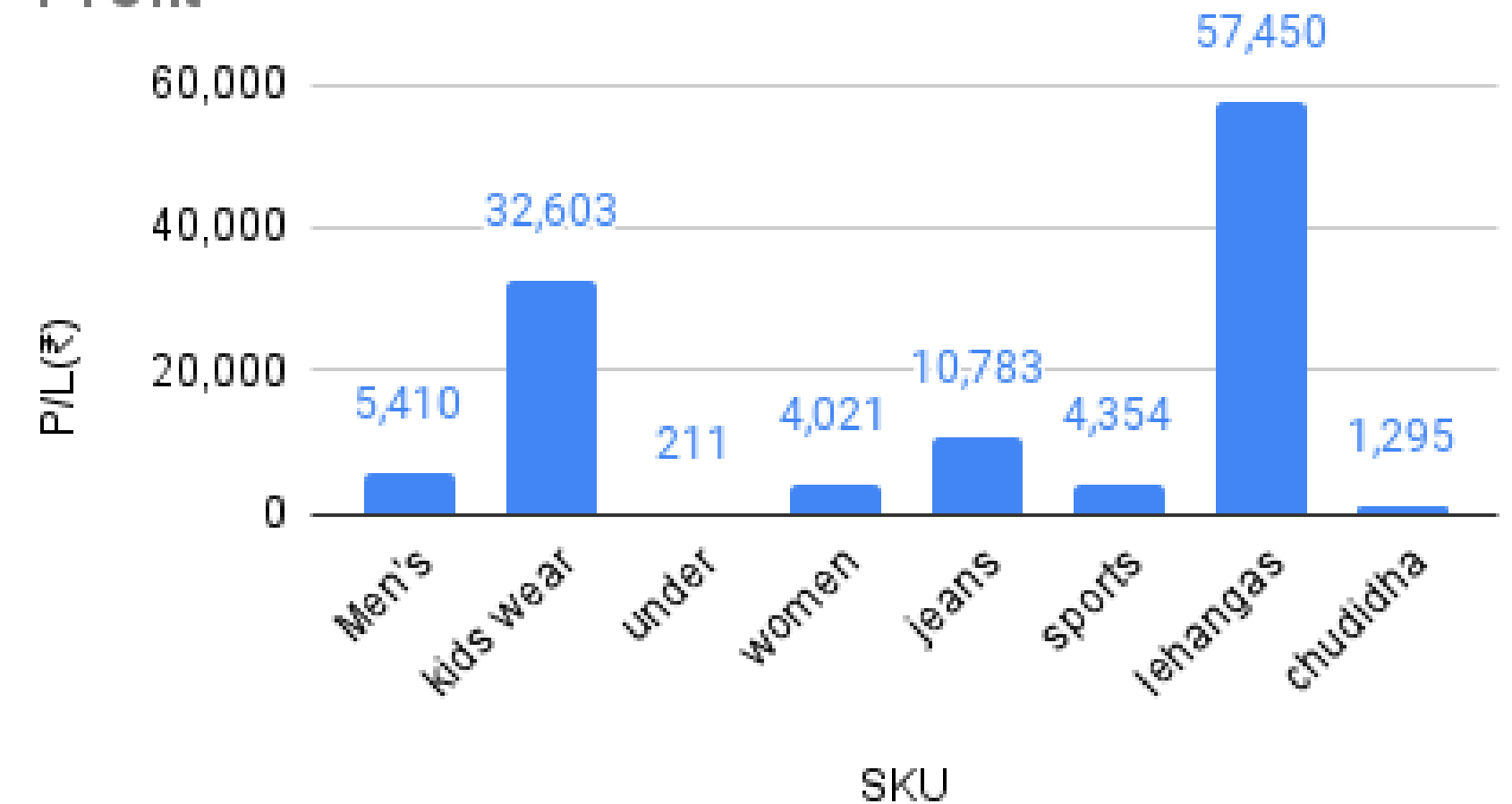


- Undergarments is making less profit because the revenue from them in the overall 6 months was Rs. 44,050, and the money spent on them for purchase was Rs. 43,839.

