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# zepto

## SALES ANALYSIS DASHBOARD

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# INTRODUCTION

The Zepto Sales Analysis Power BI project aims to provide an insightful and interactive dashboard for analyzing sales performance across various dimensions.

This project will facilitate data-driven decision-making by visualizing key metrics, identifying trends, and uncovering actionable insights within Zepto's sales data.

The project will empower stakeholders with valuable insights into sales performance, enabling informed decision-making and strategic planning.



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# OBJECTIVES

**Visualize Sales Data:** Create a comprehensive dashboard that visualizes sales performance metrics, including total sales, sales growth, and product performance.

**Identify Trends:** Analyze sales trends over time to help understand seasonal patterns and customer behavior.

**Segment Analysis:** Enable segmentation of sales data by geography, product categories, and customer demographics.

**Performance Benchmarking:** Compare current sales performance against historical data and predefined KPIs to evaluate business performance.

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# KEY FEATURES

**Interactive Dashboards:** User-friendly interface with clickable visuals for deeper analysis.

**Customizable Reports:** Ability to generate and export tailored reports based on user-selected criteria.

**Visualizations:** Use of various visualization types, including bar charts, line graphs, pie charts, and heat maps to represent data effectively.

**Filters and Slicers:** Allow users to filter data by date ranges, product categories, regions, and other relevant dimensions.



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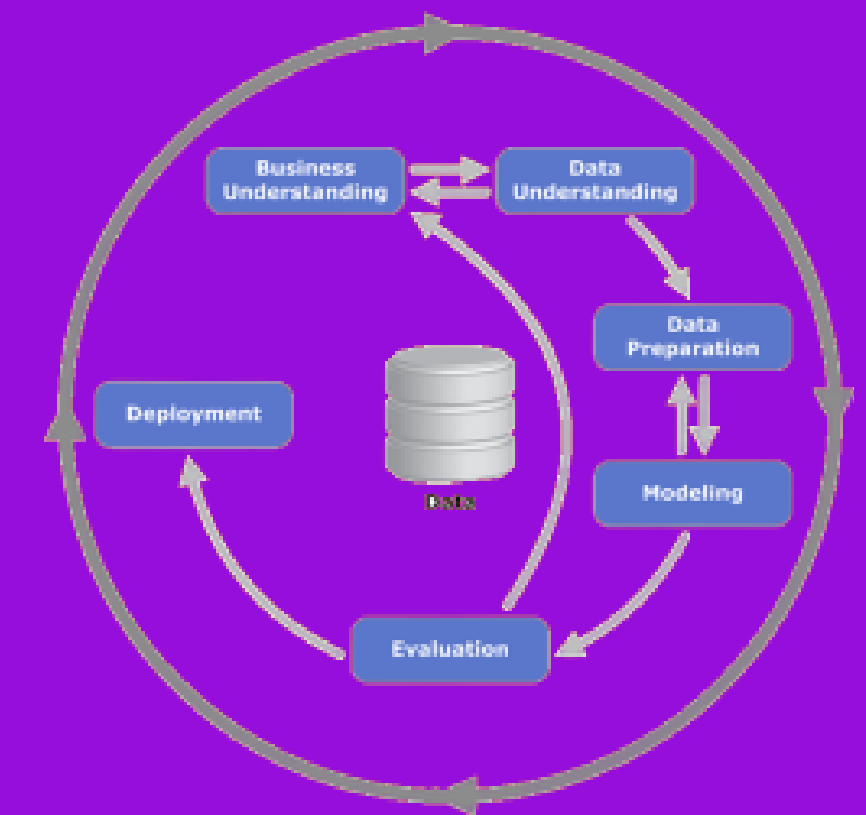
# PROJECT PHASES

**Requirement Gathering:** Download the datasets from Kaggle.

**Data Preparation:** Extract, clean, and transform data from various sources to ensure accuracy and consistency.

**KPI:** Generate useful and insightful KPIs according to the business requirement.

**Dashboard Development:** Build the Power BI dashboard with interactive features and visualizations based on the defined requirements.

