: CHAPTER - V :

DATA PRESENTATION AND ANALYSIS

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: DATA PRESENTATION AND ANALYSIS :

INTRODUCTION :

The study being exploratory in nature, an attempt is made in this chapter to present the data and analyse it systematically.

Observation table : 1 -

Date	IN		OUT		SOAP	POWDER	TIKIYA
Oct 93	MORN	EVE.	MORN	EVE.			
5th	52	387	68	306	130	116	132
7th	60	355	77	280	108	93	122
8th	55	166	45	137	32	22	26
9th	63	76	46	40	16	11	19
10th	83	81	96	80	62	47	60
11th	68	173	44	117	39	21	35
12th	57	200	38	143	27	17	24
14th	51	161	38	84	25	9	33
15th	187	51	115	35	27	17	21
16th	51	176	35	134	58	33	36

The above table gives us information about the average number of people going in and out of the

departmental stores. Also the number of people handling the soap, powder and tikiya are given.

Now, let us see the observation chart for each product individually.

: TABLE-II :

: Observation Chart for Soap :

Date Oct'93.	% Justpassed		% Handled		% Tooksmell		% Bought		Total
	Morn.	Eve.	Morn	Eve.	Morn	Eve.	Morn.	Eve.	
5th	14	19	17	16	6	5	13	9	285
7th	6	17	9	34	2	6	5	21	174
8th	7	12	11	31	4	12	8	15	137
9th	7	5	20	18	4	26	13	7	81
10th	6	13	9	33	2	9	9	7	106
11th	4	11	15	30	4	5	10	20	143
12th	5	10	12	35	2	9	9	19	127
14th	4	15	9	29	2	7	3	20	106
15th	4	12	10	35	3	10	6	20	108
16th	9	22	11	17	7	8	5	14	76
Average	7	14	12	28	4	10	8	15	

In case of soap, as seen from the observation table nos. II, we see that maximum people i.e. as an

average 12 % to 28 % of the people visiting the soap department are handling the soap. Also 4 % to 10 % of people smell the soap. In case of bath soap, people care for the smell of the soap and for its good appeal.

The bath soap being a thing of everyday use, thire is not much variation in the number of people brying the soap throughout the ten days.

In case of soap, it is necessary to have a good smell, good packing and above all a good advertising campaign.

: TABLE - III :

: Observation table for Tikiya :

Date Oct'93	% Justpassed		% Handled		% Tooksmell		% Bought		Total
	Morn	Eve.	Morn.	Eve.	Morn.	Eve.	Morn	Eve.	
5th	5	23	16	25	-	-	13	18	79
7th	3	12	10	44	-	4	7	19	72
8th	4	10	17	33	-	-	11	23	52
9th	5	2	33	18	-	-	19	11	39
10th	4	4	17	39	2	-	11	22	46
11th	5	6	15	36	-	-	13	24	61
12th	3	5	12	42	-	-	11	25	64
14th	2	8	14	37	-	-	8	31	49
15th	-	8	4	42	10	-	6	30	50
16th	6	19	17	23	-	2	13	19	47
Average	4	10	15	34	1	0.8	11	22	

In the tikiya section, we can see from observation table no. III that only 1 % people care to smell the product and then buy it. We can see that 15% to 34 % people handle the product. It is also seen that max^m i.e. 34% people visit this section in the evening.

Tikiya also being a thing of everyday use, there is very less variation in the number of people buying tikiya throughout the ten days.

: TABLE - IV :

: Observation table for detergent :

Date Oct'93	% Justpassed		% Handled		% Tooksmell		% Bought		Total
	Morn	Eve.	Morn	Eve.	Morn	Eve.	Morn	Eve.	
5th	5	47	6	21	-	-	5	15	113
7th	3	5	10	44	-	-	8	30	63
8th	6	8	14	37	-	-	12	24	51
9th	6	3	21	30	-	-	19	21	33
10th	5	7	10	35	-	-	7	35	40
11th	5	2	19	32	-	-	16	26	62
12th	2	2	14	36	-	-	12	33	42
14th	3	3	13	37	-	-	13	30	30
15th	5	7	7	29	-	-	5	24	42
16th	10	22	25	15	-	-	12	15	40
Average	5	11	14	32	-	-	11	25	

As seen from observation table no.IV, no people care for the smell of the detergent while purchasing it. 14% to 32% of people handle the detergents. This shows that people care for proper weight and good packing of the detergents.

It is also seen that in all cases i.e. just passing, handling, buying the number of people are double in the evening compared to morning.

The detergents also being a regular necessity, there is no much change in the number of people buying the detergents throughout the ten days.

For eg.

Taking one reading / observation of each.

J.P.	Soap Hand	T.S.	Buy	Total
13	21	7	14	55
	Powder			
3	8	-	7	18
	Tikiya			
2	10	1	7	20
				93

But we have only 64 people. That means, few people handle 2 or 3 items.

According to set theory,

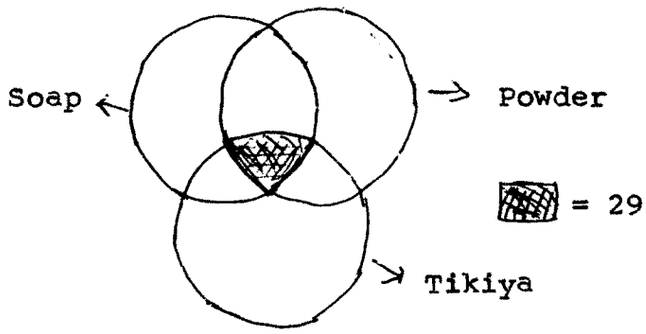
$n(s) = 55, \quad n(p) = 18, \quad n(T) = 20$

$n(S \cup PUT) = 64$

$n(SUPUT) = n(s) + n(p) + n(T) - n(S \cap P \cap T)$

$\therefore 64 = 55 + 18 + 20 - n\ (S \cap P \cap T)$

$\therefore n(S \cap P \cap T) = 29.$



Assuming that the amount of people handling all 3 are in same proportion as given above.

$55x + 18x + 20x = 29.$

$\therefore \quad x = 0.311 \quad = \quad 17, 6, 6$

$\therefore$ People handling only soap = 55 - 17 = 38

" " " powder= 18 - 6 = 12

" " " tikiya= 20 - 6 = 14

Total sales of product =

Avg price of the product x total sales quantity of the product.

Now, let us assume, avg. price of

Soap = Rs. 7

Avg. price of tikiya = Rs. 3

Avg. price of powder = Rs. 12

Now, if total sales of soap / day = 32 bars

if total sales of tikiya/day = 17 bars

if total sales of powder/day = 18 bags.

Then total sales / day =

32x7 + 17x3 + 18x12

= 224 + 51 + 216

= 491 x 317 days.

= Rs. 1,55,647.

This is the sales of soap, tikiya and detergent for 1 year.

The total sales for 1993 = Rs. 20,65,62,000

∴ Soap, tikiya and detergents constitute of 7.53 % of total sales.

Now, taking into consideration the sales since the last 10 years and assuming that these three products constitute of 7.53 % of total sales each year, we can get a graph as follows.

Year	Total Sales	Sale of Soap, Tikiya, det.
1983	50223000	37,81,792
1984	57069800	42,97,356
1985	78252000	58,92,376
1986	91212000	68,68,264
1987	107052000	80,61,016
1988	122629000	92,33,964
1989	125820000	94,74,246
1990	105662000	79,56,349
1991	164055800	1,23,53,402
1992	190481000	1,43,43,219
1993	206562000	1,55,54,119