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An Analytical Study on Sales and Growth of Sri Techno Services

Pala.Tharangitha, Dr.P.Shirisha,
*MBA, Aurora PG College Hyderabad.
** Lecturer Aurora PG College Hyderabad.
tharangithap@gmail.com, drshirisha@myyahoo.com

Abstract:

This research examines the five-year sales and growth trajectory of Sri Techno Services, an authorized provider of Kent RO Systems. By employing a structured analytical framework, the study reviews historical sales figures from 2020 to 2025 to identify patterns, predict future sales, and extract actionable insights. The approach combines descriptive, predictive, and prescriptive analytics using methods like time series analysis, moving averages, and decision tree modelling. The results underscore seasonal variations, persistent upward trends, and the impact of pricing, customer behaviour, and external market factors on growth. The research concludes that the incorporation of data analytics into strategic decision-making fosters improved forecasting, customer interaction, inventory management, and overall operational effectiveness.

Keywords — Sales Analytics, Business Growth, Forecasting, Descriptive Analytics, Predictive Modelling, Decision Tree, Data Visualization.

1.1 INTRODUCTION

Sales and Growth are vital metrics of a company's financial wellbeing and market efficacy. Revenue indicates immediate income-producing ability and customer contentment, whereas expansion demonstrates long-term prospects through heightened income, market presence, and clientele. Sri Techno Services, functioning as a service partner for Kent RO, presents an apt example of how data analytics can improve business understanding and steer strategic choices.

"Sales signify the revenue-producing actions of a business, whereas growth indicates its capacity to increase in revenue, market presence, and Customer base over time."

OVERVIEW OF ANALYTICS:

In the contemporary digital landscape, enterprises depend on analytics to gain insights and enhance their sales and growth results. Business analytics entails gathering, examining, and interpreting data to make educated decisions and drive performance.

Analytics can be divided into four primary:

Descriptive Analytics describes what has occurred in the past. It entails summarizing sales information to uncover patterns, averages, and trends over time.

Diagnostic Analytics concentrates on the reasons behind occurrences. It assists in identifying the factors responsible for fluctuations in sales, such as seasonal effects or shifts in customer behaviour.

Predictive Analytics employs historical data to project future sales and growth patterns, facilitating improved planning and resource distribution.

Prescriptive Analytics takes it a step further by s uggesting actions to enhance outcomes, like adjusti ng pricing, developing promotional tactics, or targeting customers.

By combining these types of analytics, companies can monitor performance, comprehend influencing

elements, and create strategies that promote sustain able growth and enhanced decision-making.

1.2 NEED OF THE STUDY

Analysing sales and growth is crucial for businesses to monitor revenue patterns, evaluate financial performance, and make strategic decisions. In the case of Sri Techno Services, an authorized service partner of Kent RO Systems, examining sales data over a five-year span helps uncover key growth trends, seasonal variations, and performance gaps. Recognizing these fluctuations enables better planning, more accurate forecasting, and improved pricing and marketing approaches. Moreover, studying growth metrics sheds light on the company's expansion potential, shifts in customer demand, and market competitiveness. These insights are vital for informed decision-making and for guiding the organization toward long-term stability and profitability.

1.3 SCOPE OF THE STUDY

This study focuses on analysing the five-year sales and growth performance of Sri Techno Services to gain a clearer understanding of its revenue patterns and overall business development. It explores key factors affecting sales growth, such as pricing strategies, market demand, and external economic influences, with the goal of offering meaningful strategic insights. By identifying seasonal fluctuations and forecasting future sales trends, the study supports better decision-making aimed at ensuring long-term business sustainability. It also provides practical recommendations to help optimize sales strategies, improve customer engagement, and enhance the company's competitive position in the market.

1.4 OBJECTIVES OF THE STUDY

- To study the sales revenue of Sri Techno Services.
- To examine the sales growth rate.
- To identify key factors influencing sales performance and growth trends using analytics

1.5 RESEARCH METHDOLOGY

Research Design

Type of Research: This study adopts a quantitative approach, concentrating on the analysis of historical sales data to draw measurable insights.

Research Approach: Descriptive and analytical methods are employed to understand patterns and evaluate performance over time.

Sample Size: The research covers five consecutive financial years, from 2020–2021 to 2024–2025, using sales data from Sri Techno Services.

Data Collection Methods: Primary Data:

Information was gathered through discussions and interviews with department heads, officials, and other relevant staff members.

Secondary Data: Most of the analysis relies on secondary sources such as company annual reports, published records, printed documents, textbooks, websites, and journals related to financial management. Approximately 75% of the data comes from secondary sources, while the remaining 25% is based on primary interactions.

Sources Used:

- Company annual reports
- Official websites
- Trade journals
- Reference books

Tools and Techniques:

Statistical Analysis:

Techniques include calculating total sales revenue and growth rates across the study period.

Analytical Methods: The study applies descriptive analytics (e.g., averages, dispersion), predictive techniques (e.g., time series analysis), and prescriptive tools (e.g., decision tree models and forecasting in Excel).

