

# BUSINESS DATA MANAGEMENT CAPSTONE PROJECT

PROJECT ON:  
**DIGITAL DISRUPTION: THE DECLINE OF BOOK  
PURCHASES IN THE DIGITAL ERA**

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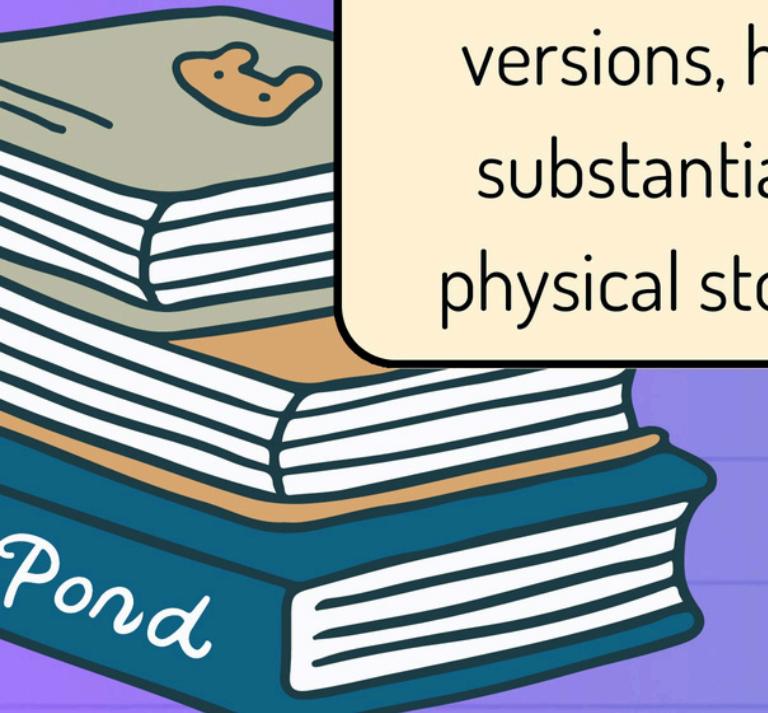
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INTERPRETATION

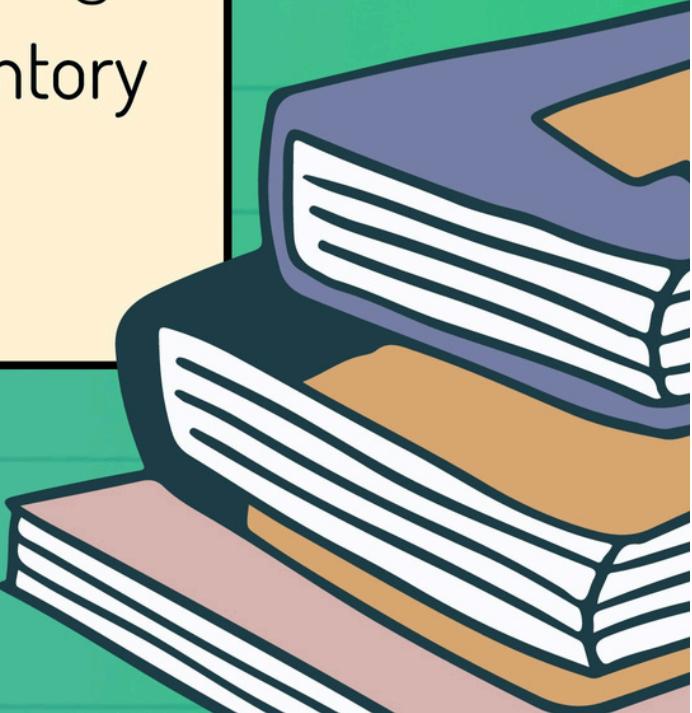
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RECOMMENDATIONS

# PROBLEM STATEMENT



Sales have dropped significantly since the COVID-19 pandemic. Fewer people are visiting the store, and changes in shopping habits, including a shift towards online book purchases and digital versions, have led to a substantial decline in physical store revenue.



The rise of digital and social media has caused a decline in traditional reading habits, especially among the youth. Increased screen time and online distractions have contributed to fewer young people engaging with physical books.

The bookstore is struggling with excess inventory. Slow-moving stock is taking up space and resources, and without effective strategies for clearing out old stock, the bookstore faces challenges in managing its inventory efficiently.

# NIMBUS BOOK



## RETAIL OUTLET

01

Nimbus Book Retail Outlet is a bookstore located at F 25, CMC, R G College Road, Meerut, Uttar Pradesh.

