zepto

10 Minute Grocery Delivery

DATA ANALYSIS
# FOR BUSINESS

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PROJECT OBJECTIVE

- Analyze customer behavior to identify top spenders and repeat purchase patterns
- Track product and category-wise sales and discount trends
- Measure revenue performance by time, location, and brand
- Evaluate transaction success rates and payment method efficiency
- Assess delivery partner performance and operational efficiency
- Use SQL-driven insights to support data-backed business decisions
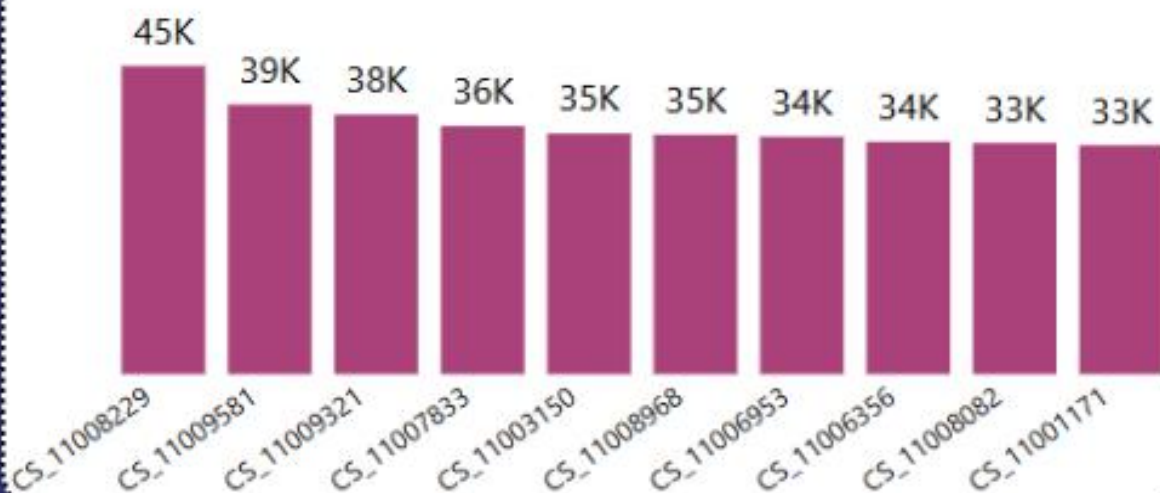
DATABASE
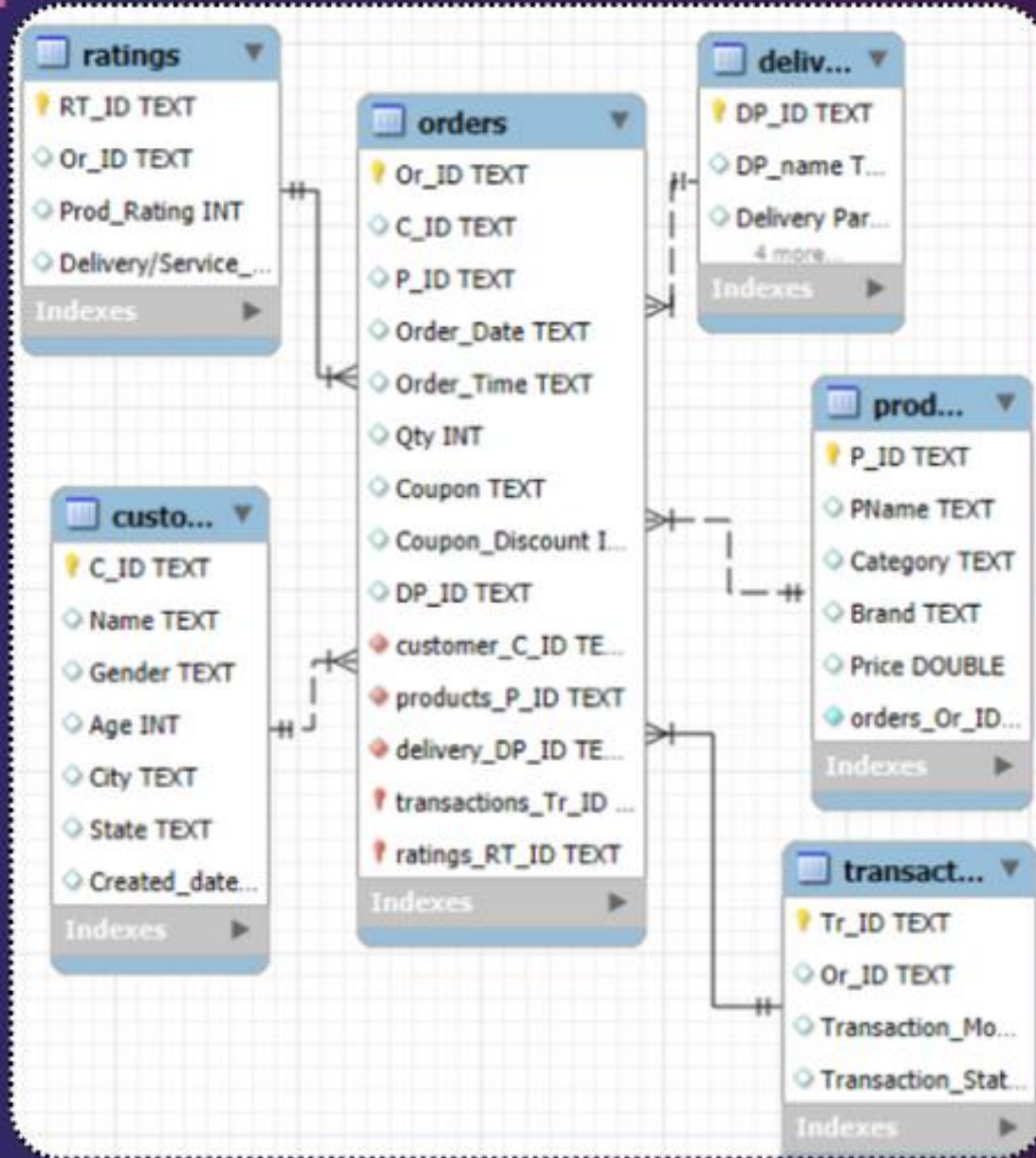
CONTAINS 15000 ROWS

