Zepto analysis

This dataset provides insights into India's export performance across various products and destination countries from 2022 to 2024. The data is recorded in USD (Billion) and categorized under the following key attributes:

- **User Name**: Name of the user placing the order.
- **Order Amount**: Total value of the order.
- **Order Category**: Type of product or service ordered.
- **Location**: The user's location.
- **User Review**: Feedback or rating given by the user.

Kindly frame by referring to the above written notes and make on export data

1) Download the Excel file.

2) Create a pivot chart using the Location , Average order.

3) Customize this chart using chart elements, styles and colours to make it better.

4) Create a pivot chart using the Order Category and Average order.

5) Then customize the chart to make it better.

6) Create a pivot chart using the Order Category, User Review.

7) Then customize the chart to make it better.

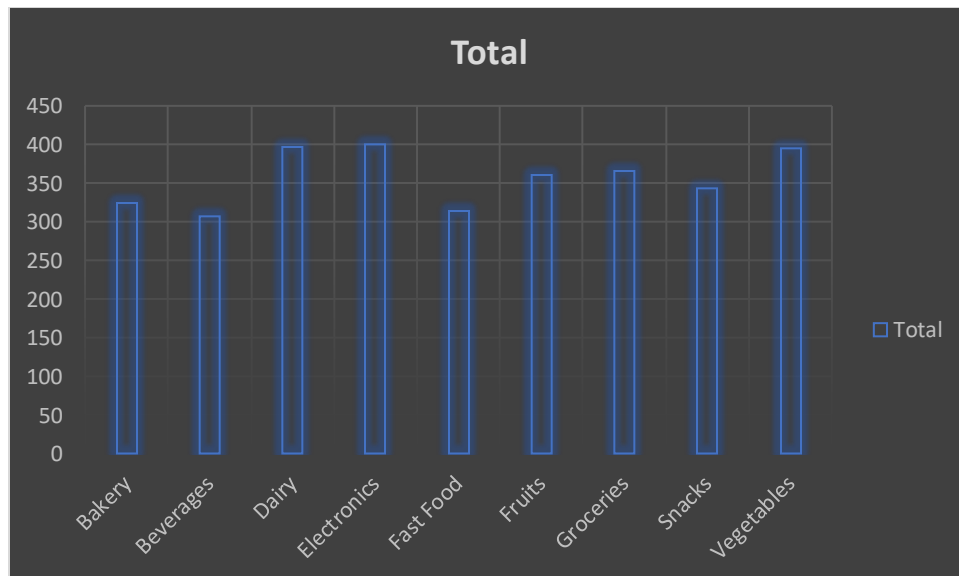8) Modify the pivot chart using chart elements, styles, and colour.

After completing the above exercise, you can share the Excel file with me
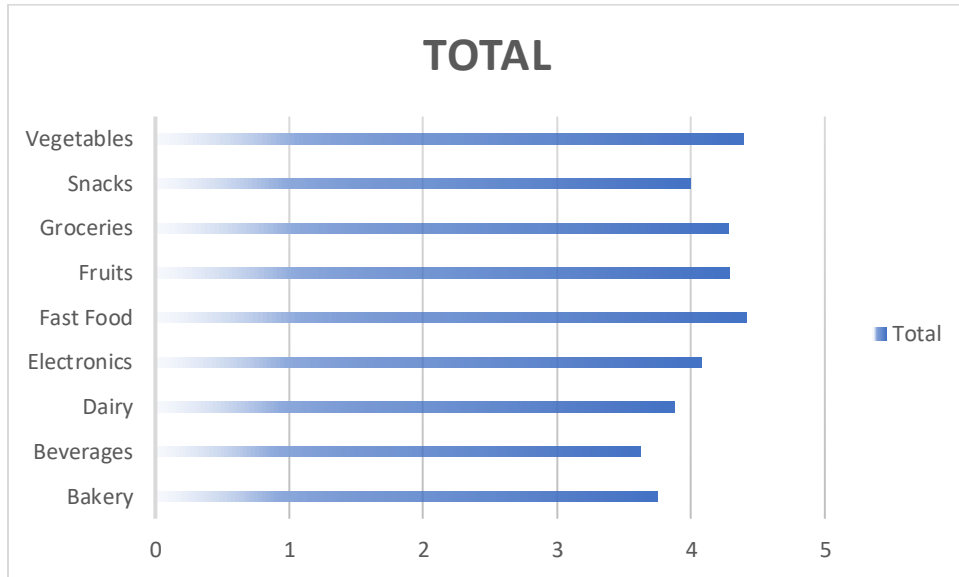
Solution on Ms Excel:

1) Location wise order Amount
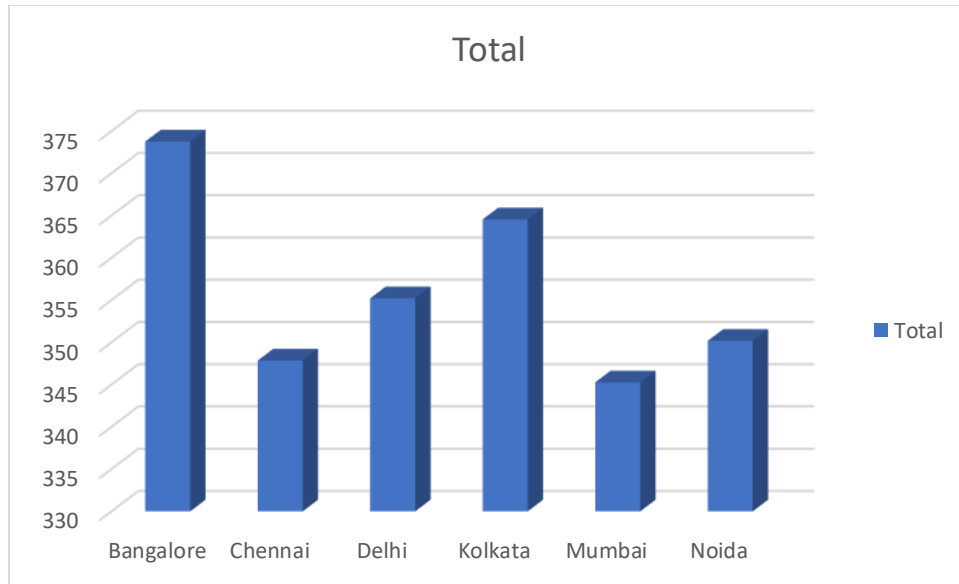
2) Product wise order Amount

3) User review product wise

TOTAL

What marketing strategies can be implemented to increase the average order value in lower-performing cities?

What strategies can be implemented to increase order values in lower-performing cities like Chennai and Mumbai?

Why do categories like Beverages and Dairy have relatively lower reviews? Are there quality concerns?