

DASHBOARD

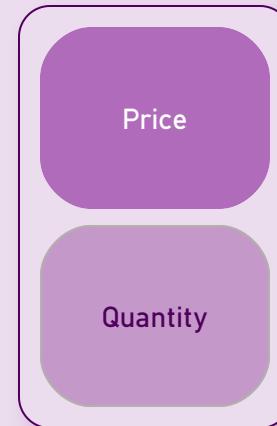
GROCERIES
DELIVERED IN
10 MINUTES



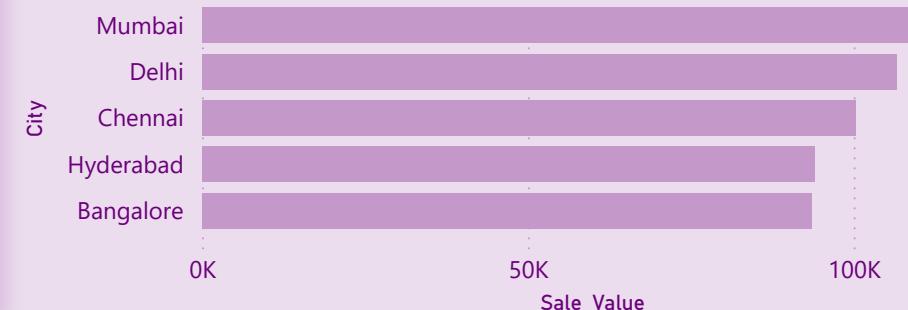
Dashboard



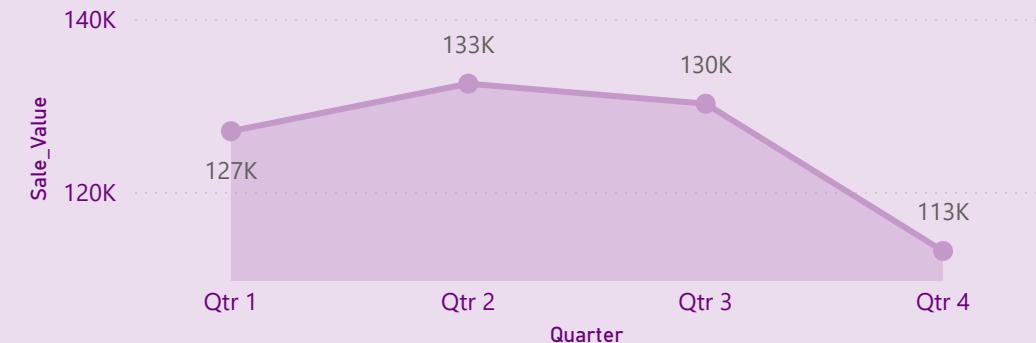
Zepto, a prominent player in the quick commerce space, has disrupted the grocery delivery market with its promise of delivering essentials within 10 minutes. This case study explores how Zepto uses analytics to stay ahead in the fast-growing quick commerce industry.