STRUCTURED ACROSS 6 INTERRELATED TABLES

COVERS CUSTOMERS, ORDERS, PRODUCTS, PAYMENTS, DELIVERY AND RATINGS

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TOP 10 CUSTOMERS BY TOTAL SPENDING

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Top 10 Customer by Revenue

Bar chart values: 45K, 39K, 38K, 36K, 35K, 35K, 34K, 34K, 33K, 33K

Categories: CS_11008229, CS_11009581, CS_11009321, CS_11007833, CS_11003150, CS_11008968, CS_11006953, CS_11006356, CS_11008082, CS_11001171

```sql
select c.c_id,c.name,
round(sum(o.qty*p.price ),2)as total_spending
from customer c join orders o using (c_id)
join products p using (p_id)
group by 1,2
order by round(sum(o.qty*p.price ),2) desc
limit 10;
```

CUSTOMERS WITH ONLY
ONE ORDER

```sql
select count(*) as one_time_ordered
from (select o.c_id,c.name
        from customer c join orders o using(c_id)
        group by o.c_id
        having count(o.c_id)=1) as a;
```

	one_time_ordered
▶	2113

AVG DAYS BETWEEN
CUSTOMER'S ORDERS

```sql
with cte as(
select c_id,order_date,
lead(order_date) over(partition by c_id order by order_date) as next_day
from orders)
select avg(datediff(next_day,order_date)) as avg_days
from cte;
```

	avg_days
▶	83.7706

HIGHEST ORDER FREQUENCY
LAST 30 DAYS

```sql
select c_id, count(or_id) as order_frequency
from orders
where order_date>=(select max(order_date) from orders)- interval 30 day
group by c_id
order by count(or_id) desc
limit 5;
```

c_id	order_frequency
CS_11001688	4
CS_11001850	3
CS_11005325	3
CS_11005539	3
CS_11006019	3