Visualization: Graphs and charts were created using Microsoft Excel and Power BI to visually represent findings for better interpretation.

FORMULAS TO CALCULATE SALES AND GROWTH:

Total Sales Revenue: This formula calculates the total income generated from selling goods or

services. It is the product of the units sold and the price per unit.

Revenue = Units Sold x price per units

Sales Growth Rate: The sales growth rate formula measures the percentage change in sales between two periods (current and previous) and helps assess whether sales are increasing or declining over time.

Growth rate (%) = Sales in current period – sales in previous period / Sales in previous period x 100

Compound Annual Growth Rate (CAGR): The CAGR formula calculates the mean annual growth rate of sales over a specified period of time, assuming the growth occurs at a steady rate.

CAGR = 1/n
(Sales in Final year/ Sales in Initial year) -1

2.1 THEORTICAL FRAMEWORK OF THE STUDY

Sales and growth are widely studied through various business and marketing theories. The **AIDA Model** (Attention, Interest, Desire, Action) explains how customer attention is captured and converted into sales. **Sales Management Theory** emphasizes targeting the right audience, setting goals, and tracking performance for consistent growth.

For analyzing growth, **Greiner's Growth Model** outlines how businesses evolve through phases such as creativity, direction, delegation, and collaboration. The **Ansoff Matrix** provides strategies for growth through market penetration, product development, market expansion, and diversification.

In terms of analytics, the **Descriptive, Predictive, and Prescriptive Analytics Framework** helps businesses understand past performance, forecast future trends, and decide on optimal actions. These theories collectively support data-driven decision-making to improve sales efficiency and long-term business expansion.

3.1 INDUSTRY PROFILE AND COMPANY PROFILE

Industry Profile:

The service sector holds an essential position in the Indian economy, making substantial contributions to GDP and employment opportunities. It encompasses fields such as finance, healthcare, information technology, hospitality, and post-purchase support. With increasing urban development, heightened customer expectations, and advancements in technology, the need for professional, customer-oriented service providers is growing. Post-purchase support, in particular, is emerging as a crucial factor for brands, guaranteeing enduring customer satisfaction and brand loyalty**.**

Company Overview:

Sri Techno Services is a reputed and professionally managed service organization that operates as an authorized service provider for Kent RO Systems in India. Established in 2018, the company is headquartered at H.NO. LIG-50, near Ushodya Hospital, Huda Colony, Attapur, Hyderabad–500048. With a mission to deliver efficient and dependable after-sales support for water purifiers and home appliances, Sri Techno Services has earned a strong reputation for customer service and technical reliability. The company offers expert installation, repair, and maintenance services for Kent's range of products, including Reverse Osmosis (RO), Ultraviolet (UV), and Ultrafiltration (UF) systems. Under the leadership of Proprietor Mr. V.V.L. Karuna and Manager Mr. V. Lakshman Kumar, the organization is supported by a skilled workforce of 10 members. Through consistent service quality and customer-focused operations, Sri Techno Services has contributed significantly to enhancing the longevity and performance of water purification systems in households across the region.

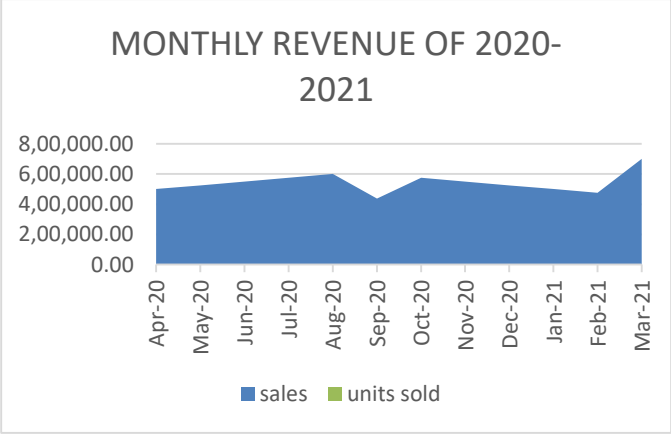
4.1 DATA ANALYSIS AND INTERPRTATION

The table showing the calculations of total sales revenue in monthly and yearly.

CALCULATION OF MONTHLY REVENUE OF EACH YEAR TABLE 4.1(A) 2020-2021

MONTHS	UNITS SOLD	PRICE PER UNITS (₹)	REVENUE (₹)
APRIL2020	111units	4500	5,00,000
MAY2020	116units	4500	5,25,000
JUNE2020	122units	4500	5,50,000
JULY2020	128units	4500	5,75,000
AUG 2020	133units	4500	6,00,000
SEP 2020	97units	4500	4,36,850
OCT 2020	127units	4500	5,75,000
NOV 2020	123units	4500	5,50,000
DEC 2020	116units	4500	5,25,000
JAN 2021	111units	4500	5,00,000
FEB 2021	105units	4500	4,75,000
MAR 2021	155units	4500	7,00,000
TOTAL			**65,11,850**

Graph-4.1(a)