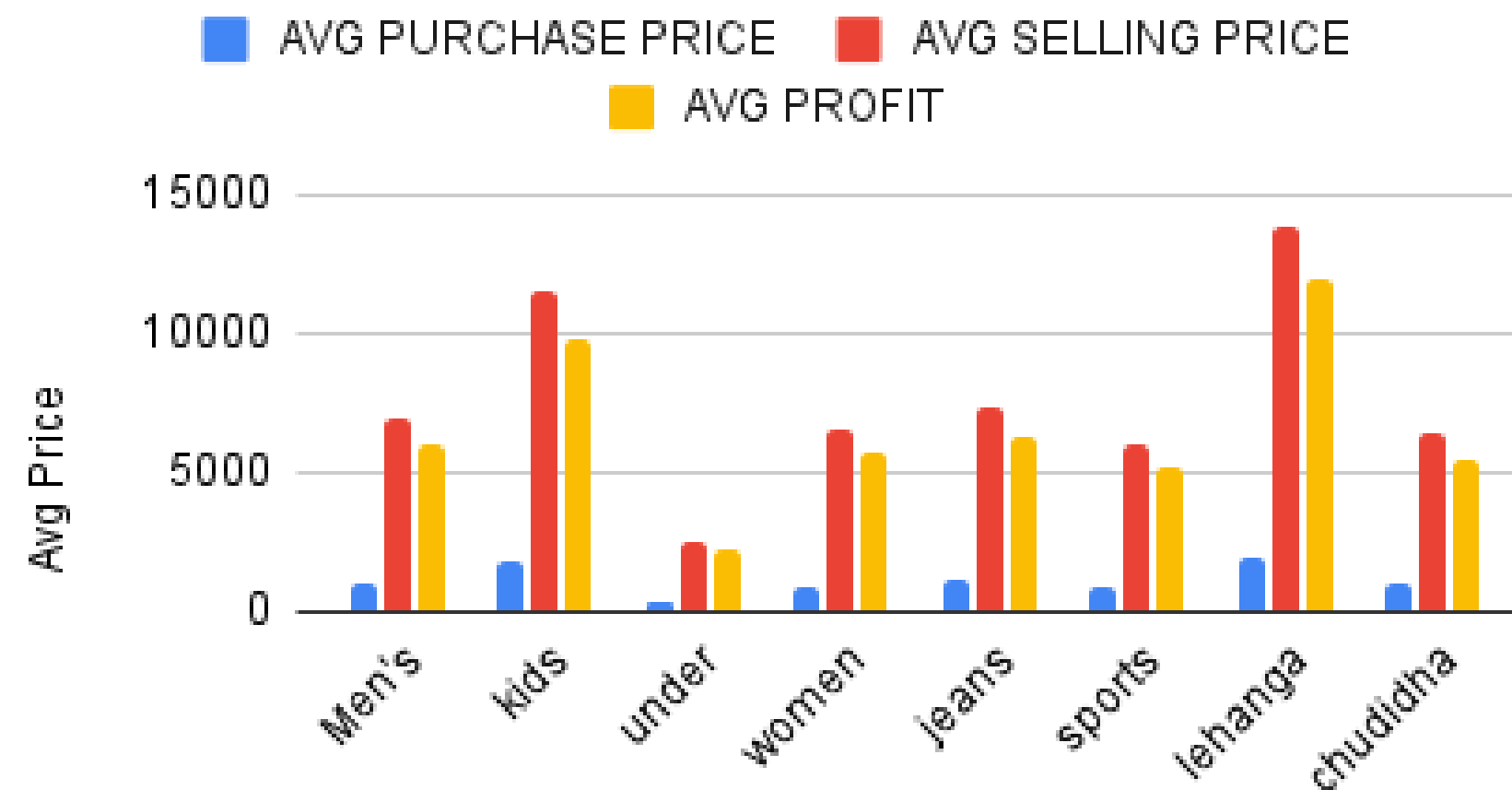
Objective 03 : Profit / Loss

- Highest Profit making : Lehengas.
- Least Profit making : Under Garments (a profit of 35 Rs. per month) .