PERCENTAGE OF CUSTOMERS
WHO PLACED SECOND ORDER

```sql
select count(*)*100/(select count(distinct c_id) from customer) as second_order_rate
from (select c_id
        from orders
        group by c_id
        having count(c_id)>1) as a;
```
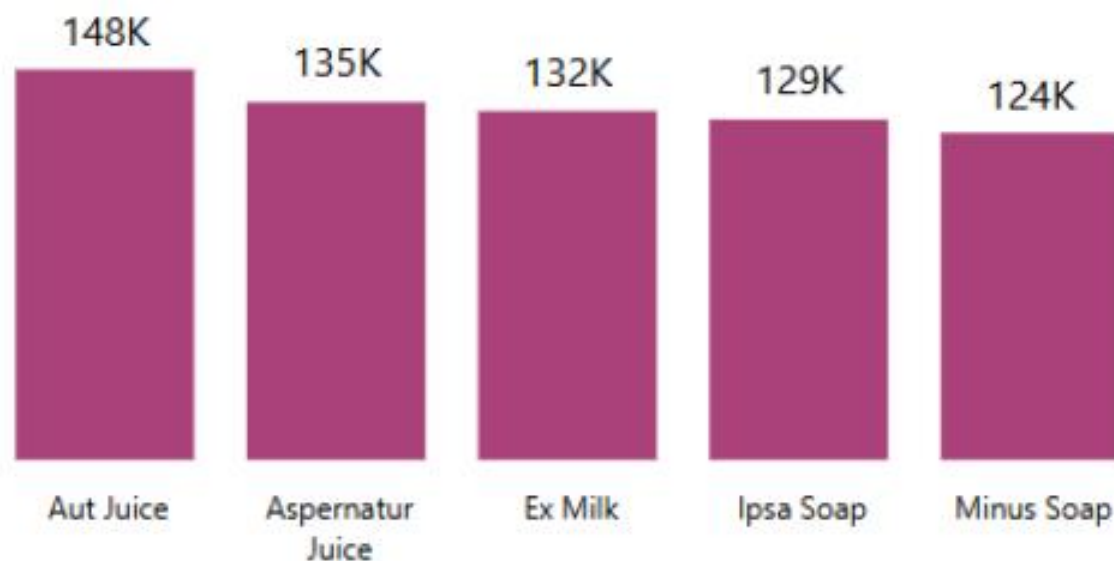
	second_order_rate
▶	28.1800

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TOP 5 PRODUCTS BY
REVENUE

```
select p.pname,p.brand,
round(sum(p.price*o.qty))as revenue
from products p join orders o using (p_id)
group by p.p_id
order by sum(p.price*o.qty) desc
limit 5;
```

Top 5 Products by Revenue

| 148K | 135K | 132K | 129K | 124K |
| Aut Juice | Aspernatur Juice | Ex Milk | Ipsa Soap | Minus Soap |

AVG ORDER VALUE PER CATEGORY

```sql
select p.category,
round(avg(p.price*o.qty)) as avg_order_value
from products p join orders o
on p.p_id = o.p_id
group by p.category
order by round(avg(p.price*o.qty)) desc;
```
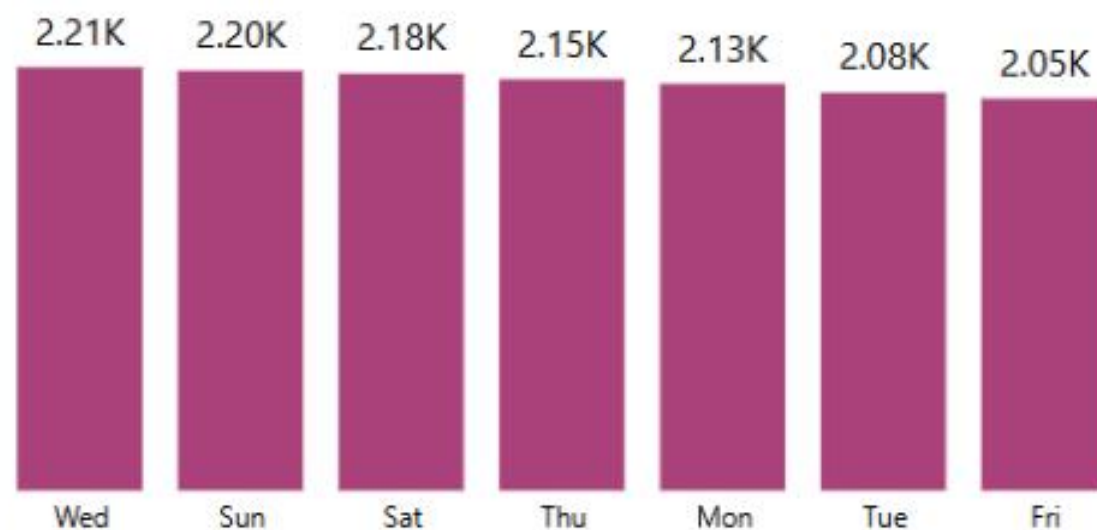
AOV Per Product Category

Category	AOV
Personal Care	2.9K
Snacks	2.8K
Groceries	2.8K
Beverages	2.8K
Home Care	2.7K
Dairy	2.7K