Sales Value by City - All Weeks | Price Filter Applied



Sale_Value by Quarter



502.89K
Sales

2000
Quantity

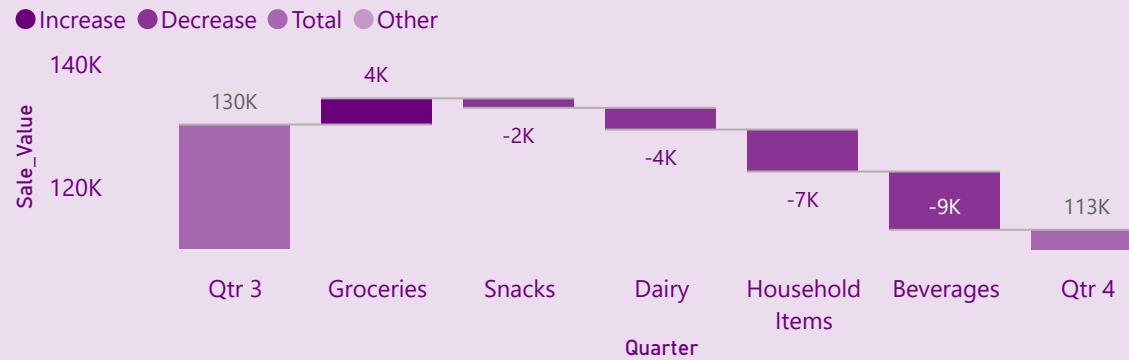
2000
Order/s



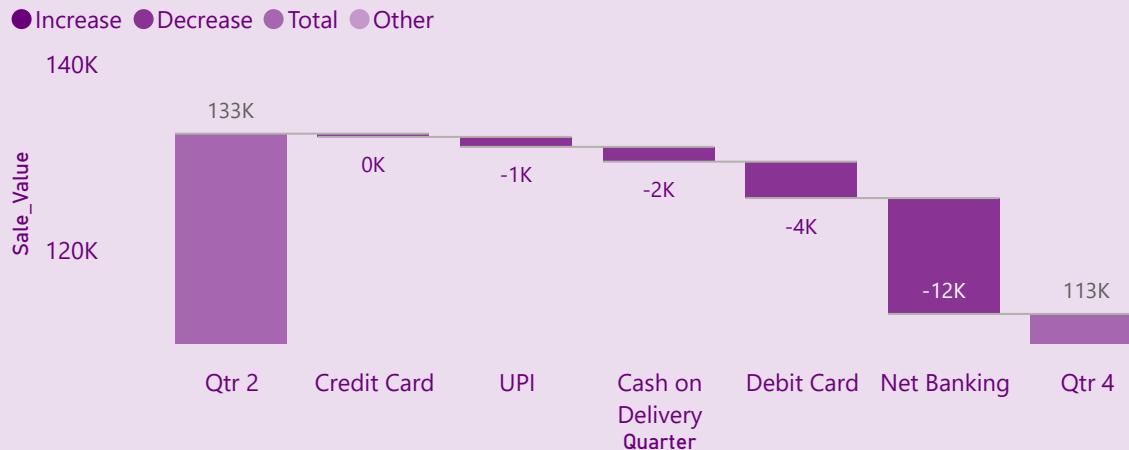
Sales

120% increase in revenue for the fiscal year 2023-24, reaching ₹4,454 crore. This was a significant increase from the previous year's revenue of ₹2,026 crore.

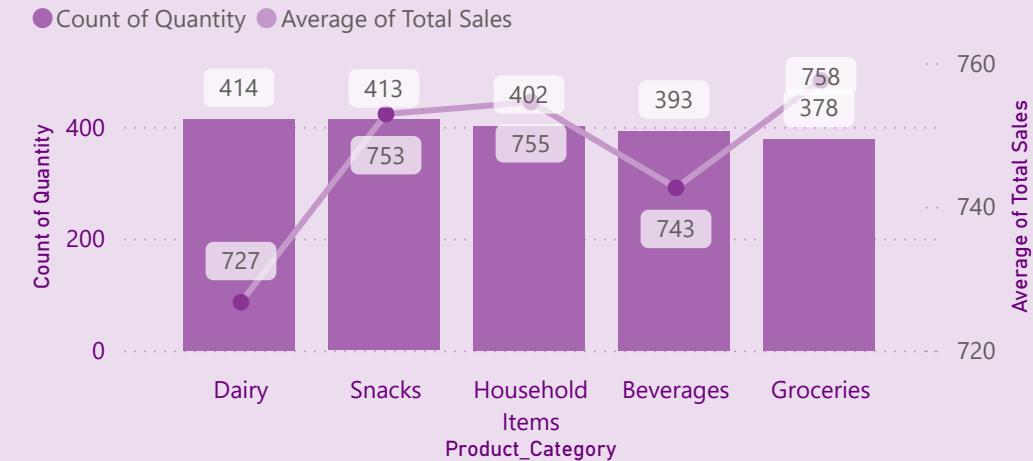
Sale_Value by Quarter and Product_Category



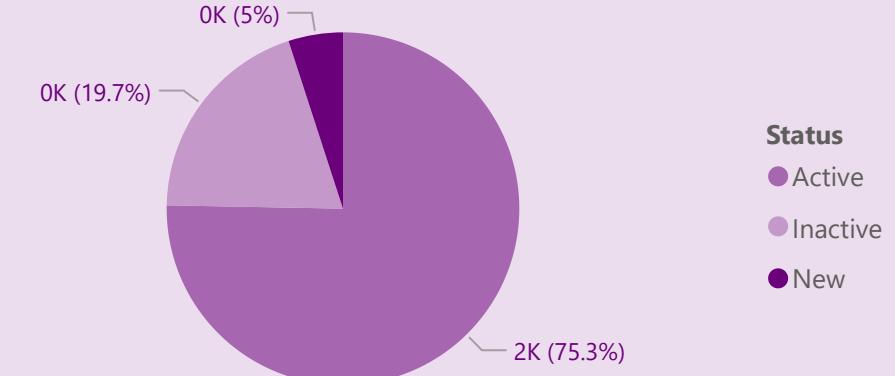
Sale_Value by Quarter and Payment_Method