02

Established in 2003 by Mr. Ram Kumar Gupta, it is the largest B2C bookstore in Meerut and Western UP, spanning 4,000 sq. feet.

03

Nimbus employs 4-5 staff members regularly, with 6-7 staff during peak times. The store operates 8-9 hours a day, with Sunday as a weekly off.

04

Currently, the store has an annual turnover of approximately ₹70 lakhs to ₹80 lakhs.

05

The store offers a wide range of books, including school textbooks, competitive exam guides, fiction, non-fiction, and religious texts, catering to students, professionals, and general readers.

# ANALYSIS ON COLLECTED DATA OF PRODUCTS AND THEIR DETAILS

Collecting raw data from the Nimbus Book Retail Outlet.

The analysis process began with comprehensive data cleaning

The data will be presented visually using appropriate charts, graphs, and tables to enhance understanding and facilitate analysis.

Particulars	Inwards Qty	Rate	Amount	Outwards Qty	Amount
Asha Book Depot	8 pcs	40.00	320.00	7 pcs	310.00
Bharatiya Jnanpith	40 pcs	60.00	2400.00	15 pcs	1289.00
Cash	283 pcs	150.00	42450.00	180 pcs	38595.00
Chitra Exports	920 pcs	117.00	107640.00	1 pcs	135.00
Dheeraj Publications	15 pcs	160.00	2400.00	2 pcs	395.00

Table 1: Publication-wise Sales and Purchase Records for Nimbus Book Retail Outlet