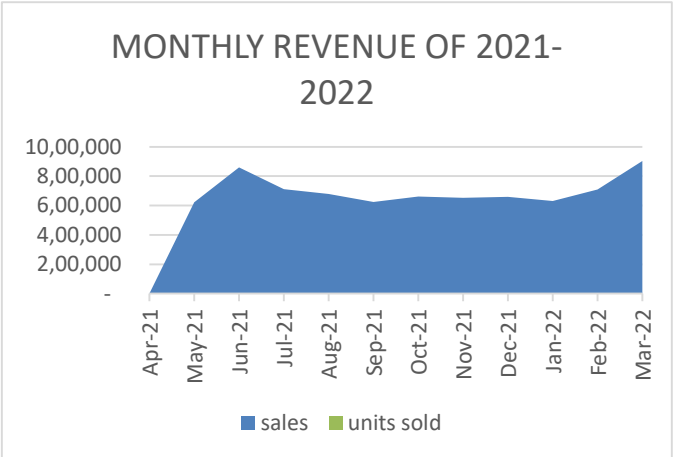
Interpretation: The monthly revenue for 2020–2021 showed steady sales with a peak in March 2021 at ₹7, 00,000.A noticeable dip occurred in September 2020 with the lowest revenue of ₹4,36,850. Overall, the year generated a total revenue of ₹65,11,850, reflecting consistent performance

TABLE 4.2(B)

2021-2022

MONTHS	UNITS SOLD	PRICE PER UNITS (₹)	REVENUE (₹)
APRIL2021	0 units	4500	-
MAY2021	138units	4500	6,21,903
JUNE2021	191units	4500	8,59,674
JULY2021	157units	4500	7,10,908
AUG 2021	150units	4500	6,78,289
SEP 2021	138units	4500	6,24,110
OCT 2021	146units	4500	6,61,488
NOV 2021	144units	4500	6,52,289
DEC 2021	146units	4500	6,59,403
JAN 2022	140units	4500	6,31,585
FEB 2022	159units	4500	7,09,432
MAR 2022	205units	4500	9,02,913
TOTAL			**77,11,994**

Graph-4.2(b)



Interpretation: The revenue for 2021–2022 peaked in March 2022 at ₹9,02,913, showing strong year-end performance. There was no revenue in April 2021, and the highest early growth was in June

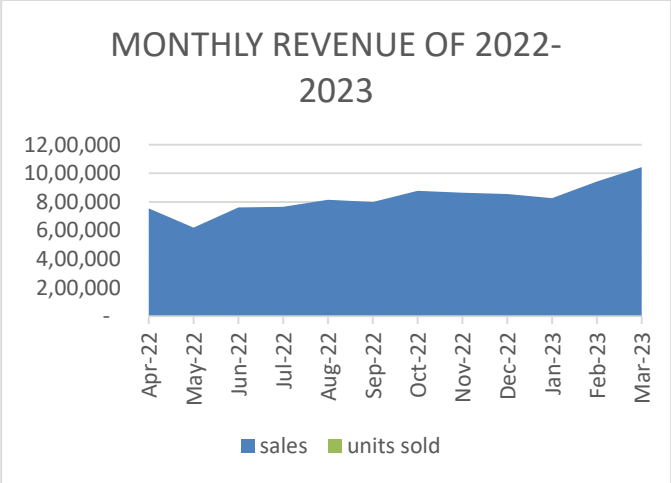
2021. Overall, the company earned ₹77,11,994 during the year, with stable sales across most months.

TABLE 4.3(C)

2022-2023

MONTHS	UNITS SOLD	PRICE PER UNITS (₹)	REVENUE (₹)
APRIL2022	167units	4500	7,53,612
MAY2022	138units	4500	6,19,679
JUNE2022	168units	4500	7,60,704
JULY2022	170units	4500	8,14,148
AUG 2022	180units	4500	7,98,495
SEP 2022	177units	4500	8,76,911
OCT 2022	195units	4500	8,64,112
NOV 2022	192units	4500	8,55,229
DEC 2022	190units	4500	6,31,585
JAN 2023	183units	4500	8,25,873
FEB 2023	210units	4500	9,42,987
MAR 2023	232units	4500	10,42,615
TOTAL			**98,18,603**

Graph-4.1(c)

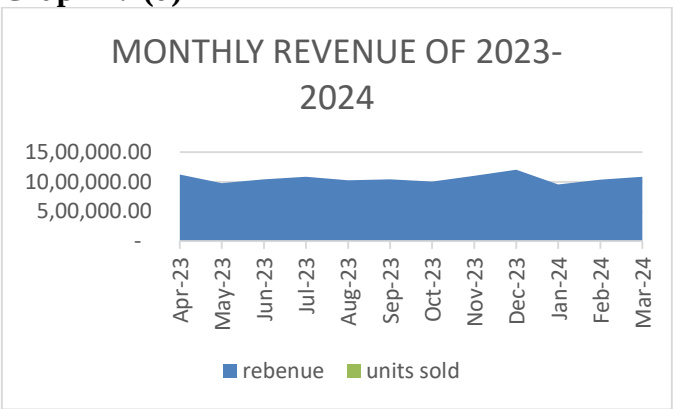


Interpretation: The year 2022–2023 showed consistent revenue growth, peaking at ₹10,42,615 in March 2023. Despite a dip in May, overall monthly performance remained strong, especially from September onwards. The total revenue reached ₹99,18,603, the highest among the three years analysed.