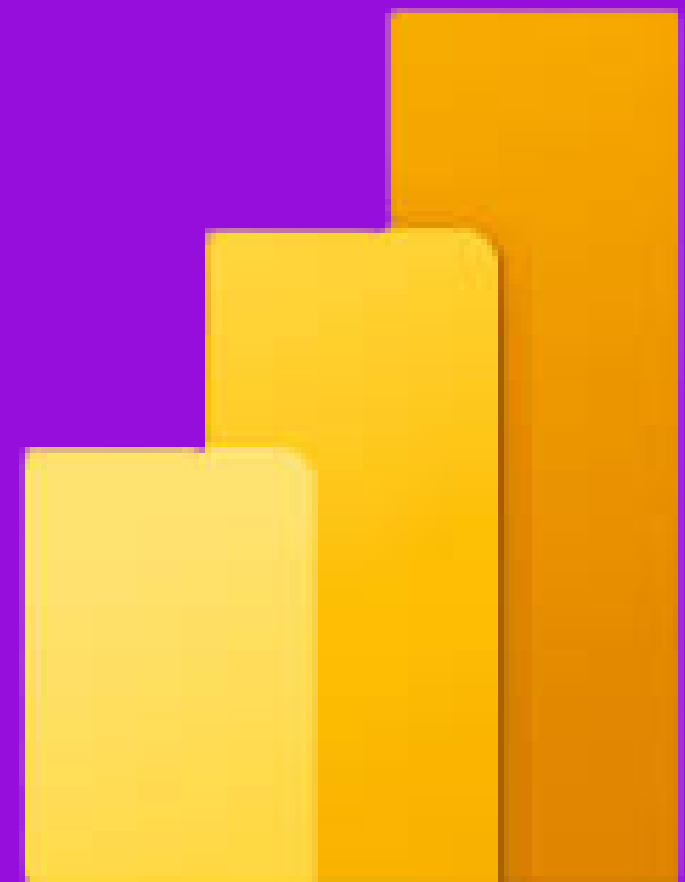


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# DAX QUERIES

Metrics = This matrix is for the slicer that allow users to filter and analyze all relevant fields simultaneously, ensuring a comprehensive view of the data and facilitating deeper insights across different dimensions.

```
{ ("Total Sales", NAMEOF('Zepto Grocery Data'[Total Sales]), 0),  
  ("Avg Sales", NAMEOF('Zepto Grocery Data'[Avg Sales]), 1),  
  ("Avg Rating", NAMEOF('Zepto Grocery Data'[Avg Rating]), 2),  
  ("No of Items", NAMEOF('Zepto Grocery Data'[No of Items]), 3)  
}
```



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# DAX QUERIES (KPIs)

**Total Sales:** The overall revenue generated from all items.  
`SUM('Zepto Grocery Data'[Sales])`

**Average Sales:** The average revenue per sale.  
`AVERAGE('Zepto Grocery Data'[Sales])`

**Average Rating:** The average customer rating for items sold.  
`AVERAGE('Zepto Grocery Data'[Rating])`

**Number of Items:** The total count of different items sold.  
`COUNTROWS('Zepto Grocery Data')`



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# PROJECTS INSIGHTS

- Overall revenue is 1.20M.
- Average revenue per sale on every item is \$141.
- Total 8523 items sold by different outlets at different location.
- Items with Low fat content have the highest sales of 776.32K compared to regular fat i.e., 425.36K.
- Medium sized outlet are at top in terms of revenue generation whereas high sized are at bottom.





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# PROJECTS INSIGHTS

- Fruits and Vegetables are the most selling items with the sales of 178.12K.
- Seafood is the least selling items with the value of only 9.08K.
- Data reveals that sales reached their peak in 2018, highlighting it as the highest-performing year in terms of revenue generation.

