

Market Expansion Strategy for Zepto Using Public Data

Executive Summary

This project identifies high-growth Indian cities for Zepto's strategic expansion using publicly available demand, sentiment, and population data. A composite GrowthScore model was developed to rank cities based on demand intensity, market size, competitive gap, and customer sentiment.

Business Problem

Which Indian cities should Zepto prioritize for expansion to maximize demand, optimize competitive positioning, and improve long-term profitability?

Data Sources

1. Google Trends – City-level search demand signals
2. Google Play Store Reviews – Sentiment and complaint analysis (1000+ reviews per app)
3. Indian City Population Data – Market size indicator

Methodology

- Cleaned and structured city-level demand data.
- Performed NLP-based sentiment analysis.
- Calculated DemandScore, CompetitorGap, and PopulationScore.
- Built weighted GrowthScore model to rank cities.

Growth Score Model

$$\text{GrowthScore} = 0.4 \times \text{DemandScore} + 0.25 \times \text{PopulationScore} + 0.2 \times \text{SentimentScore} + 0.15 \times \text{CompetitorGap}$$

Key Finding

- Kolkata ranked as the highest immediate expansion opportunity.
- Tier-2 cities show stronger untapped potential compared to saturated metros.
- Major complaint drivers include delivery delays and customer support responsiveness.

Final Recommendation

Prioritize expansion into Kolkata immediately. Short-term focus cities include Faridabad, Pune, and Jaipur. Operational improvements in delivery reliability should precede aggressive scaling.

Prepared By: Akhil Vankayalapati

Role: Data Analyst (Project)