TABLE 4.4(D)
2023-2024

MONTHS	UNITS SOLD	PRICE PER UNITS (₹)	REVENUE (₹)
APRIL2023	253unit	4500	11,21,577.00
MAY2023	217units	4500	9,77,983.00
JUNE2023	230units	4500	10,38,055.00
JULY2023	240units	4500	10,82,873.00
AUG 2023	228units	4500	10,26,542.00
SEP 2023	231units	4500	10,40,343.00
OCT 2023	223units	4500	10,01,530.00
NOV 2023	244units	4500	10,99,030.00
DEC 2023	267units	4500	12,03,394.00
JAN 2024	212units	4500	9,54,398.00
FEB 2024	229units	4500	10,32,559.00
MAR 2024	240units	4500	10,83,555.00
TOTAL			**1,26,61,839**

Graph-4.1(d)



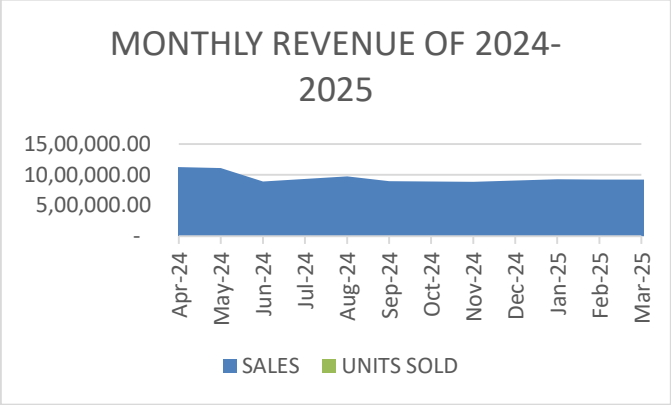
Interpretation: The monthly revenue for 2023–2024 shows moderate fluctuations throughout the year. The highest revenue was recorded in December 2023**,** while a noticeable dip occurred in **J**anuary

2024**.** Overall, revenue remained stable with a slight upward trend towards the end of the financial year.

TABLE 4.1(E)
2024-2025

MONTHS	**UNITS SOLD**	**PRICE PER UNITS (₹)**	**REVENUE (₹)**
APRIL2024	251units	4500	11,28,420.00
MAY2024	246units	4500	11,09,064.00
JUNE2024	198units	4500	8,92,489.00
JULY2024	234units	4500	10,51,335.00
AUG 2024	216units	4500	9,72,610.00
SEP 2024	199units	4500	8,94,530.00
OCT 2024	221units	4500	9,96,106.00
NOV 2024	197units	4500	8,88,974.00
DEC 2024	198units	4500	8,91,025.00
JAN 2025	206units	4500	9,28,385.00
FEB 2025	205units	4500	9,24,568.00
MAR 2025	205units	4500	9,23,788.00
TOTAL			**1,16,01,294**

Graph-4.1(e)



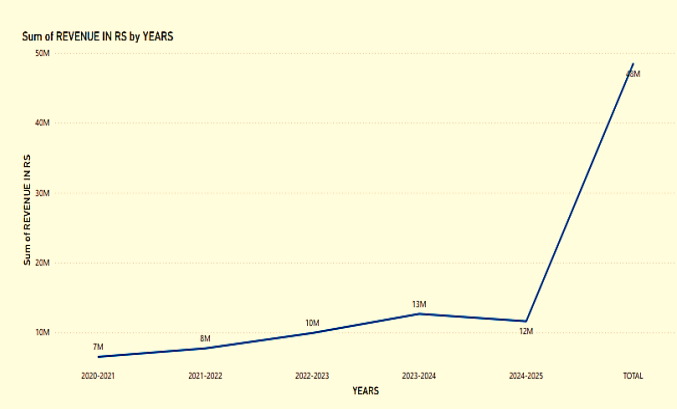
Interpretation: In 2024–2025, revenue remained steady across all months, consistently exceeding ₹6 lakhs, with a high of ₹10,42,615 in March 2025. Sales volume showed slight fluctuations but stayed strong, reflecting stable demand throughout the year. The total revenue matched the previous two years at ₹99,18,603, indicating consistent business performance and effective pricing strategy.

4.2 CALCULATION OF YEARLY REVENUE

TABLE 4.2(A)

YEARS	**UNITS SOLD**	**PRICE PER UNITS (₹)**	**REVENUE (₹)**
2020-2021	1448 UNITS	4500	6,516,000
2021-2022	1717 UNITS	4500	7,726,500
2022-2023	2205 UNITS	4500	9,922,500
2023-2024	2814 UNITS	4500	12,663,000
2024-2025	2578 UNITS	4500	11,601,000
TOTAL			**4,84,29,000**

Graph-4.2(a)



Interpretation: The revenue increased steadily from 2020–2021 to 2023–2024, with the highest in 2023–2024. There was a slight drop in 2024–2025 due to fewer units sold. Overall, the company earned a strong total revenue of ₹4.84 crores over five years.

