

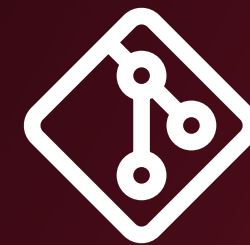
SQL PROJECT

QUERIES

Zepto SQL Data Analysis Project

From Data to Discounts — Fresh
Insights on Zepto Products

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About Me

Hello Everyone!

I am Seema Kumari

An aspiring Data Analyst. In this project, I applied my SQL skills to extract valuable insights from a Zepto product dataset, transforming raw data into actionable business intelligence



Project Overview



Objective

To extract actionable insights from Zepto product data using SQL, providing a data-driven foundation for business strategy.

Columns:

- sku_id (Primary Key)
- category
- name
- mrp
- quantity
- discountPercent
- availableQuantity
- discountedSellingPrice
- weightInGms
- outOfStock

1

Raw Data

2

Cleaning

3

exploration

4

Insights

5

Bussiness Strategy

Data Cleaning &Preprocessing

Our First Step: Preparing the Data

- Remove invalid records: Filter out products with MRP equal to 0.
- Normalize values: Convert all prices from paise to rupees for consistency.
- Ensure quality: Handle any NULL values and remove duplicate entries.

(Raw Data) → (Filter MRP) → (Convert Prices) → (Handle NULLs & Duplicates) → (Clean Data)

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- Find the top 10 best- value product based on the discount percentage

```
SELECT DISTINCT name, mrp,discoutPercent
FROM zepto
ORDER BY discoutPercent Desc
LIMIT 10;
```

	name character varying (150)	mrp numeric (8,2)	discountpercent numeric (5,2)
1	Dukes Waffy Orange Wafers	45.00	51.00
2	Dukes Waffy Chocolate Wafers	45.00	51.00
3	Dukes Waffy Strawberry Wafers	45.00	51.00
4	RRO Mozzarella Block Cheese	295.00	50.00
5	Ceres Foods Laal Maas Instant Liquid Masala	220.00	50.00
6	Chef's Basket Durum Wheat Elbow Pasta	160.00	50.00
7	RRO Mozzarella Pizza Cheese	275.00	50.00
8	Ceres Foods Fish Mustard Instant Liquid Ma...	220.00	50.00
9	Dukes Waffy Strawberry Roll	150.00	50.00
10	Ceres Foods Nalli Nihari Instant Liquid Masala	220.00	50.00

Insight: Products with the highest discounts are often the most popular or are being promoted to clear stock.

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- what are the products with high mrp but out of stock

```
SELECT DISTINCT name , mrp
FROM zepto
WHERE outOfStock= TRUE and mrp>300
ORDER BY mrp DESC;
```

Insight: Products like Dukes Wafers and RRO Cheese have discounts above 50%, showing they are either overstocked or promoted to boost sales. High discounts on affordable items attract price-sensitive buyers and drive impulse purchases.

	name character varying (150)	mrp numeric (8,2)
1	Patanjali Cow's Ghee	565.00
2	MamyPoko Pants Standard Diapers, Extra Large (12 - 17 kg)	399.00
3	Aashirvaad Atta With Mutigrains	315.00
4	Everest Kashmiri Lal Chilli Powder	310.00

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- Calculate Estimated revenue for each category

```
SELECT category,
SUM(discountedSellingPrice*availableQuantity) AS total_revenue
FROM zepto
GROUP BY category
ORDER BY total_revenue;
```

Insight: Revenue is driven mainly by categories like Cooking Essentials, Munchies, and Personal Care, while fresh items like Fruits & Vegetables contribute the least — showing essentials and packaged goods bring in higher sales volumes than perishables.

	category 	total_revenue 
	character varying (120)	numeric
	Fruits & Vegetables	10846.00
	Meats, Fish & Eggs	20693.00
	Biscuits	25007.60
	Beverages	55051.00
	Dairy, Bread & Batter	55051.00
	Health & Hygiene	64180.00
	Home & Cleaning	122661.00
	Ice Cream & Desserts	224385.00
	Chocolates & Candies	224385.00
0	Packaged Food	224385.00
1	Personal Care	270849.00
2	Paan Corner	270849.00
3	Munchies	337369.00
4	Cooking Essentials	337369.00

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- Find all the products where MRP is greater than 500 and discount is less than 10%

```
SELECT DISTINCT name, mrp, discountPercent
FROM zepto
WHERE mrp>500 AND discountPercent<10
ORDER BY mrp Desc, discountPercent DESC;
```

name character varying (150)	mrp numeric (8,2)	discountpercent numeric (5,2)
Dhara Kachi Ghani Mustard Oil Jar	1250.00	8.00
Saffola Gold (Jar)	1240.00	0.00
Dhara Filtered Groundnut Oil (Jar)	1050.00	1.00
Fortune Rice Bran Health Oil (Jar)	1050.00	1.00
Dhara Filtered Groundnut Oil (Jar)	1050.00	0.00
Fortune Soyabean Oil	1005.00	0.00
Fortune Sunlite Refined Sunflower (Jar)	925.00	0.00
Surf Excel Matic Powder Front Load	810.00	7.00
Surf Excel Matic Top Load	720.00	9.00
Pedigree Puppy Dry Dog Food Food Chicken & Milk	690.00	6.00
Pedigree Dog Food Adult Meat & Rice	660.00	7.00
Lizol Double Concentrate Disinfectant Floor Cleaner Citrus	650.00	8.00
Nestle Nestle Nan Pro Follow-Up Formula	650.00	0.00
Dove Daily Shine Shampoo	645.00	5.00
L'Oreal Paris Excellence Creme Hair Color, 1 Black	620.00	0.00

Insight: Premium essentials like oils, health foods, and pet care items have MRPs above ₹500 but show minimal discounts (<10%), reflecting a strategy to protect margins and preserve brand value while targeting less price-sensitive customers.