DAY WITH HIGHEST ORDERS

```sql
SELECT dayname(order_date) AS weekday,
COUNT(or_id) AS total_orders
FROM orders
GROUP BY dayname(order_date)
ORDER BY COUNT(or_id) DESC;
```

Day wise Total Order Count

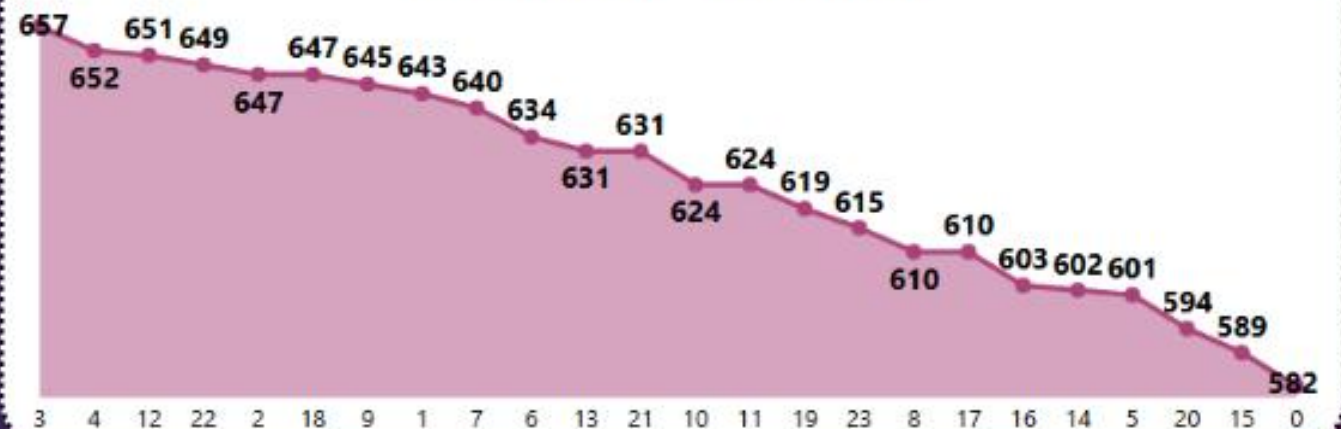| Wed	Sun	Sat	Thu	Mon	Tue	Fri
2.21K	2.20K	2.18K	2.15K	2.13K	2.08K	2.05K

PEAK HOUR FOR ORDERS

```sql
select extract(hour from order_time) as busiest_order_time ,
count(*) as order_count
from orders
group by extract(hour from order_time)
order by count(*) desc;
```
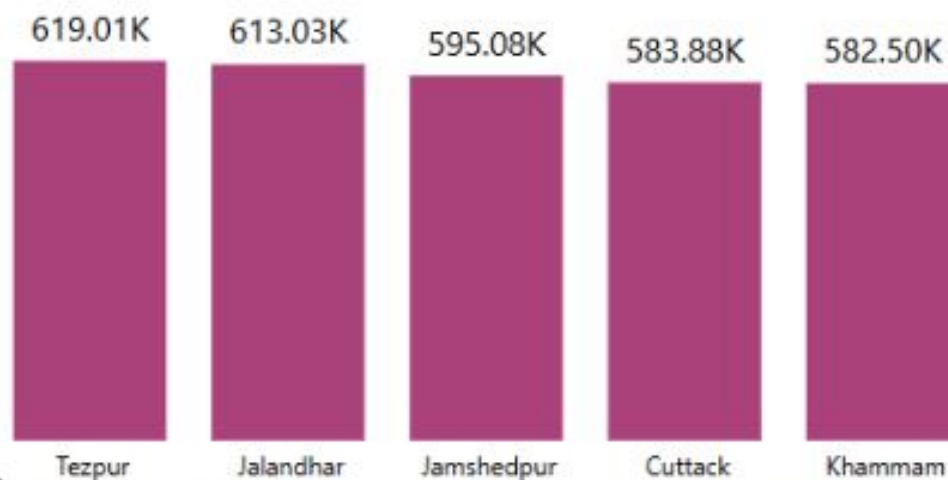
Hour Wise Total Order Count

TOTAL REVENUE
BY CITY

```sql
select c.city, round(sum(p.price*o.qty),2) as total_revenue
from customer c join orders o
on c.c_id = o.c_id
join products p
on p.p_id = o.p_id
group by c.city
order by round(sum(p.price*o.qty),2) desc
limit 5;
```

Top 5 City by Revenue

Tezpur	Jalandhar	Jamshedpur	Cuttack	Khammam
619.01K	613.03K	595.08K	583.88K	582.50K