4.3 The table showing the calculations of Sales growth rate

2019 – 2022 base year – 60, 00,500

Calculating sales growth from 2020-2021 to 2024- 2025

TABLE 4.3(A)

YEARS	SALES IN RS
2020-2021	65,11,880
2021-2022	77,11,994
2022-2023	99,18,603
2023-2024	1,26,61,839
2024-2025	1,16,01,294

2020-2021

= 65,11,880 – 60,00,500 / 60,00,500 x 100

= 8.52%

2021-2022

= 77,11,994 – 65,11,880 / 65,11,880 x 100

= 18.43%

2022-2023

= 99,18,603 – 77,11,994 / 77,11,994 x 100

= 28.60%

2023-2024

= 1,26,61,839 – 99,18,603 / 99,18,603 x 100

= 27.67%

2024-2025

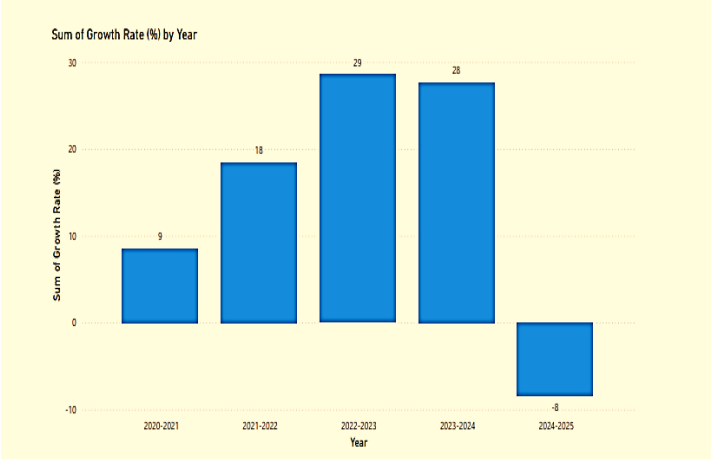
=1,16,01,294–1,26,61,839/1,26,61,839x100

= -8.37 %

TABLE 4.3(B)

YEARS	GROWTH RATE(%)
2020-2021	8.52%
2021-2022	18.43%
2022-2023	28.60%
2023-2024	27.67%
2024-2025	-8.37%

Graph-4.3(a)



Interpretation: The sales growth rate showed a consistent upward trend from 2020–2021 to 2023–2024, peaking at 28.60% in 2022–2023. However, in 2024–2025, the growth rate turned negative at -

8.37%, indicating a decline in sales performance compared to the previous year.

4.4. The below shows the calculation of Compound Annual Growth Rate (CAGR)

Where:

- Ending Value (final) = Sales in 2024–2025 = ₹1,16,01,294
- Beginning Value (initial)= Sales in 2019–2020 = ₹60,00,500
- n = Number of years = 5

Calculation:

$$CAGR = \left(\frac{1,16,01,294}{60,00,500}\right)^{1/5} - 1$$

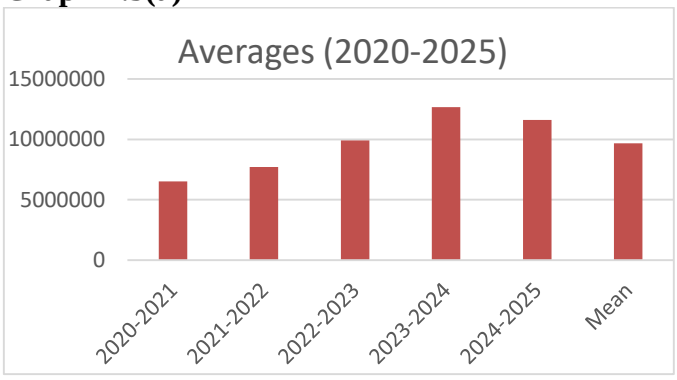
$$= 13.97\%$$

Interpretation: The Compound Annual Growth Rate (CAGR) of sales from 2019–2020 to 2024–2025 is 13.97%, indicating a steady and healthy average annual growth over the five-year period. Despite a decline in the final year, overall performance reflects sustained long-term growth.

4.5 The below table shows the Mean, Median, Range Variance, Standard deviation, Inter quartile range and Histogram for the year 2020-2021 to 2024-2025 (5 years) sales and growth (Descriptive analytics)