Profit



AVG PURCHASE PRICE VS AVG SELLING

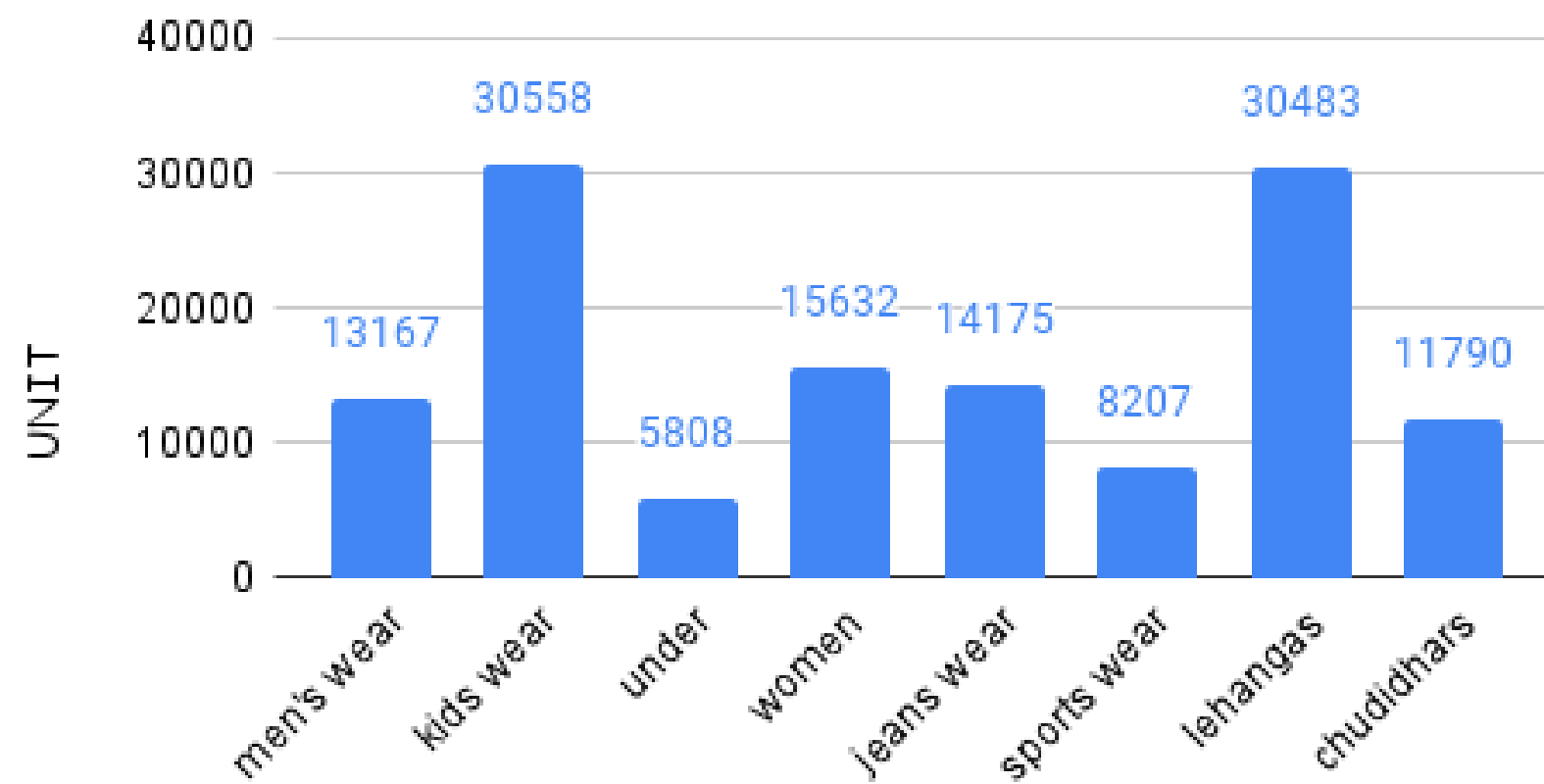


- Peak months are December and January
- Bottom months are November and March.

