



ZEPTO

Presented by Komal

Supply Chain Dashboard





Quantity

30K

Revenue

18M

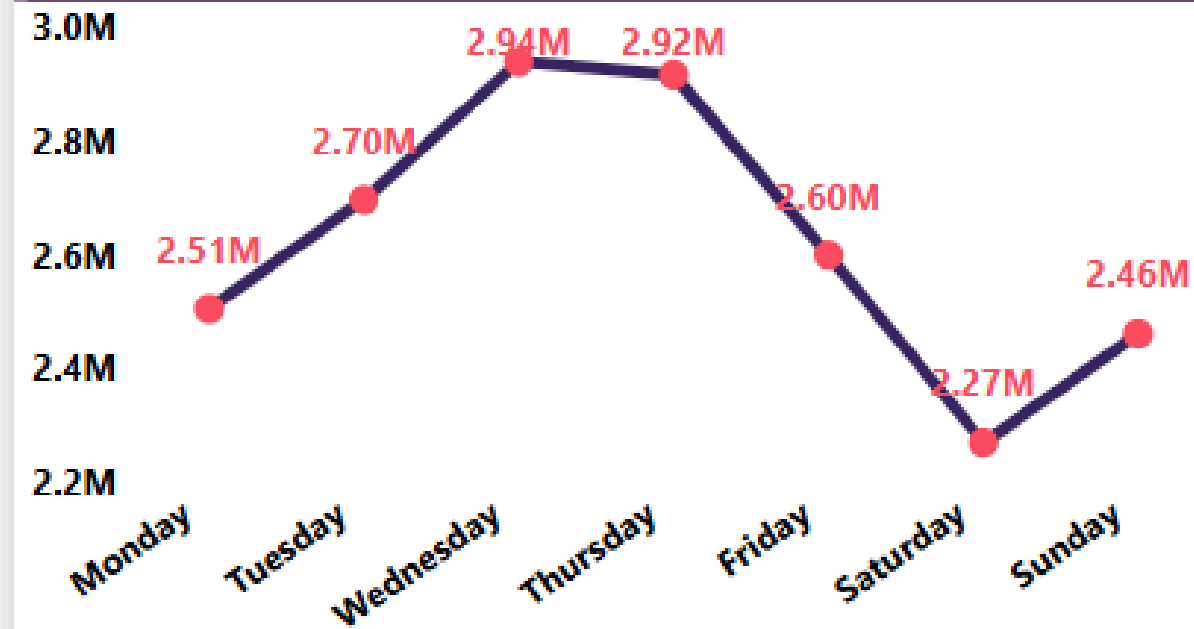
Orders

10K

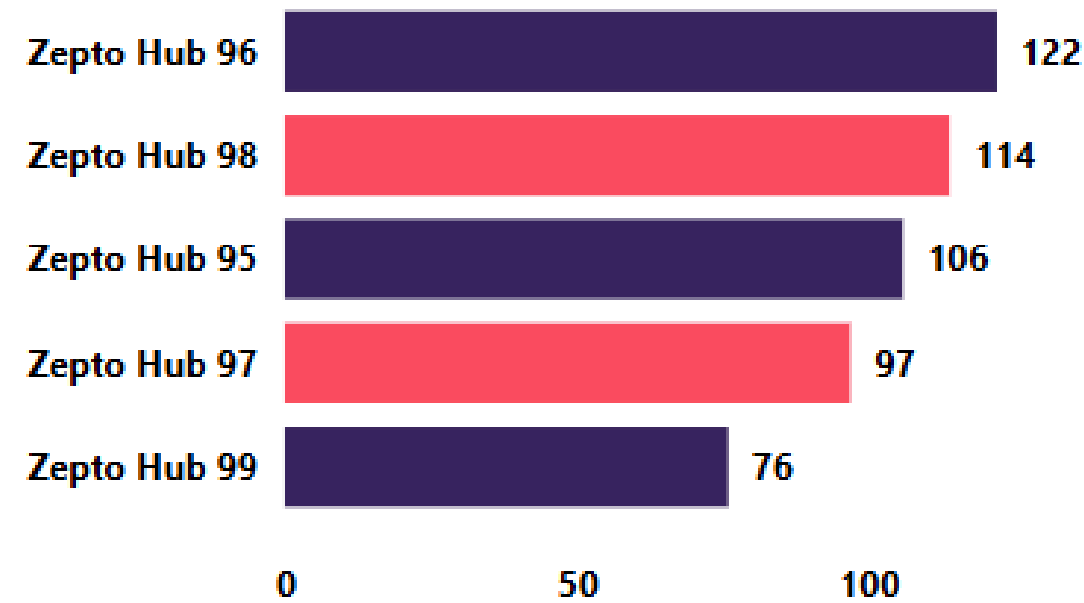
Refunded Amount

479K

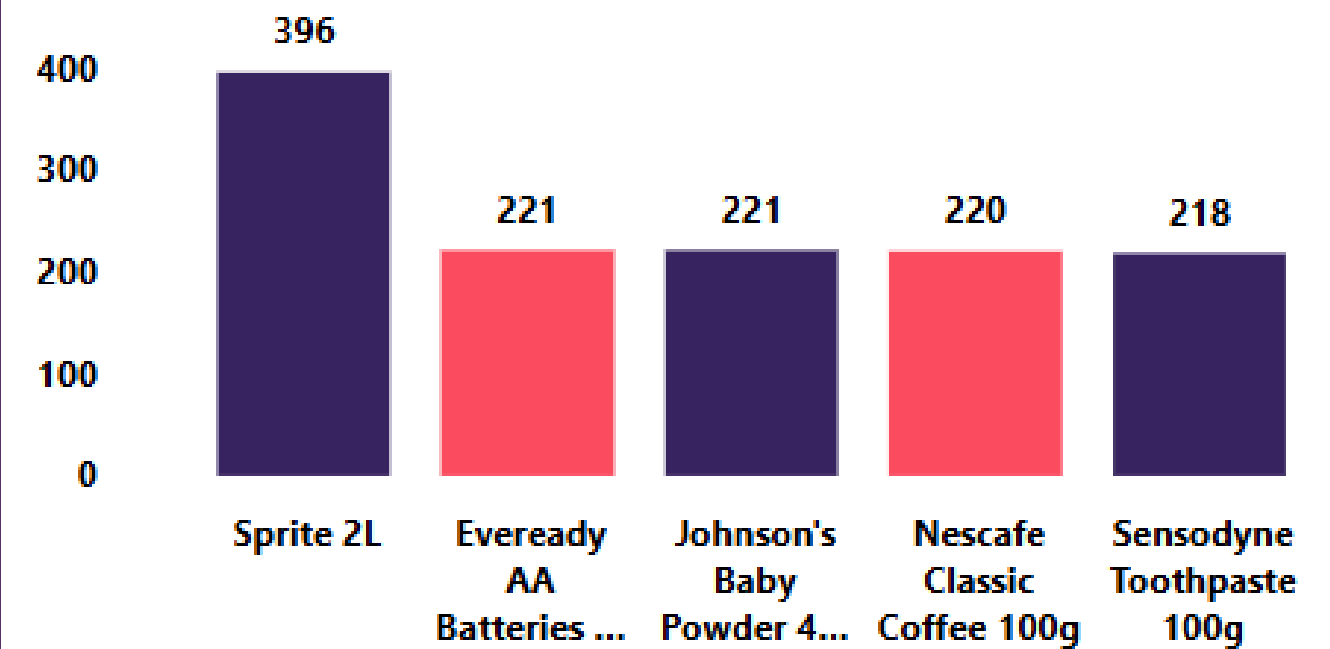
WeekDay Sales



Top 5 Product Selling Stores

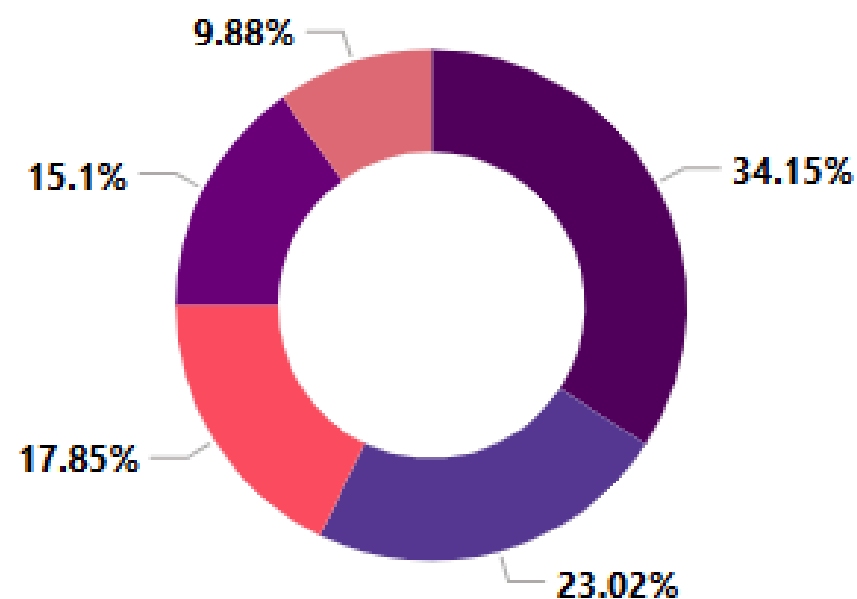


Top 5 Selling Product



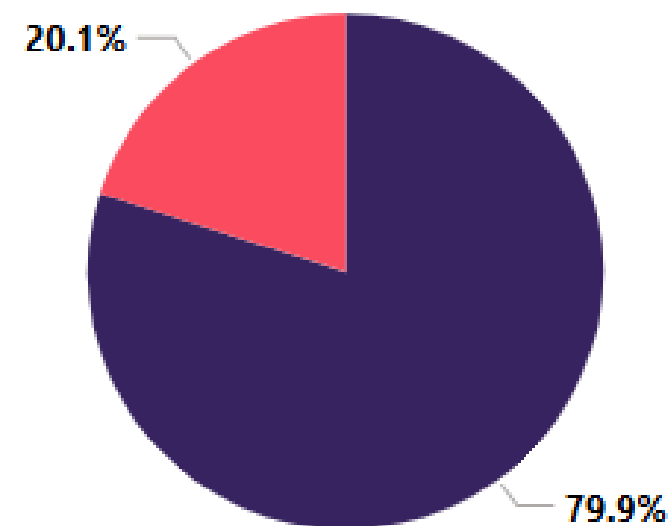
Top 5 Brand's Sales

Brand ● Dabur ● Cadbury ● Amul ● Farm Fresh ● Sprite



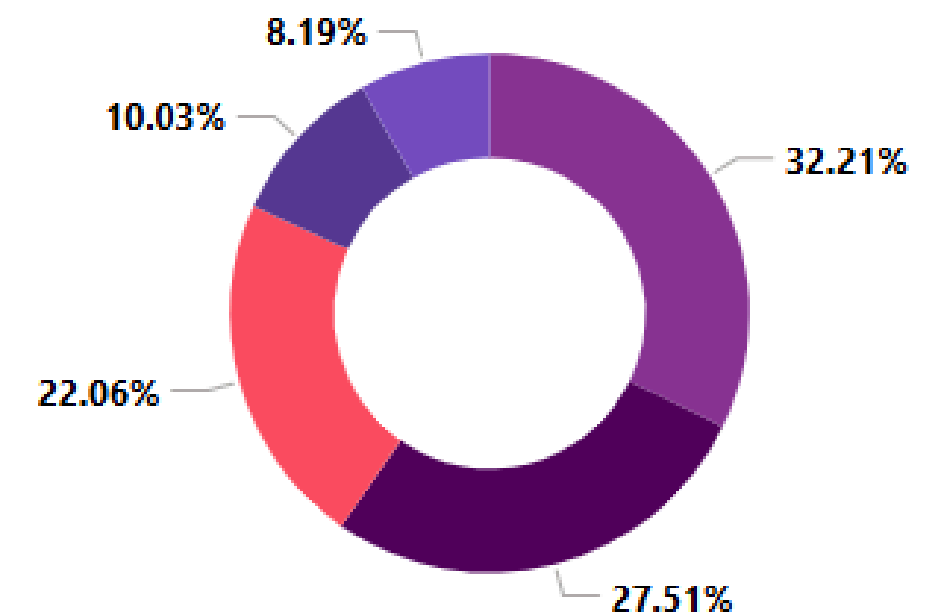
Order's Delivery Status

DeliveryStatus ● Delayed ● On Time

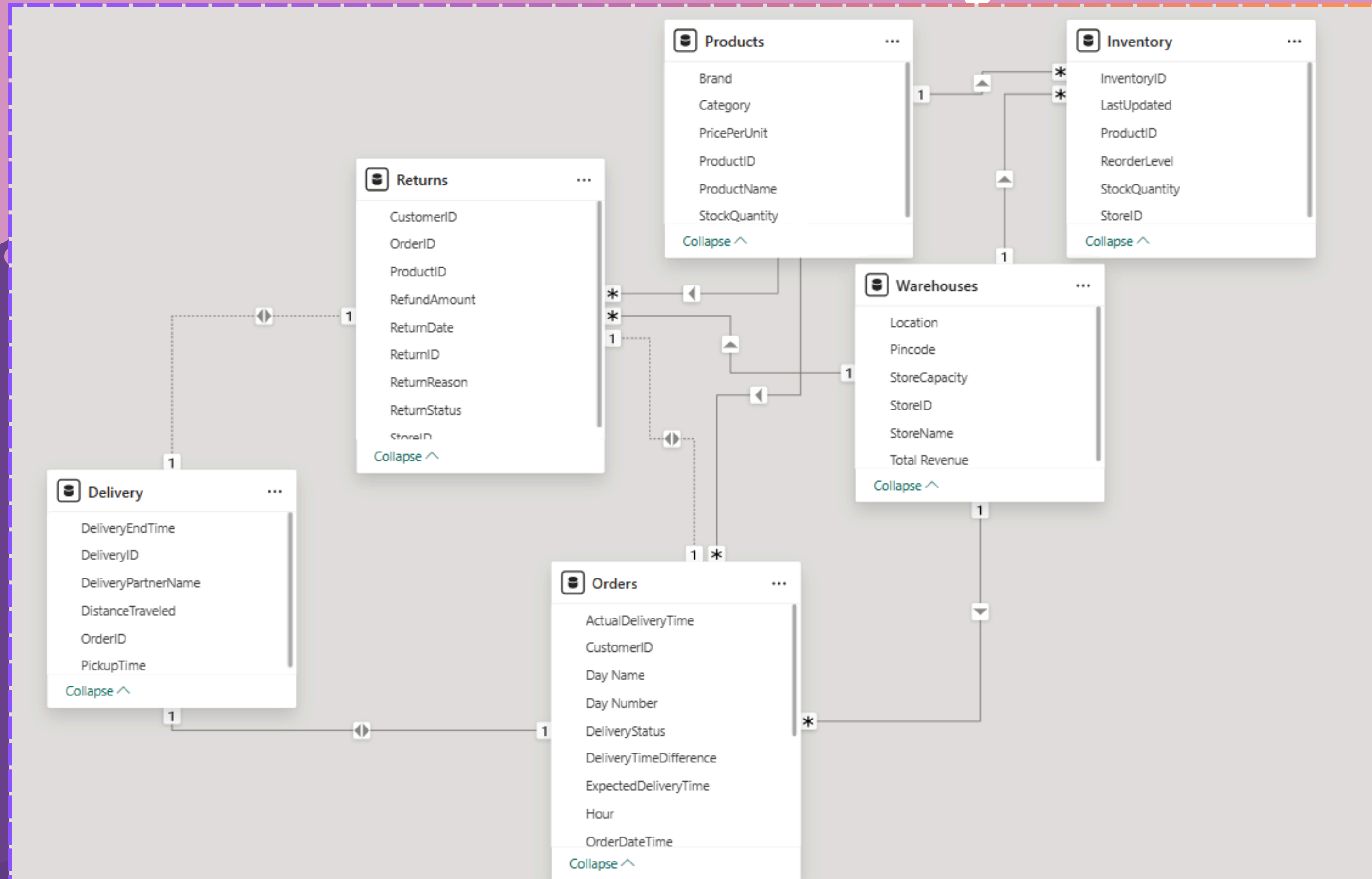


Top 5 Category Sales