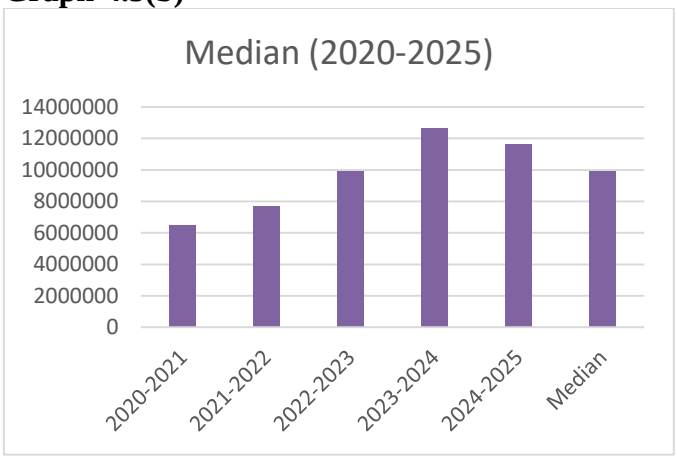
YEARS	SALES IN RS
2020-2021	65,11,880
2021-2022	77,11,994
2022-2023	99,18,603
2023-2024	1,26,61,839
2024-2025	1,16,01,294
MEAN(AVERAGES)	**9681122**
MEDIAN	**9918603**
VARIANCE	**6.63**
RANGE	**6149959**
S.D	**25,76,320**
QUARTILE 1	**7111937**
QUARILE3	**12131566.5**
IQR	**5019629.5**

Graph-4.5(a)



Interpretation: The average sales over the five-year period is ₹96,81,122, showing a steady rise in performance. This indicates strong overall business growth despite a slight dip in 2024–2025. The high average reflects consistent yearly improvements in sales.

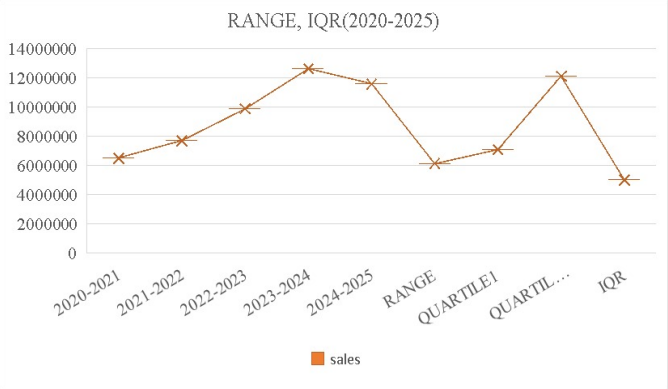
Graph-4.5(b)



Interpretation: The median sales steadily increased from 2020–2024, peaking in 2023–2024, before slightly declining in 2024–2025.

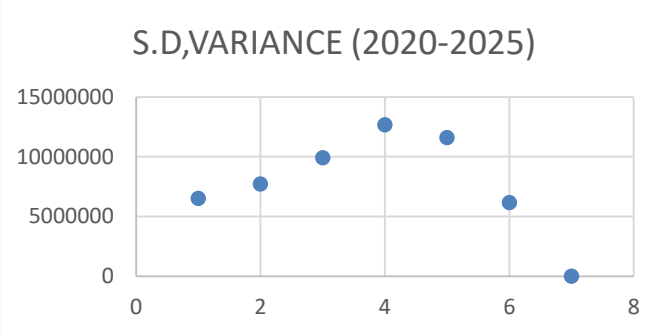
Overall, the median indicates consistent growth in the middle sales values over the five-year period.

Graph-4.5(c)



Interpretation: The sales showed a steady increase from 2020–2024, peaking in 2023–2024, followed by a significant drop in 2024–2025.
The calculated range and IQR highlight high variability in sales across the years. Quartile analysis indicates that mid-range sales values are more stable compared to extreme values.

Graph-4.5(d)



Interpretation: The chart shows that sales variance and standard deviation increased steadily from 2020–2024, peaking in 2023–2024, indicating high fluctuation in sales. A noticeable drop in 2024–2025 suggests reduced variability. The final data point (likely representing variance or standard deviation) is zero, possibly indicating an outlier or summary statistic.

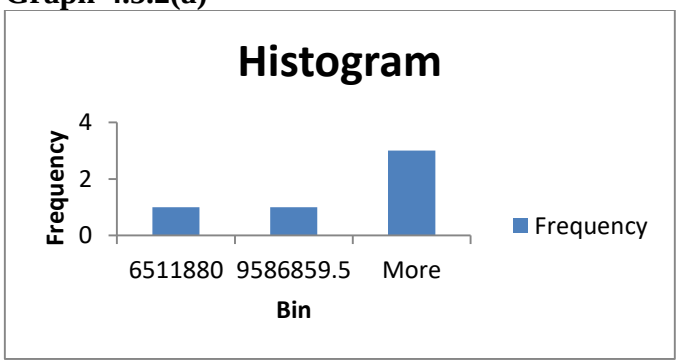
4.5.2 Histogram for 5 years sales

TABLE 4.5.2(A)

YEARS	SALES IN RS
2020-2021	65,11,880
2021-2022	77,11,994
2022-2023	99,18,603
2023-2024	1,26,61,839
2024-2025	1,16,01,294

Bin	*frequency*
9586860	1
More	3

Graph-4.5.2(a)



