



BUSINESS DATA MANAGEMENT CAPSTONE PROJECT

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

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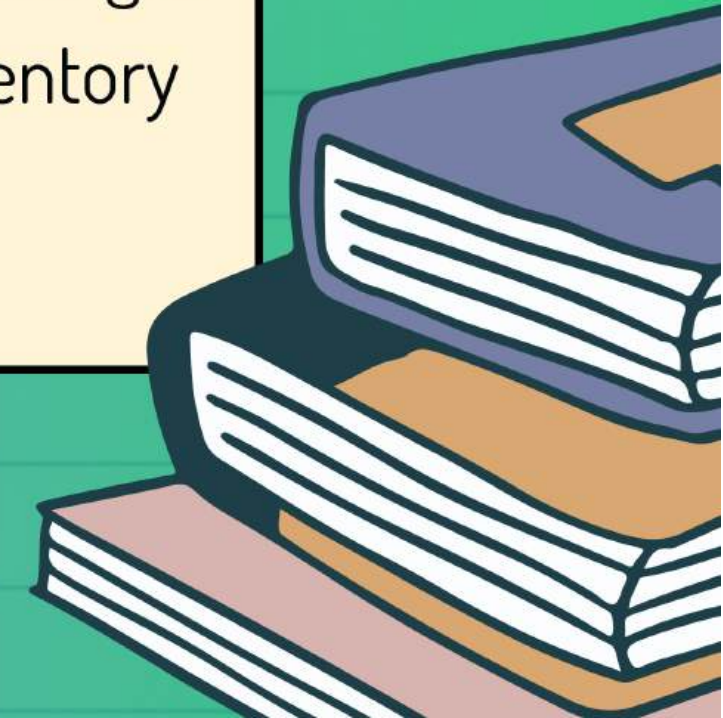
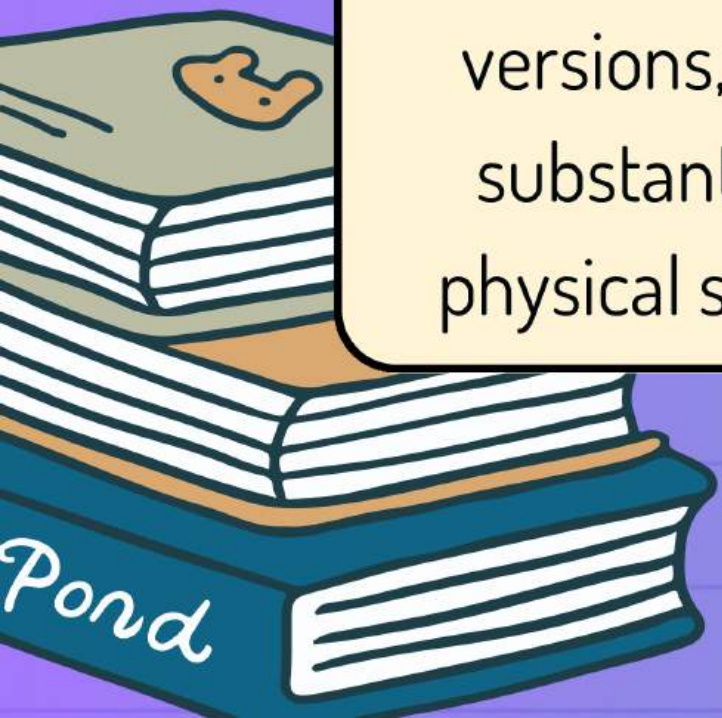
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PROBLEM STATEMENT

