ZEPTO SALES DATA

Introduction

Zepto, a quick e-commerce platform offering 10-minute grocery delivery, operates in a highly competitive space. Understanding product-level sales, order behaviour, and influencer impact is crucial for decision-making. This project analyses sales data to uncover insights across product categories, customer orders, and influencer effectiveness using Power BI.

Abstract

This project involves building a dynamic Power BI dashboard using Zepto's sales dataset. It explores sales performance across product categories, compares influencer vs non-influencer sales, and analyses revenue patterns. The interactive visuals, KPIs, and slicers help stakeholders identify high-performing products and optimize marketing strategies. The dashboard provides a real-time view of revenue, orders, and discounts by category and brand.

Tools Used

- Microsoft Power BI (for data visualization)
- Power Query (for data transformation)
- DAX (for calculated fields and measures)
- Word Document (for reporting)

Steps Involved in Building the Project

- Cleaned and standardized the sales dataset (category names, discounts, order values)
- Loaded data into Power BI using Power Query
- Created KPIs: Total Sales, Revenue per Order, Average Sales
- Built category-wise and product-wise revenue visuals
- Compared sales between influencer and non-influencer orders
- Created slicers for city, category, and influencer status for interactivity
- Applied conditional formatting for visual clarity
- Exported to PDF for reporting
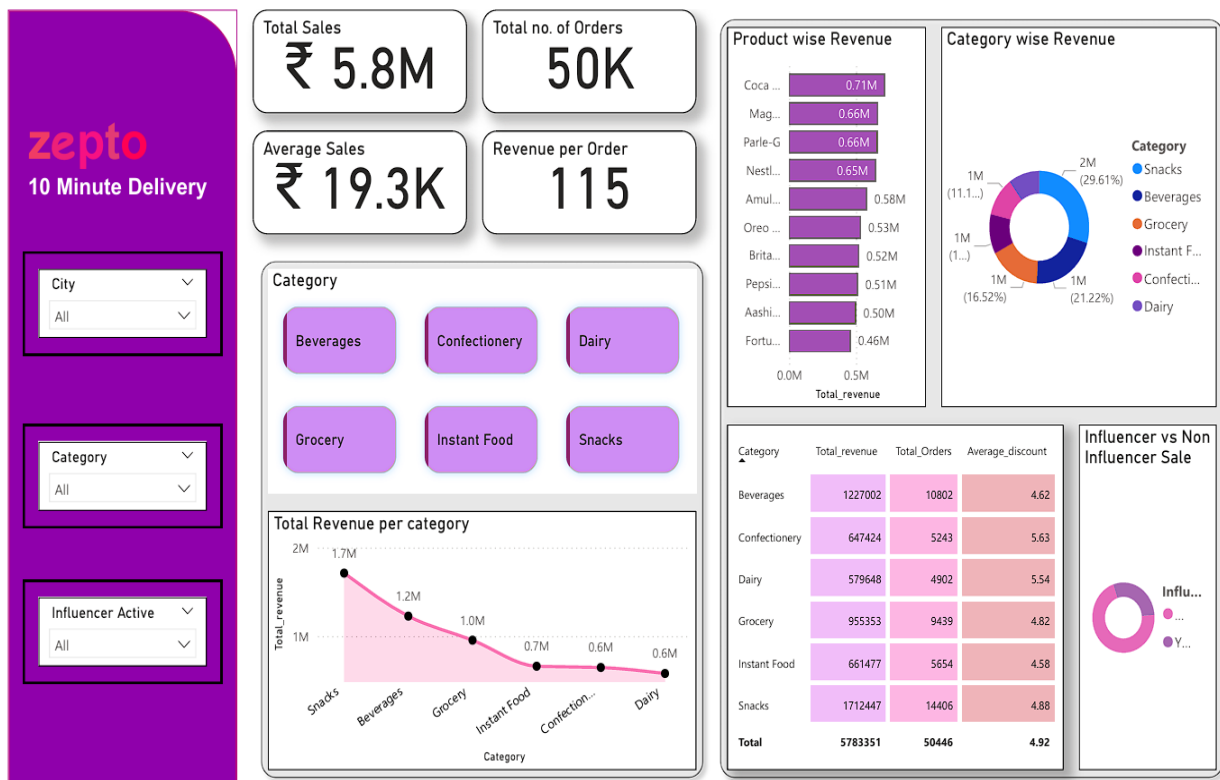
Key Insights

- Snacks contribute approximately ₹1.7M, making them the top-performing category, followed by Beverages and Grocery.
- Coca-Cola leads the product-wise revenue with over ₹700K, followed closely by Maggi and Parle-G, suggesting strong brand loyalty and frequent purchases.
- Despite high sales volume (50K orders), the average revenue per order remains modest, showing a high-frequency, low-ticket purchase pattern.
- Dairy and Confectionery Underperform Relative to Other Categories. These categories account for lower revenue and order volume, suggesting either lower demand or potential for improved marketing/promotion.
- Six main categories contribute meaningfully to total sales, which indicates good product diversification across Zepto's offerings.

Conclusion

The analysis of Zepto's sales data through Power BI provides a clear understanding of category-wise performance, product demand. With Snacks, Beverages, and Grocery leading in revenue, and brands like Coca-Cola and Maggi dominating product-level sales, the business has strong foundations in high-demand categories. The average revenue per order and discount rates reflects a value-conscious customer base, while underperforming categories like Dairy and Confectionery present opportunities for targeted growth. Overall, the dashboard serves as a powerful decision-making tool, helping stakeholders identify trends, monitor performance, and enhance strategies to drive future growth.