Count of Quantity and Average of Total Sales by Product_Category



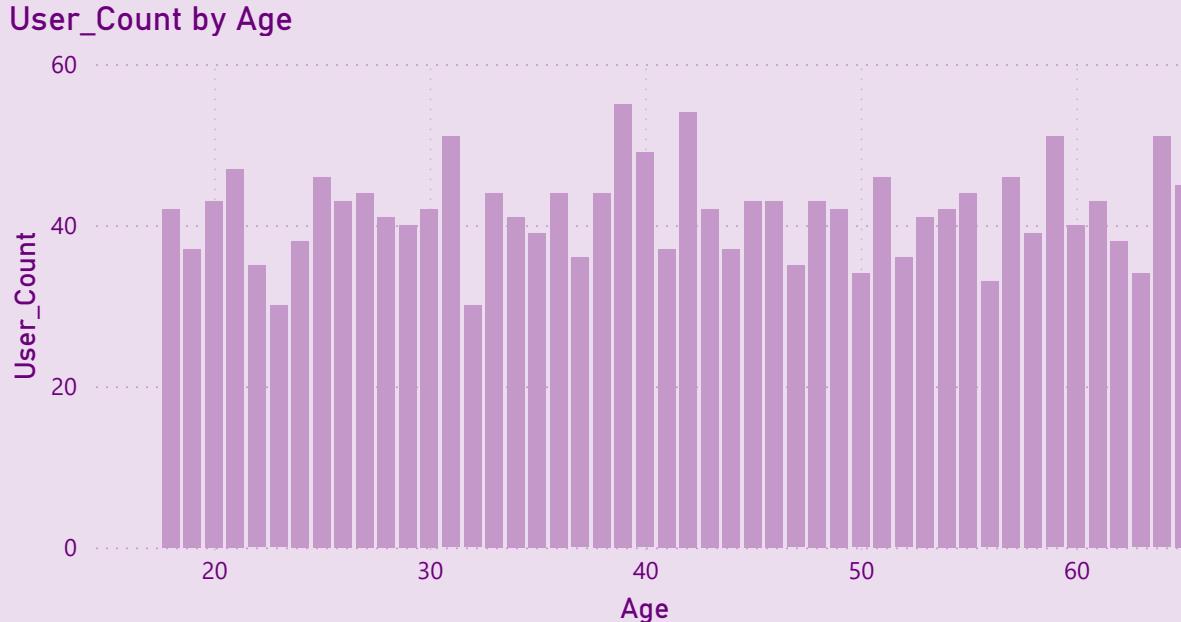
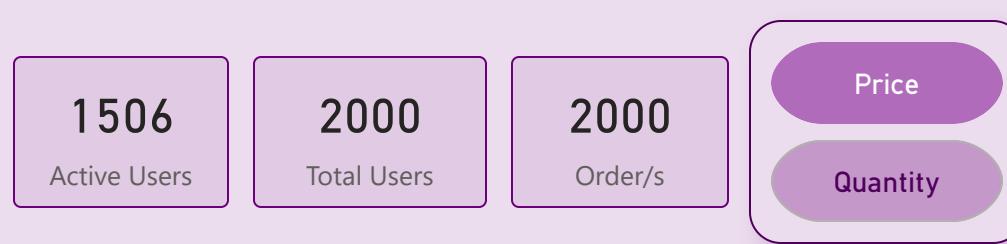
User_Count by Status



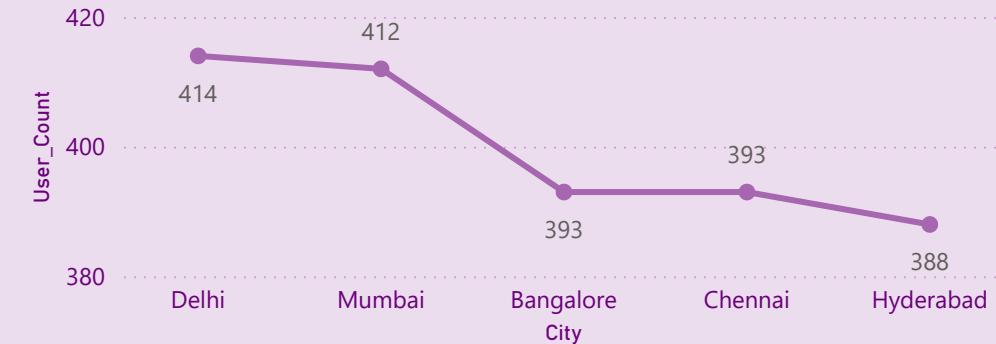
User Performance



As of December 2024, Zepto had 31 million monthly active users. This was slightly more than its rival.



User_Count by City



User_Count by Status