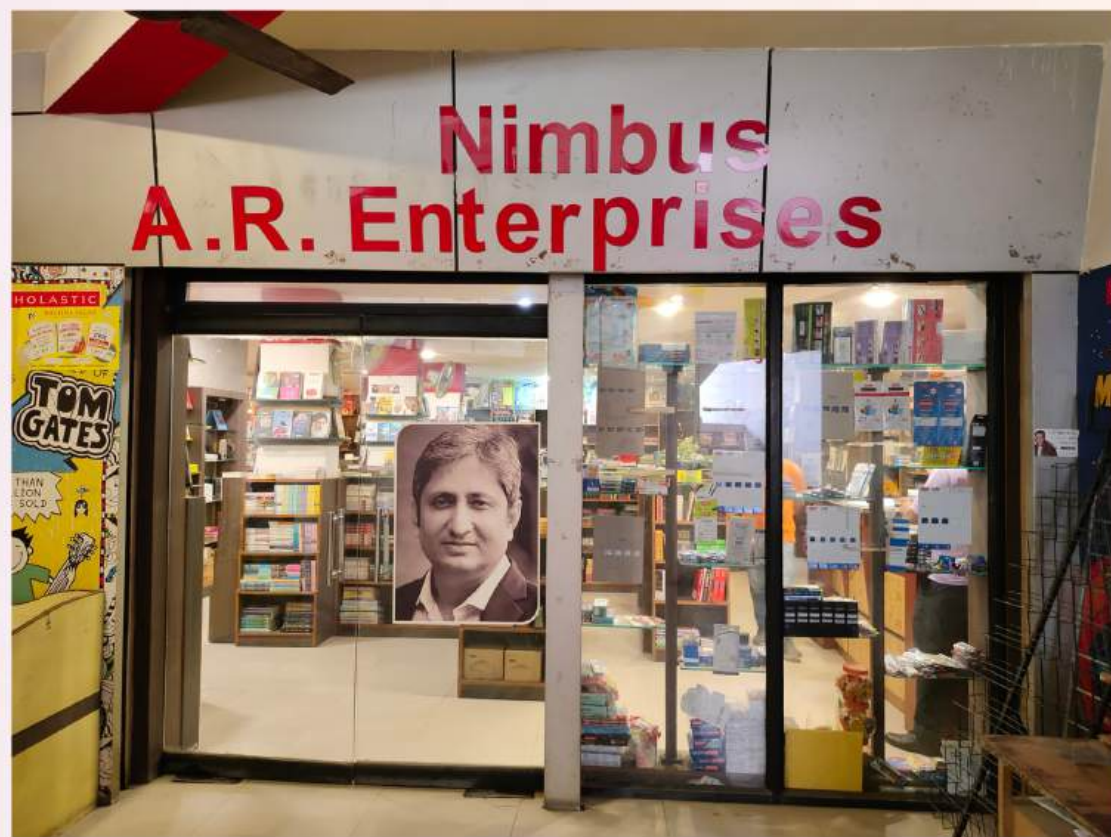
Sales have dropped significantly since the COVID-19 pandemic. Fewer people are visiting the store, and changes in shopping habits, including a shift towards online book purchases and digital versions, have led to a substantial decline in physical store revenue.

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

| 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

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.

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.

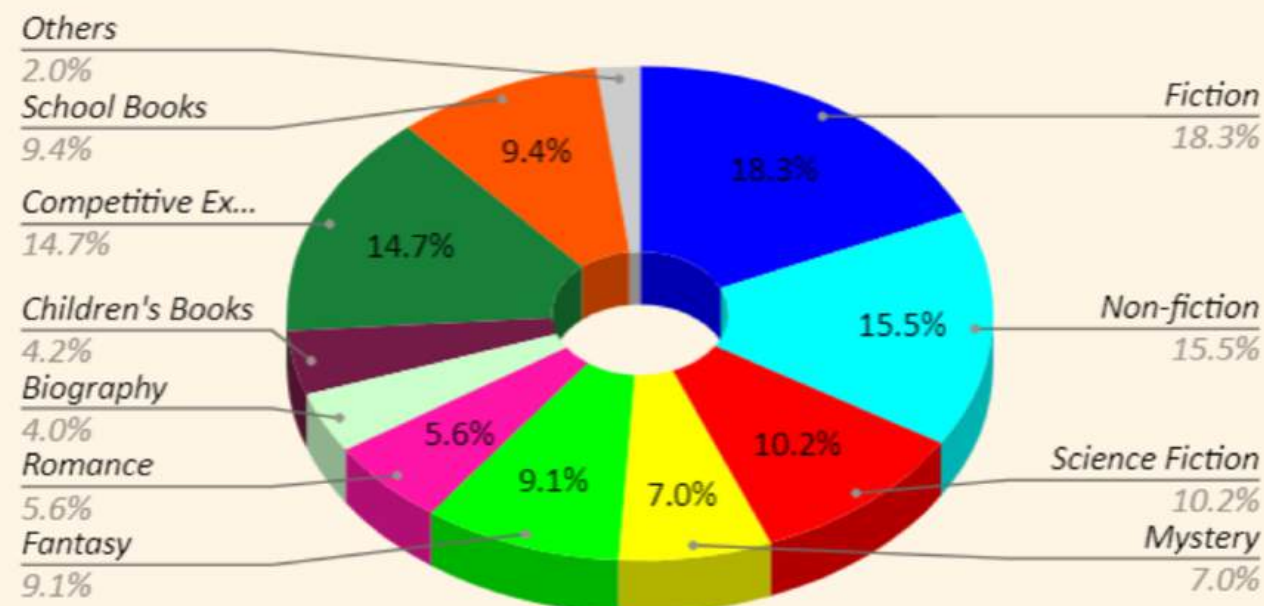
The line chart titled "Inventory vs Sales" compares the number of books in inventory and the number of books sold over the years 2018 to 2023. The blue bars represent inventory, and the red bars represent sales.

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

Inventory vs Sales



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.

Participate in Local Fairs and Events

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

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.

Host Book Exhibitions

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

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.

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

