

Zepto Project Report

1. Overview of the Project:

The Zepto Power BI report provides an in-depth analysis of key business metrics and performance indicators.

It utilizes various visualizations and custom charts to present insights into operational efficiency, customer engagement, and sales trends.

2. Key Metrics and Insights:

- Sales Performance: Displays revenue trends over time, identifying peak sales periods.
- Customer Insights: Analyzes customer demographics, purchasing behavior, and retention rates.
- Operational Efficiency: Measures delivery times, order fulfillment rates, and logistics efficiency.
- Market Trends: Tracks emerging trends and customer preferences, aiding business strategy.

3. Visualizations Used:

- Packed Bubble Chart: Highlights sales distribution and major contributing factors.
- Performance Bubble Chart: Compares operational KPIs for different departments.
- Radar Chart: Shows multi-dimensional comparisons of key performance metrics.
- Word Cloud: Extracts frequently used terms from customer feedback and reviews.
- Ratings Visualization: Provides sentiment analysis based on customer reviews.

4. Conclusion and Recommendations:

The Zepto Power BI report offers valuable insights for data-driven decision-making. It is recommended to:

- Optimize logistics operations to improve efficiency and reduce delays.
- Enhance customer engagement strategies based on sentiment analysis.
- Leverage sales trends to forecast demand and plan inventory better.

- Utilize market trend analysis to refine business strategies and product offerings.

This report serves as a valuable tool for monitoring business performance and identifying growth opportunities.