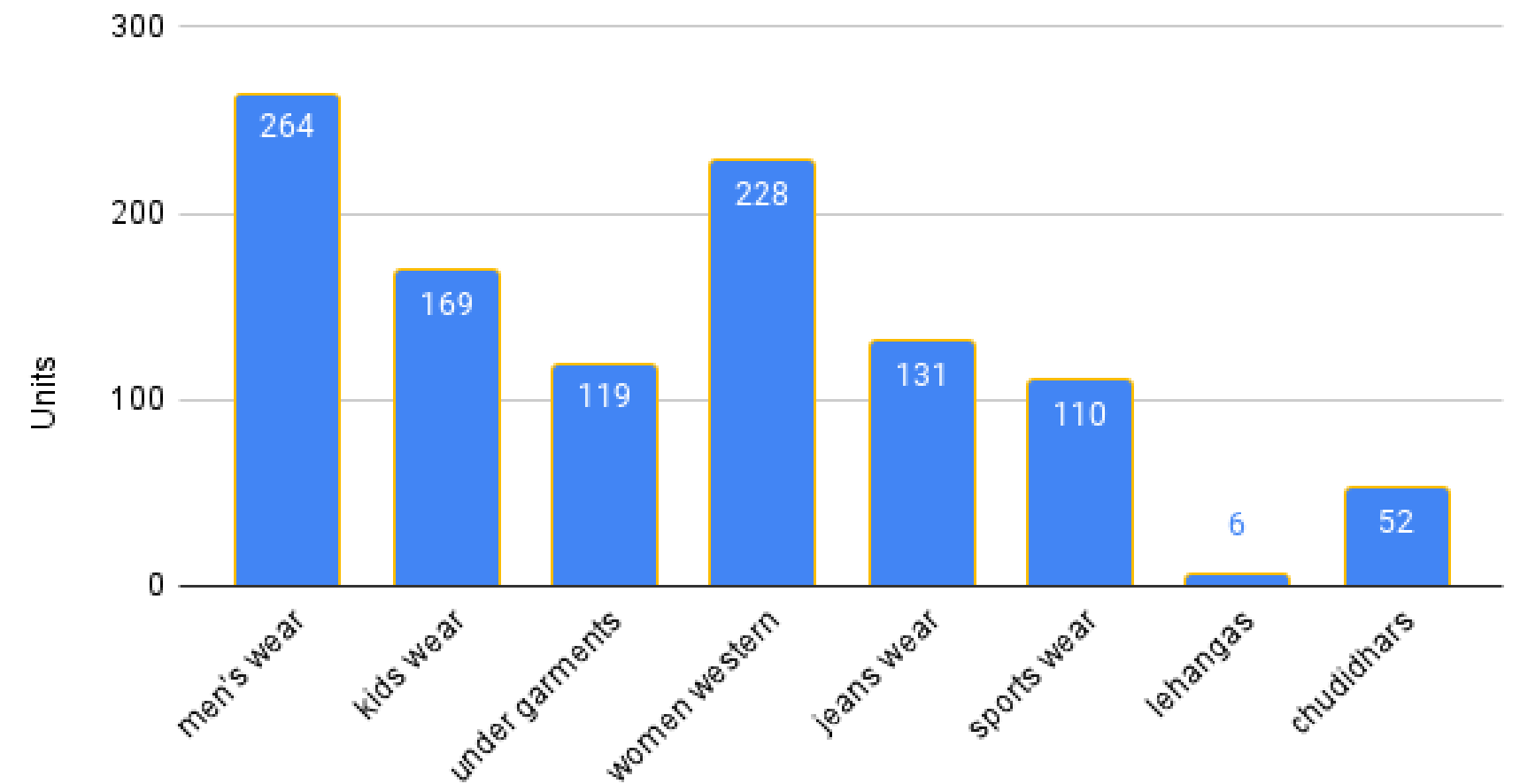
Objective 04 : Inventory

- Average stock of lehenges are low and its sales are high.
- Dead stock is mainly causing due to men's wear and women western.