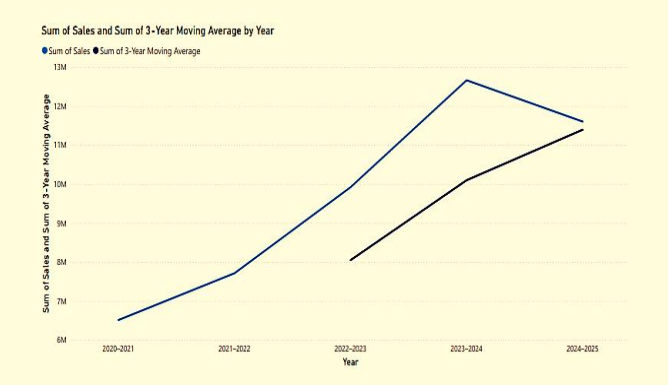
Interpretation: The histogram distribution indicates that only 1 year (2020–2021) had sales around ₹65,11,880, and 1 year (close to median ₹95,86,859.5) had moderate sales. The remaining 3 years experienced higher sales, exceeding the upper bin. This suggests that the company's sales have generally increased over time, with the majority of years showing above-average performance, despite a recent dip in 2024–2025.

4.6 The below tables shows Time series analysis ie 3 years Moving average method and sales forecasting for the year 2020-2021 to 2024-2025(5 years) Sales and growth (Predictive analytics)

TABLE 4.6(A)

YEARS	SALES IN RS	3 YEARS MOVING AVERAGES
2020-2021	65,11,880	-
2021-2022	77,11,994	-
2022-2023	99,18,603	80,47,492
2023-2024	1,26,61,839	1,00,97,479
2024-2025	1,16,01,294	1,13,93,245

Graph-4.6(a)



Interpretation: The 3-year moving averages show a consistent upward trend from ₹80,47,492 to ₹1,13,93,245, indicating steady growth in sales over the period. The peak in 2023–2024 reflects the strongest performance, suggesting a successful year. However, the slight drop in actual sales in 2024–2025 compared to the moving average may indicate the need for strategic adjustments to maintain momentum.

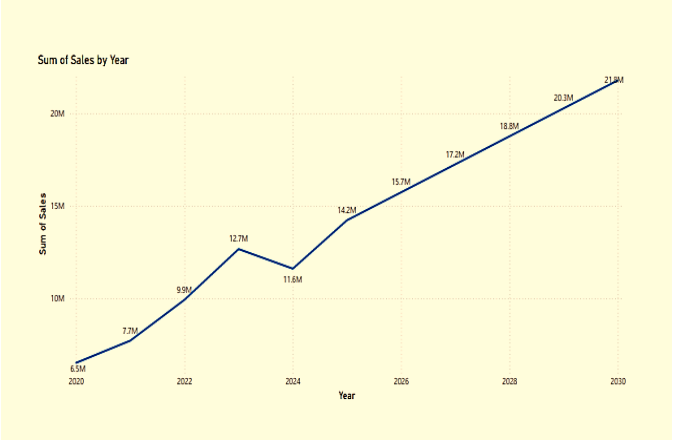
4.6.2 The calculation of Sales forecast for 5 years

Here sales predicted for 5 years that is 2025 to 2030

TABLE-4.6.2(A)

Years	Sales in Rs
2020	6511880
2021	7711994
2022	9918603
2023	12661839
2024	11601294
2025	**14219723.9**
2026	**15732591.2**
2027	**17245458.5**
2028	**18758325.8**
2029	**20271193.1**
2030	**21784060.4**

Graph-4.6.2(a) sales forecast



Interpretation: The sales forecast from 2025 to 2030 shows a consistent upward trend, indicating strong future growth potential. Predicted sales rise from ₹1.42 crore in 2025 to ₹2.17 crore by 2030, reflecting increasing market demand or effective business strategies. This positive outlook can help guide long-term planning and investment decisions.

4.7 The below table gives information and calculation about decision tree for prescriptive analytics for the year 2020 – 2021 to 2024-2025 sales and growth (for 5 years)

TABLE 4.7(A)

YEARS	SALES IN RS
2020-2021	65,11,880
2021-2022	77,11,994
2022-2023	99,18,603

2023-2024	1,26,61,839
2024-2025	1,16,01,294

Branches: Sales year (2020-2021 to 2024-2025)

Leaves/Outcomes: Categorized as Low / Medium / High

- The **lowest sales** are around ₹65–77 lakh.
- The **average** is about ₹96.8 lakh (as per your earlier calculation).
- The **highest** is over ₹1.26 crore.