PAYMENT METHOD WITH
HIGHEST SUCCESS RATE

```sql
select Transaction_Mode ,
count(*)/(select count(*) from transactions) as success_rate
from transactions
where Transaction_Status = 'Success'
group by Transaction_Mode
order by count(*)/(select count(*) from transactions) desc
limit 1;
```

	Transaction_Mode	success_rate
▶	Debit Card	0.1012

PERCENTAGE OF FAILED TRANSACTIONS

```
select

count(*)*100/(select count(*) from transactions) as payment_error

from transactions

where Transaction_Status = 'Failed';
```

	payment_error
▶	50.1333

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DELIVERY SERVICE RATINGS
PER PARTNER

```sql
select d.Delivery_Partner,
count(r.Delivery_Rating) as rating_count
from delivery d join orders o
on d.dp_id = o.dp_id
join ratings r
on o.or_id = r.or_id
group by d.Delivery_Partner
order by count(r.Delivery_Rating) desc;
```

Delivery Partner wise Total Rating

2.59K	2.20K	1.90K	1.87K	1.44K
Xpressbees	Shadowfax	Delhivery	Ecom Express	Blue Dart

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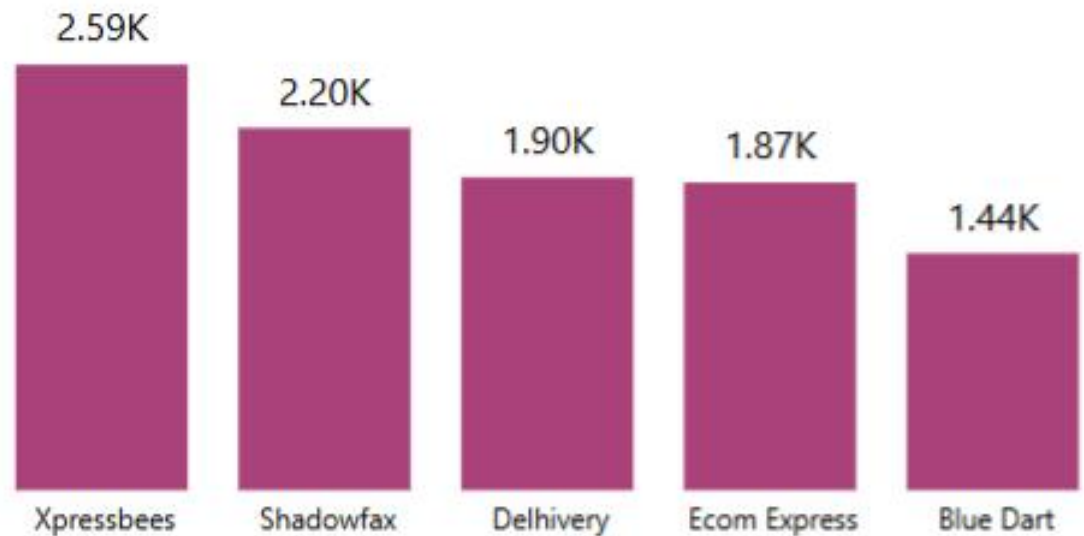
INSIGHTS

Customer Behavior

- **Top Spenders:** Unni Walia tops with ₹44.5K+ in purchases
- **One-Time Buyers:** 2,113 customers ordered only once
- **Repeat Cycle:** Avg. 84 days between orders
- **Active Users:** 4 orders in 30 days by top customer
- **Retention Rate:** Only 28% placed a second order

Transactions & Payments

- **Best Payment Method:** Debit Cards show highest success rate (10.12%)
- **Issue Highlight:** 50.3% of transactions failed — needs improvement

Delivery Operations

- **Top Delivery Partners:** Xpressbees & Shadowfax received the most customer ratings

Product & Sales Performance

- **Top Products:** Aut Juice & Shampoo (Haldirams, Britannia) lead revenue
- **High-Value Categories:** Personal Care & Snacks top average order value
- **Sales Peaks:** Most orders on Wednesdays & at 3 AM
- **Top Revenue Cities:** Tezpur & Jalandhar generate highest sales

BUSINESS RECOMMENDATIONS

○ Target one-time buyers with personalized offers

○ Launch loyalty programs to increase repeat orders

○ Promote top products and high-value categories

○ Focus campaigns on Wednesdays and peak hours

○ Improve transaction success by optimizing payment flow

○ Strengthen delivery performance using customer feedback

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THANK YOU!