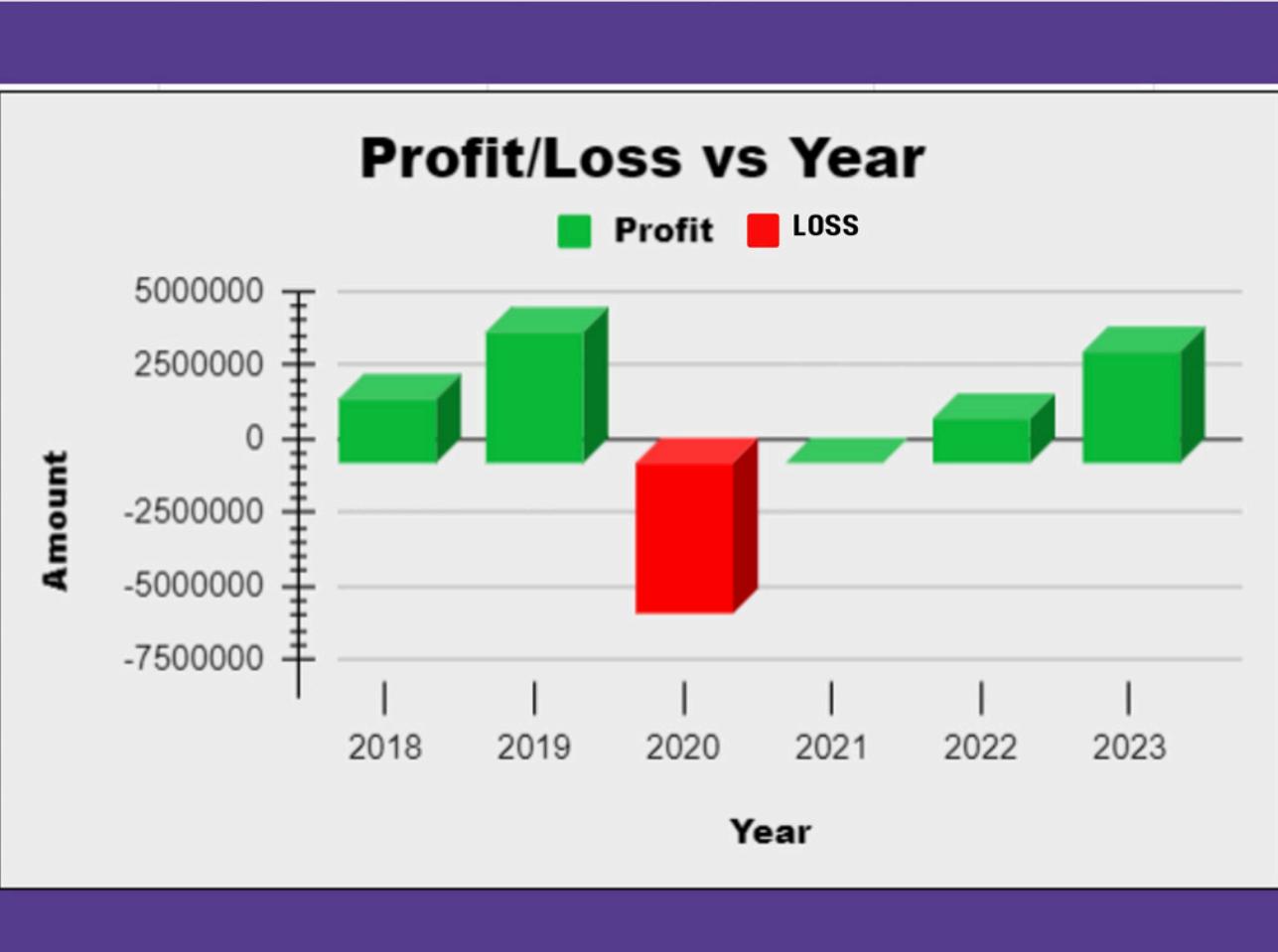
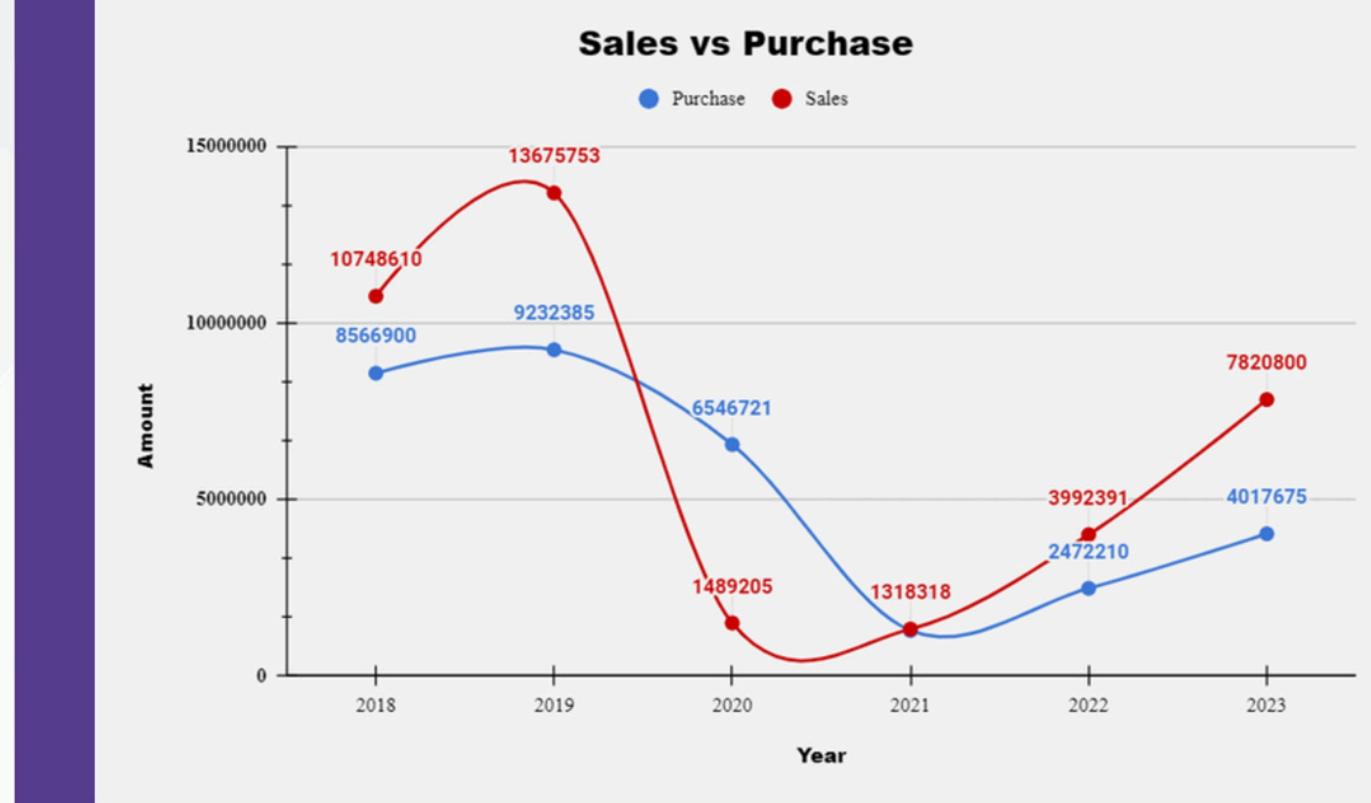
Year	Purchase	Sales	Profit/Loss
2018	8566900	10748610	2181710
2019	9232385	13675753	4443368
2020	6546721	1489205	-5057516
2021	1277508	1318318	40810
2022	2472210	3992391	1520181
2023	4017675	7820800	3803125

