

Zepto Sales Dashboard Analysis

1. Overall Business Performance

Total Sales: ₹1.20 million

Item Count: 9,000 units

Average Sales per transaction: ₹140.99

Average Customer Rating: 3.92

2. Sales by Product Category

Top-performing categories: Fruits & Vegetables and Snack Foods (₹0.18M each)

Other high contributors: Household (₹0.14M), Frozen Foods (₹0.12M)

Lower-performing: Meat and Soft Drinks (~₹0.06M each)

Actionable Insight: Focus on high-performing categories and optimize or innovate low-performing ones

3. Fat Content Preferences

Regular fat products: 64.6% of sales

Low-fat products: 35.4% share

Tier 3 outlets lead in low-fat product sales

Implication: Target health-conscious audiences, especially in Tier 3 areas

4. Outlet Performance Analysis

By Location Tier:

- Tier 3: ₹472.13K (~71.3% of total sales)

- Tier 2: ₹393.15K

- Tier 1: ₹336.40K

By Outlet Size:

- Medium: ₹507.9K

- High: ₹444.8K

- Small: ₹249.0K

Conclusion: Tier 3 and Medium-sized outlets show the highest performance

5. Outlet Type Performance

Supermarket Type1: ₹787.55K (5,577 items, Avg. Sale ₹141.21, Rating 3.92)

Grocery Store: ₹151.94K (1,083 items, Avg. Sale ₹140.29, Rating 3.93)

Supermarket Type2: ₹131.48K (928 items, Avg. Sale ₹141.68, Rating 3.93)

Supermarket Type3: ₹130.71K (935 items, Avg. Sale ₹139.80, Rating 3.91)

Insight: Supermarket Type1 leads in sales; Type2 has highest avg. sale and rating

6. Outlet Establishment Trends

Steady growth until 2018 with a peak of 205K outlets

Decline observed post-2020 with signs of recovery

Implication: Consider external impacts like COVID-19; explore renewed expansion strategies

7. Recommendations

Focus investment in Tier 3 and medium-sized outlets

Prioritize high-performing product categories

Develop targeted health product campaigns

Expand proven outlet types, especially Supermarket Type1 and Type2