Threshold Rationale: **(TABLE 4.7(B))**

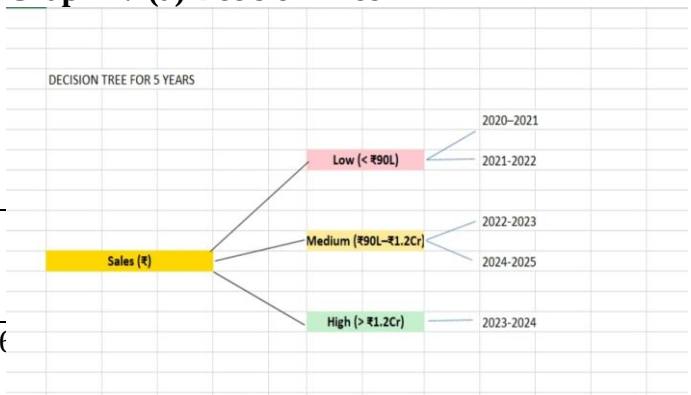
CATEGORY	RANGE (₹)	RATIONALE
Low	Below ₹90,00,000	Covers early years with lower growth
Medium	₹90,00,000 to ₹1,20,00,000	Around the average sales performance
High	Above ₹1,20,00,000	Represents exceptional performance (2023–2024)

Therefore,

TABLE 4.7(C)

YEARS	SALES IN RS	Category
2020-2021	65,11,880	Low
2021-2022	77,11,994	Low
2022-2023	99,18,603	Medium
2023-2024	1,26,61,839	High
2024-2025	1,16,01,294	Medium

Graph-4.7(a) Decision Tree



Interpretation: The decision tree provides a visual classification of annual sales performance for the years 2020–2021 to 2024–2025 into three categories: Low, Medium, and High, based on sales thresholds.

- The root node of the tree is Sales (₹), which branches out into three categories:
- Low: Sales below ₹90,00,000
- Medium: Sales between ₹90,00,000 and ₹1,20,00,000
- High: Sales above ₹1,20,00,000

Category-wise Breakdown:

- **Low Sales** (Below ₹90 Lakhs):
  - Years: **2020–2021** (₹65.11 lakh), **2021–2022** (₹77.11 lakh)
  - **Interpretation:** These years experienced lower sales volumes, reflecting either early-stage growth or market limitations.
- **Medium Sales** (₹90 Lakhs to ₹1.2 Crores):
- Years: **2022–2023** (₹99.18 lakh), **2024–2025** (₹1.16 crore)

- **Interpretation:** These years saw stable, average performance—closely aligned with the calculated average sales (~₹96.8 lakh). This indicates a period of steady growth and market presence.
- **High Sales** (Above ₹1.2 Crore):
- Year: **2023–2024** (₹1.26 crore)

Interpretation: This year stands out as an **exceptional performance** year, achieving the highest sales. It may indicate successful marketing strategies, expansion, or favorable market conditions

5.1 FINDINGS

- The company's monthly revenue peaked in March of each year, consistently indicating strong end-of-year performance.
- The lowest revenue was recorded in September 2020 at ₹4,36,850, while no revenue was reported in April 2021, suggesting operational or market disruptions.
- Steady revenue growth was observed from 2020–2021 to 2023–2024, with total sales rising from ₹65.11 lakhs to ₹99.18 lakhs.
- From 2022–2023 to 2024–2025, the revenue plateaued at ₹99,18,603, showing a stagnation after previous strong growth.
- A sales decline occurred in 2024–2025, despite similar annual revenue, indicating fewer units sold or pricing challenges.
- The Compound Annual Growth Rate (CAGR) over five years was 13.97%, reflecting healthy long-term growth.
- The growth rate turned negative (-8.37%) in 2024–2025, indicating potential demand saturation or internal inefficiencies.
- A high standard deviation (₹25.76 lakhs) and wide range (₹61.49 lakhs) signify notable volatility in yearly performance.
- The median (₹99.18 lakhs) being higher than the mean (₹96.81 lakhs) shows strong performance in recent years skewed by one weaker year.
- Histogram analysis shows that 3 out of 5 years performed above the average, while earlier years fell in the low or moderate category.
- The 3-year moving average rose consistently, peaking at ₹1.13 crore, supporting the trend of growing performance.
- Forecasts for 2025–2030 predict sales growth from ₹1.42 crore to ₹2.17 crore, suggesting optimistic business prospects.
- Sales have been categorized into Low (<₹90 lakh), Medium (₹90 lakh–₹1.2 crore), and High (>₹1.2 crore) to help strategize business planning.

5.2 SUGGESTIONS

- Focus on analyzing the reasons behind the drop in units sold in 2024–2025 and take corrective action.
- Enhance marketing efforts to boost visibility and attract new customers, especially during low-demand periods.
- Introduce promotional offers or discounts strategically to increase sales volume without affecting profit margins significantly.
- Diversify the product range or improve existing product features to meet changing customer preferences.
- Explore new markets or geographic areas to expand the customer base and reduce dependency on existing markets.
- Strengthen customer relationship management to encourage repeat purchases and improve customer loyalty.

5.3 CONCLUSION

The sales revenue analysis of Sri Techno services from 2020–2025 demonstrates a strong growth trajectory for the company, particularly between 2020 and 2024, culminating in the highest annual revenue of ₹1.26 crore in 2023–24. The consistent growth in earlier years highlights the effectiveness of the current pricing and distribution strategy.

However, the decline in 2024–25 marks a critical point, signalling the need for strategic adjustments. While overall performance across five years remains robust with total revenues nearing ₹4.84 crores, the company must now focus on sustaining this growth by adapting to market changes, addressing

performance gaps, and exploring new opportunities. Proactive decision-making and data-driven strategies will be essential in maintaining competitiveness and ensuring long-term success.

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