Table 2: Annual Financial Data for Nimbus Book Retail Outlet

Year	Inwards Quantity	Outward Quantity
2018-2019	38720	31595
2019-2020	34932	37754
2020-2021	17530	5317
2021-2022	6349	5199
2022-2023	11140	9724
2023-2024	24087	39904

Table 3: Yearly Inward and Outward Quantities for Nimbus Book Retail Outlet

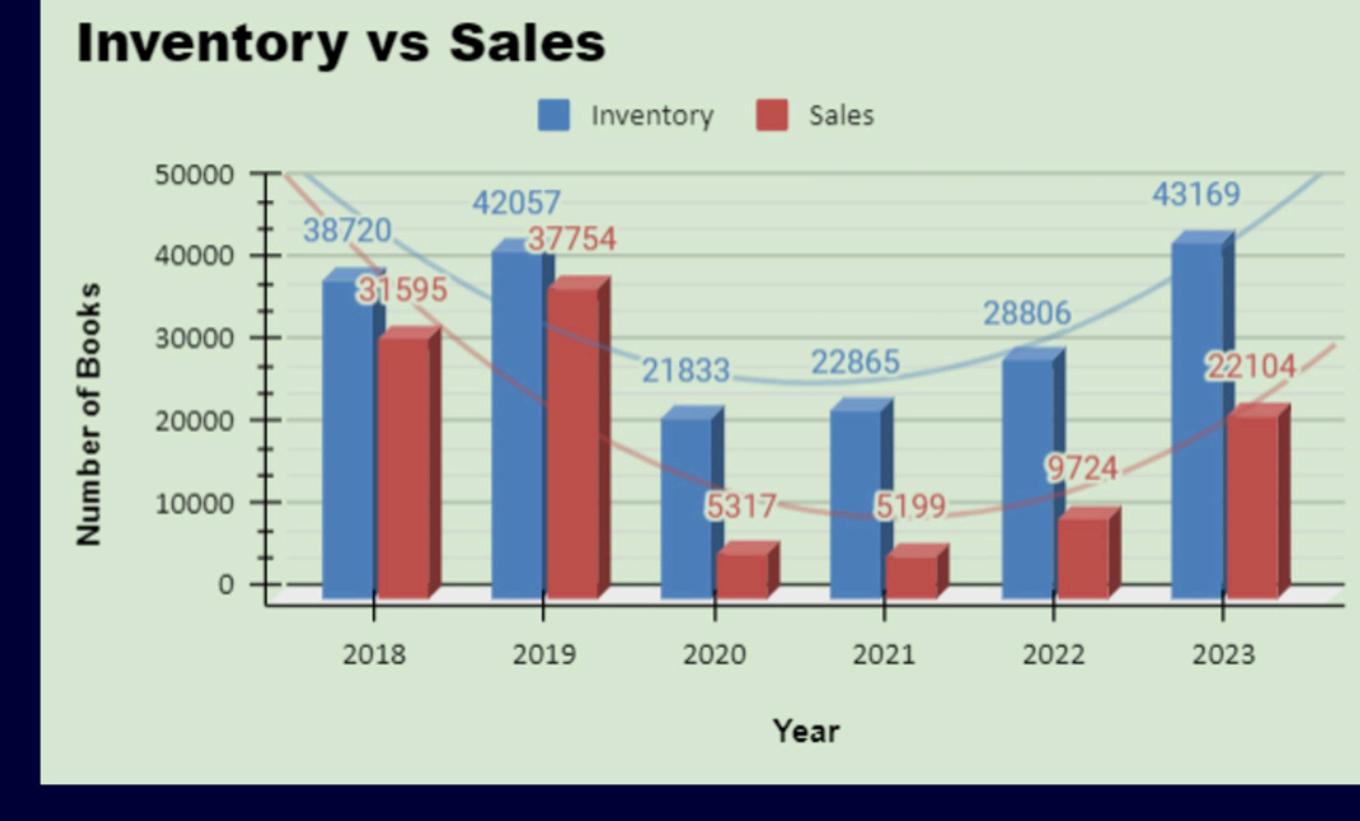
The Sales vs. Purchase Chart highlights the trends between sales and purchases over the years, helping to identify fluctuations and potential profitability gaps. This visual aids in understanding business performance and areas for improvement.



