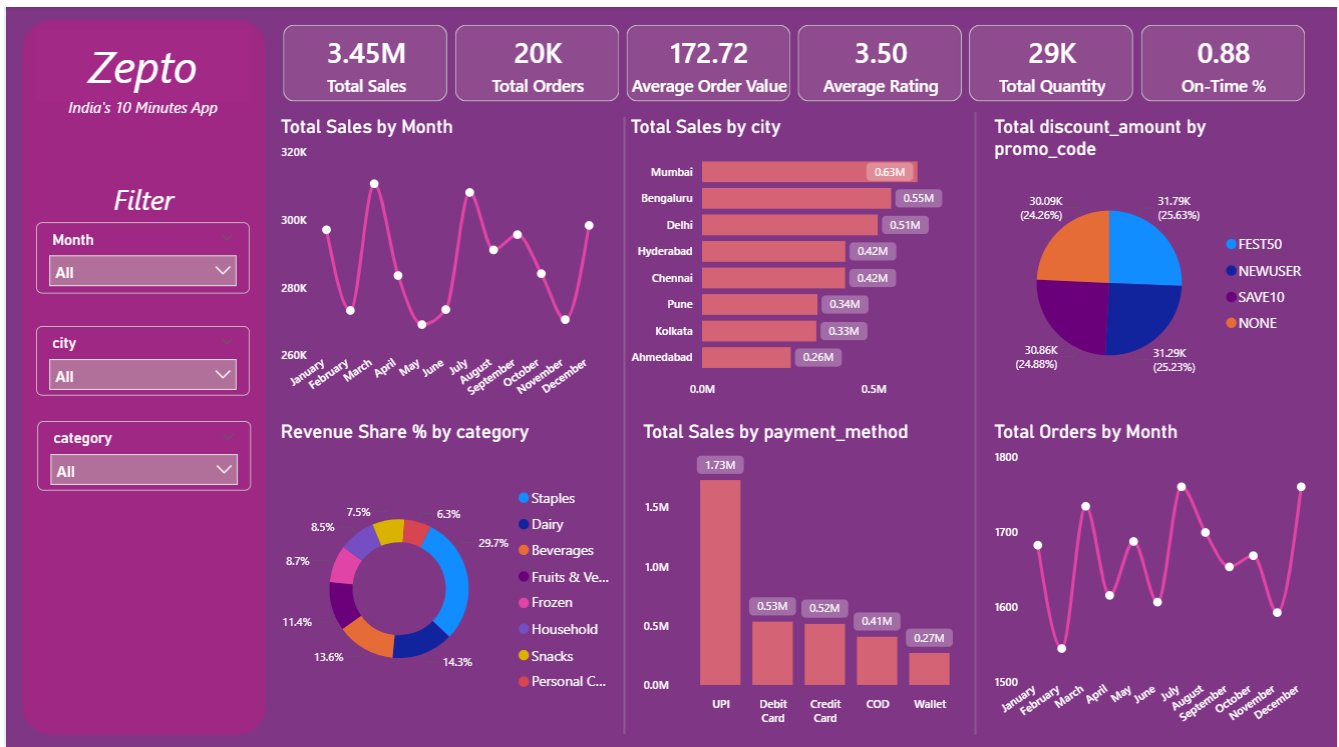


# Zepto Grocery Sales Dashboard Summary



## ■ Dashboard Overview:

The Zepto Grocery Dashboard provides a comprehensive view of sales performance, customer behavior, and operational insights across cities and categories. It helps understand sales trends, revenue distribution, and payment preferences effectively.

## Key Metrics:

- Total Sales: 3.45M
- Total Orders: 20K
- Average Order Value: 172.72
- Average Rating: 3.50
- Total Quantity: 29K
- On-Time %: 88%

## Insights:

- **Top Performing City:** Mumbai (0.63M Sales), followed by Bengaluru and Delhi.
- **Sales Trend:** Peaks in March and July, with minor dips in May and October.
- **Category Share:** Staples (29.7%) and Dairy (14.3%) contribute the most to revenue.
- **Payment Method:** UPI dominates with 1.73M in sales, showing customer preference for digital payments.
- **Promo Code Usage:** Discounts evenly distributed among FEST50, NEWUSER, SAVE10, and NONE.

## Business Interpretation:

- UPI and debit card payments indicate strong adoption of cashless transactions.
- Mumbai, Bengaluru, and Delhi should remain focus cities for marketing campaigns.
- Expanding categories like Beverages and Snacks could further boost total sales.
- Seasonal demand spikes in March and July can guide future inventory planning.

## Conclusion:

The dashboard successfully delivers actionable insights for business growth and strategic decision-making. It demonstrates strong performance analytics for Zepto's operations and market expansion plans.