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VEPH/20B/DA069

Zepto Retail Sales Performance Overview

Introduction

This dashboard provides a comprehensive overview of Zepto's retail sales performance across multiple cities and product categories. It consolidates key metrics such as total orders, total revenue, best-performing products, and top cities. The visualization is structured to help users quickly identify high-impact areas and understand product-level contributions. Sales distribution across cities highlights regional demand strengths and opportunities. Category-level performance reveals which product groups drive the most value. The dashboard also includes a breakdown of influencer impact on sales, showing how marketing efforts translate to revenue. Discount patterns across products help explain variations in customer purchasing behavior. The layout supports fast, data-driven decision-making for pricing, promotions, and inventory planning. Both high-level KPIs and detailed drilldowns provide a balanced view of performance. Users can easily compare product performance across categories and cities. The color theme ensures clear visibility of key insights and trends. Interactive slicers allow customization based on product or category selections. Order distribution is displayed geographically to highlight market penetration.

Overall, the dashboard serves as a strategic tool for monitoring sales trends.

It enables stakeholders to evaluate efficiency, customer demand, and the impact of marketing strategies.

Story of the Data

The data tells a strong story of retail performance driven primarily by high-demand products. Coca-Cola tops the sales charts, indicating strong and consistent customer preference. Products like Maggi, Nestlé, and Parle-G also show high order volumes, showcasing strong demand for FMCG staples. Cities such as Hyderabad, Delhi, and Bangalore lead in revenue contribution, driving overall performance. The order distribution map reveals concentration in major Indian metropolitan areas. Category data shows Snacks, Beverages, and Grocery as dominant contributors to revenue.

Discount analysis suggests that products with moderate promotions tend to perform well. Influencer-driven products show measurable contribution to overall revenue, supporting marketing strategy effectiveness. The dashboard highlights that even small price differences can influence order volume. The product sales chart confirms that popular brands consistently outperform others. City revenue breakdown reflects customer density and purchasing power differences. Product filters reveal how sales shift across categories when user selections change. The data shows a strong balance between high-volume items and premium-priced products.

Revenue distribution indicates a healthy mix of product types within the sales ecosystem.

Overall, the data reinforces a stable and growing retail presence across cities.

Pre Analysis

Industry Type Of Data

Retail and E-commerce (Fast-Moving Consumer Goods — FMCG)

Story Of Data

This dataset captures product sales activity across major cities, highlighting categories such as Grocery, Snacks, and Beverages. It includes pricing trends, discount levels, order volumes, and revenue generated per item. The data also reflects the role of influencers in driving product performance. City-level comparisons help reveal regional demand strengths. Overall, it gives a snapshot of how Zepto's products perform across different markets and pricing conditions.

What Success Means To The Industry

Success in the retail and FMCG industry means achieving high product availability and consistent demand across cities. It involves maintaining profitable pricing while offering attractive discounts that boost sales without harming margins. Strong category performance and top-selling products indicate the business is meeting customer preferences. High revenue across regions shows strong market penetration. Effective influencer marketing improves visibility and sales traction. Smooth supply chain operations ensure customer satisfaction and repeat purchases. Overall success is measured by steady revenue growth and optimized product performance.

Potential Analysis

1. Top 5 best selling products.
2. Impact of influences on sales
3. Revenue distribution city discount by product.
4. Discount by product.
5. Product sales performance.
6. Orders distribution by city.
7. Sales by category.

Potential Insights

1. Show which product categories generate the highest revenue and which lag behind.
2. Highlights top-performing cities and helps identify geographical demand patterns.
3. Fine tune out the best product with the highest sales and those with the lowest sales.
4. Identify the highest demand products and how restocking works.
5. Show whether influencer involvement increases revenue.
6. Quickly show which cities dominate revenue and show proportional differences.

In Analysis

Top 5 Best-Selling Products

Coca cola 1L topped the chart as one of the top 5 best selling products with a total sales of6.2k,followed by Parle-G 5.8k, Maggi Noodles 5.7k, Nestle Munch 5.2k and then Aashivaad Atta had a total sale of 5.1k.

Impact Of Influencers On Sales

No influencers activity had sales of 4M while those that involved influencers (yes) had the least sales of 2M.

Revenue Distribution By City

Hyderabad had the most sales 1.2M, followed by Bangalore 1M, Pune 0.9M, Delhi 0.8M, Chinnai 0.8M and Mumbai 0.7M.

Discount By Product

Nestle Munch had the most discount (180) followed by Maggi Noodles (165), Parle-G (165),Coca cola 1L (160) and Amul Milk 500ml (155).

Product Sales Performance

Coca Cola 1L had the highest sales currently (4246), followed by Maggi Noodles (4243), Nestle Munch (4051), Parle-G (4032) and then Pepsi 500ml (3842).

Orders Distribution By City

Hyderabad had the most orders (10132), followed by Pune (9638), Bangalore (8483), Delhi (7779) and then Mumbai (7560).

Sales By Category

Snacks had the most sales in category (1.7M), followed by Beverages (1.2M), Grocery (1.0M), Instant Food (0.7M), Confectionery (0.6M) and then Dairy (0.6M).

Observation

- Coca-Cola remains the best-selling product with the highest order volume.

- Hyderabad generates the highest revenue among all cities displayed.

- Snacks and Beverages categories dominate overall category performance.

- Influencer-backed products contribute significantly to total revenue.

- Products with moderate discounts show higher order counts compared to non-discounted items.

- Bangalore and Mumbai demonstrate strong order volumes despite being secondary revenue contributors.

- The product sales performance chart indicates a close competition among top FMCG products.

- Some categories like Dairy and Confectionery show lower revenue contributions.

- City-wise treemap shows clear variations in market strength across regions.

- Sales and revenue patterns suggest strong alignment with population density and urban consumer trends.

Recommendations

- Increase inventory for top-performing products in major cities to meet high demand.

- Expand influencer campaigns for categories showing strong growth potential.

- Optimize discount strategies to improve performance of lower-selling categories.

- Introduce targeted city-based promotions for regions with lower order volume.

- Enhance product visibility for slower-moving items through homepage placements.

- Strengthen partnerships with top-performing FMCG brands to ensure consistent stock availability.

- Use predictive analytics to forecast demand spikes in key cities.

- Re-evaluate product pricing in categories with lower revenue contributions.

- Conduct category-specific marketing to boost sales of Dairy and Confectionery.

- Explore opportunities in secondary markets where order volume is rising gradually.

Conclusion

The dashboard highlights strong overall performance across major cities and key product categories. Top-selling products and well-known brands continue to drive a majority of revenue. Regional insights reveal clear opportunities for targeted marketing and inventory optimization. Influencer campaigns show measurable impact and should be strategically scaled. Discount-driven behavior suggests customers respond positively to value offerings. Category trends reinforce the importance of maintaining a strong FMCG product portfolio. The analysis provides a clear roadmap for enhancing sales performance and expanding market reach.