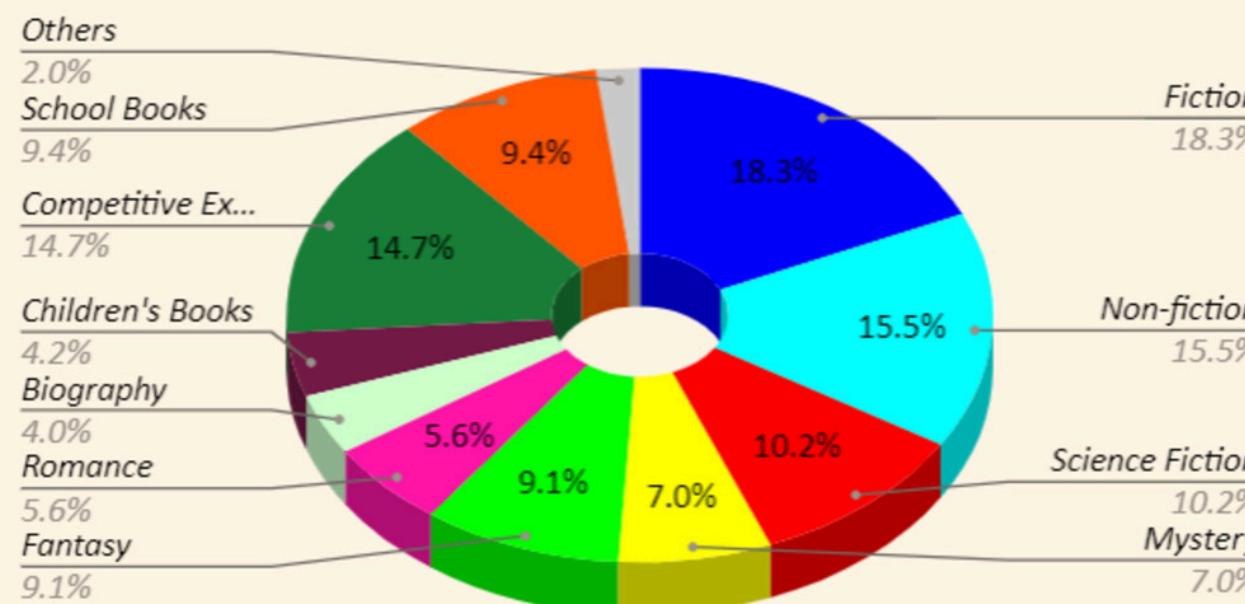
The Profit and Loss Bar Chart displays financial trends from 2018 to 2023, showing profits in 2018-2019, a loss in 2020 due to the pandemic, and a recovery starting in 2021. It indicates a return to financial stability and growth, providing insights into profitability trends and external impacts.

The line chart titled "Inventory vs Sales" compares the number of books in inventory and the number of books sold over the years 2018 to 2023. The blue bars represent inventory, and the red bars represent sales.

The chart suggests a need for better inventory management to align stock levels with sales demand.



### Book sales distribution by genre



The pie chart illustrates the distribution of book sales across various genres.

The chart suggests a diverse range of book preferences among consumers, with a significant demand for both fiction and non-fiction titles.

# INTERPRETATION

Nimbus Bookstore faced significant challenges during the COVID-19 pandemic, including a sharp decline in sales and an accumulation of excess inventory. However, the bookstore demonstrated resilience by adapting to changing market conditions, such as shifting to e-commerce and leveraging social media for customer engagement.

Despite the initial setbacks, Nimbus Bookstore has shown signs of recovery. Sales have rebounded, and the store has been able to manage its inventory more effectively. Moving forward, it is essential for the bookstore to continue monitoring market trends and adjusting its inventory strategies to avoid overstocking and optimize profitability.

Overall, the research indicates that Nimbus Bookstore has faced significant challenges but has also demonstrated resilience and adaptability. By effectively managing inventory, leveraging digital channels, and remaining responsive to market changes, the bookstore can continue to thrive in the evolving book retail landscape.

## RECOMMENDATIONS

### Introduce Discounts

To increase sales and reduce excess inventory, consider offering discounts on older books.

### Enhance Social Media Engagement

Increase social media presence on platforms like Instagram, Facebook, and WhatsApp to attract younger customers. Share updates, discounts, and events, and collaborate with local influencers.

### Expand to E-Commerce Platforms

Start selling books online on websites like Amazon and Flipkart to reach more people. This will help you sell more books and give customers better service.

### Participate in Local Fairs and Events

Set up stalls at local fairs and events to increase brand visibility, offer promotions, and attract new customers.

### Host Book Exhibitions

Organize book exhibitions at least once or twice a year to attract visitors, promote sales, and engage with the community.

### Partner with Schools and Colleges

Collaborate with local schools and colleges to supply books for their libraries and academic needs. Organize book fairs or events to promote the bookstore and engage with the educational community.

Thank You

FOR YOUR TIME AND ATTENTION