AVG SALES



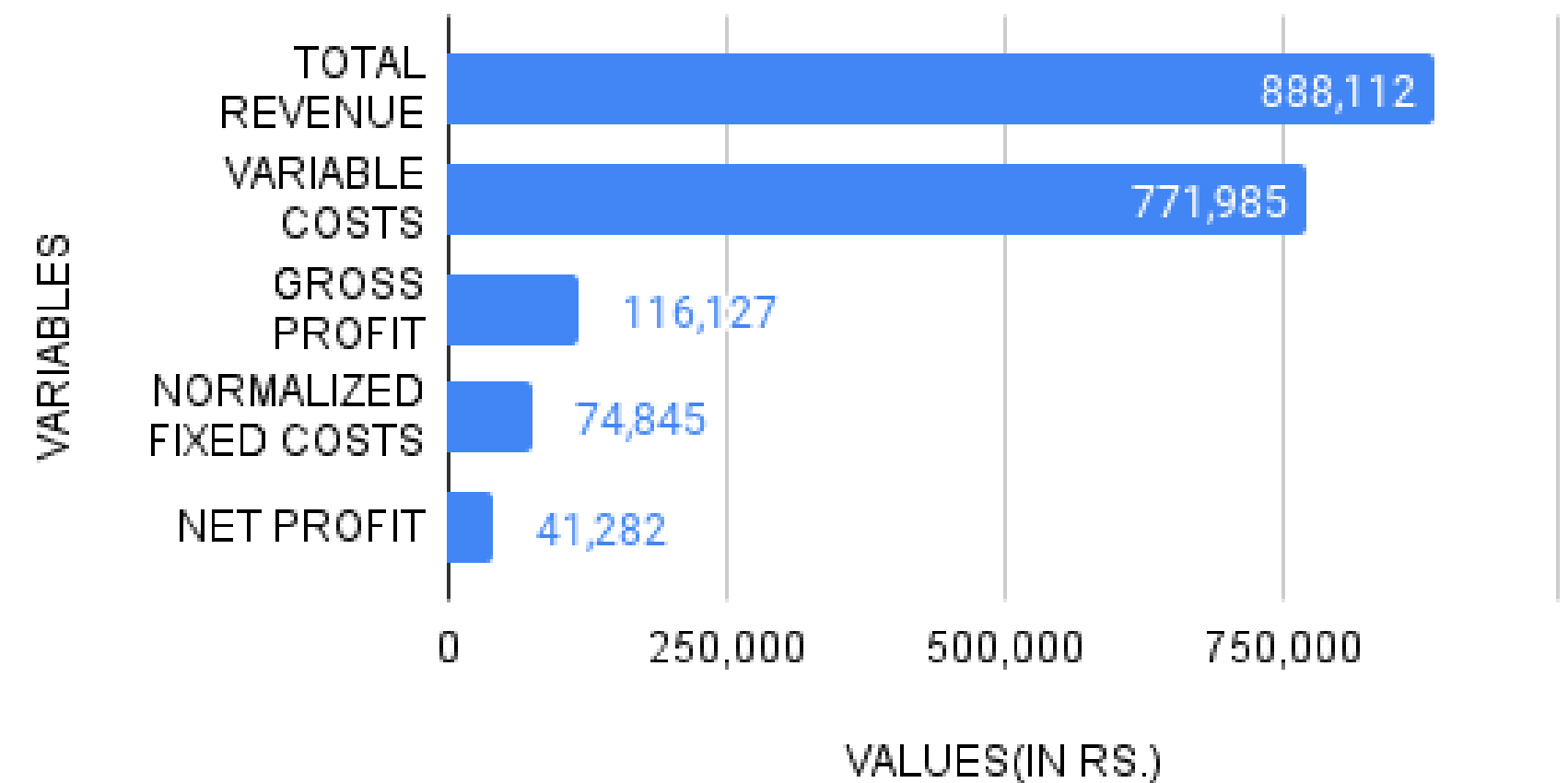
AVG STOCK IN STORE



Some Important Insights

VARIABLES	VALUES(IN RS.)
TOTAL REVENUE	888,112
VARIABLE COSTS	771,985
GROSS PROFIT	116,127
NORMALIZED FIXED COSTS	74845
NET PROFIT	41,282

FINAL INSIGHTS



- The Salaries for the workers contributes 35 % of the fixed costs.
- The net profit is too LOW FOR A GENERAL CLOTH STORE as the revenue is around 8 lakh, but total net profit is too low as compared to revenue.

RECOMMENDATIONS

- Increase the sales of high profit % items such as lehengas
- Train the workers which helps to reduce the dead stock.
- Include more Discounts and Buy-one , get-one offers for better inventory management.
- The shop owner should stop over purchasing the women western and men's wear.
- The shop owner should maintain the customer feedback to know their preferences and purchase them instead of excessive buying of non-profitable items.

Important links:

<https://docs.google.com/spreadsheets/d/1qnwKS46hurDeB46rhEy76teKVmHseYUdLHGB1vhWK5k/edit?usp=sharing>

The background features a dark grey field with large, flowing, organic shapes in shades of blue and purple. A bright blue shape is in the top left, a dark blue circle is in the top right, and a purple shape is in the bottom right.

THANK YOU

For watching this presentation