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QUERIES

- Identify the top 5 categories offering the highest average discount percentage

```
SELECT category,  
ROUND(AVG(discountPercent),2) AS avg_discount  
FROM zepto  
GROUP BY category  
ORDER BY avg_discount DESC  
LIMIT 5;
```

	category character varying (120) 🔒	avg_discount numeric 🔒
1	Fruits & Vegetables	15.46
2	Meats, Fish & Eggs	11.03
3	Ice Cream & Desserts	8.32
4	Chocolates & Candies	8.32
5	Packaged Food	8.32

Insight: Fruits & Vegetables (15.46%) and Meats, Fish & Eggs (11.03%) get the highest discounts due to perishability. Impulse-buy items like Ice Cream, Chocolates, and Packaged Food (~8.3%) use discounts to attract customers. Zepto's discounting strategy balances waste reduction with customer engagement and retention.

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QUERIES

- Find the price per gram for products above 100g and sort by best value.

```
SELECT DISTINCT name, weightInGms,discountedSellingPrice,
ROUND(discountedSellingPrice/weightInGms,2) AS price_per_gram
FROM zepto
WHERE weightIngms>=100
ORDER BY price_per_gram;
```

name character varying (150)	weightingms integer	discountedsellingprice numeric (8,2)	price_per_gram numeric
Tata Salt	1000	24.00	0.02
Onion	1000	21.00	0.02
Onion	3000	57.00	0.02
Shubh kart - Nirmal sugandhi mogra wet dhoop zipper 20 sticks	1160	28.00	0.02
Vicks Cough Drops Menthol	1160	20.00	0.02
Aashirvaad Iodised Salt	1000	19.00	0.02
Carrot	500	15.00	0.03
Potato	1000	29.00	0.03
Beetroot	500	13.00	0.03
Baby Potato	500	16.00	0.03
Shubh kart - Tejas Twisted Cotton Wicks 1000n	1000	28.00	0.03

Insight: Staple items like salt, onions, and basic vegetables have the lowest price per gram, making them the best value purchases. This highlights how essentials are priced competitively to attract frequent buyers and drive consistent demand.

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- Group the products into categories like low , medium, bulk

```
SELECT DISTINCT name, weightInGms,  
CASE WHEN weightINGms<1000 THEN 'Low'  
      WHEN weightINGms<5000 THEN 'Medium'  
      ELSE 'Bulk'  
      END AS weight_category  
FROM zepto;
```

	name character varying (150)	weightingms integer	weight_category text
	Popular Essentials Poppy Seeds (Gasagase)	100	Low
	Origami Kitchen Towels 2 In 1 Quilted 2ply	116	Low
	Origami Good Karma Paper Serviettes - 100 napkins (1 ply)	58	Low
	Johnson's Baby Top To Toe Bath Body Wash	210	Low
	Harpic Hygienic Toilet Cleaner Rim Block Citrus	26	Low
	Lizol Disinfectant Surface & Floor Cleaner Liquid Jasmine	500	Low
	Sapota	348	Low
	Britannia Treart Creme Wafers Chocolate	60	Low
	Popular Essentials Dhania (Coriander Seeds)	200	Low
0	Popular Essentials Californian Almond	250	Low
1	Everest Shahi Biryani Masala	50	Low
2	Keya Italian Pizza Oregano	80	Low
3	Figaro Plain Green Olive	450	Low
4	Methi	250	Low
5	Sunfeast Mom's Magic Cashew & Almond Biscuits	600	Low

Insight:

- Majority of products are Low weight (<1000).
- Medium and Bulk items are rare.
- Helps in faster delivery planning and better inventory management.

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- What is the total investory weight per category

```
SELECT category,
SUM(weightInGms*availableQuantity)AS total_weight
FROM zepto
GROUP BY category
ORDER BY total_weight;
```

Insight

- Cooking Essentials and Munchies hold the highest total inventory weight.
- Meats, Fish & Eggs have the lowest total weight.
- This shows which categories dominate stock volume and need more storage space.

	category character varying (120) 	total_weight bigint 
1	Meats, Fish & Eggs	48016
2	Biscuits	84431
3	Fruits & Vegetables	91794
4	Health & Hygiene	142904
5	Dairy, Bread & Batter	143735
6	Beverages	143735
7	Paan Corner	348187
8	Personal Care	348187
9	Home & Cleaning	373161
10	Ice Cream & Desserts	490797
11	Chocolates & Candies	490797
12	Packaged Food	490797
13	Munchies	1404654
14	Cooking Essentials	1404654

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QUERIES

THANK YOU

FOR YOUR TIME AND ATTENTION