Category ● Grocery ● Personal Care ● Beverages ● Snacks ● Dairy



Data Modelling



Insights

1. Quantity, Revenue, Orders, and Refunded Amount:

- Quantity: 30K
- Revenue: 18M
- Orders: 10K
- Refunded Amount: 479K

2. Weekday Sales:

- Sales peak on Tuesday (2.94M) and Thursday (2.92M).
- Sales are lowest on Saturday (2.27M) and Monday (2.51M).

3. Top 5 Product Selling Stores:

- Zepto Hub 96: 122 units
- Zepto Hub 98: 114 units
- Zepto Hub 95: 106 units
- Zepto Hub 97: 97 units
- Zepto Hub 99: 76 units



Insights

4. Top 5 Selling Products:

- Sprite 2L: 396 units
- Eveready AA Batteries: 221 units
- Johnson's Baby Powder: 221 units
- Nescafe Classic Coffee 100g: 220 units
- Sensodyne Toothpaste 100g: 218 units

5. Top 5 Brand's Sales:

- Dabur: 34.15%
- Cadbury: 23.02%
- Amul: 17.85%
- Farm Fresh: 15.1%
- Sprite: 9.88%

6. Order's Delivery Status:

- On Time: 79.9%
- Delayed: 20.1%

7. Top 5 Category Sales:

- Grocery: 32.21%
- Personal Care: 27.51%
- Beverages: 22.06%
- Snacks: 10.03%
- Dairy: 8.19%



Recommendations

1. Increase Sales on Low Performing Days:

- Implement promotions or discounts on Monday and Saturday to boost sales.

2. Focus on High Performing Stores:

- Analyze the strategies of Zepto Hub 96 and Zepto Hub 98 and replicate successful practices in other hubs.

3. Product Stock Management:

- Ensure adequate stock of top-selling products like Sprite 2L, Eveready AA Batteries, and Johnson's Baby Powder to meet demand.

4. Brand Partnerships:

- Strengthen partnerships with top-performing brands like Dabur and Cadbury to leverage their popularity.

5. Improve Delivery Timeliness:

- Investigate the causes of delayed deliveries and implement measures to improve the on-time delivery rate.

6. Category Expansion:

- Consider expanding the product range in high-performing categories like Grocery and Personal Care to increase sales.





Thank You For
Your Attention

