**Zepto Sales Dashboard – Project Summary**

**Introduction**

This project presents a comprehensive sales analysis for a simulated quick-commerce company, **Zepto**. It is designed to showcase key skills in data cleaning, transformation, SQL querying, and dashboard creation using **Excel**, **Oracle SQL**, and **Power BI**.

**Objective**

To build an interactive dashboard that highlights business insights including total revenue, profit, customer behavior, and product performance — enabling data-driven decision-making.

**Tools Used**

* **Microsoft Excel** – Data Cleaning, Pivot Table Summary
* **Oracle SQL** – KPI Calculation & Querying
* **Power BI** – Dashboard Visualization

**Data Description**

The dataset includes **3,000 orders** from major Indian cities like **Chennai, Bangalore, Delhi, Mumbai, Hyderabad, and Kolkata**. It covers:

* Customer IDs & Names
* Product Names
* Final Prices, Profit
* Order Months
* Payment Modes
* City-wise sales locations

**Key KPIs Tracked**

* Total Orders
* Total Revenue
* Total Profit
* Orders by Location
* Orders by Payment Mode
* Monthly Sales Trend
* Top-Selling Products
* Top 10 Customers by Spending

**Insights & Findings**

* **Kolkata** and **Chennai** generated the most orders.
* **Online Payments** dominated among all payment modes.
* Certain snack products consistently outperformed others in sales.
* A small group of loyal customers contributed significantly to revenue.

**Conclusion**

This project effectively demonstrates the ability to extract, transform, and visualize sales data. It emphasizes the use of modern tools for efficient business analysis and insight generation — showcasing skills that are **highly relevant for data analyst roles**.