

EXECUTIVE SUMMARY

Category

All

Weekdays

All



Executive_Summary

Sales & product performance

Delivery & Logistics

Returns & Refunds

Customer Insights

Drill through for cust_ins



Total_Orders

10K



Total_Sales

5M



Total_Orders_Returns

1K



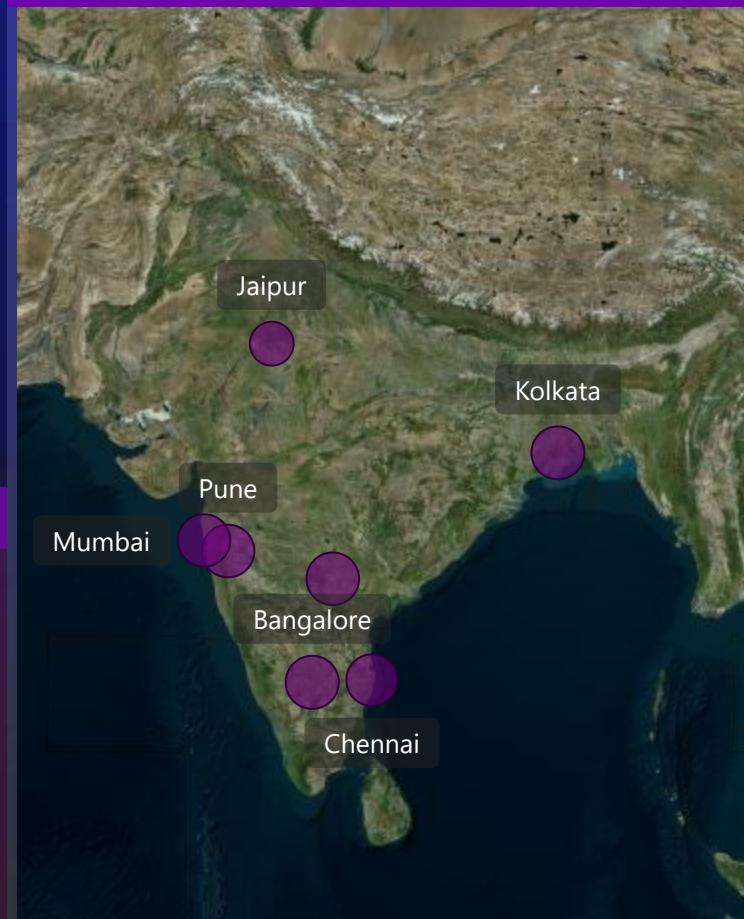
Order_Quantity

30K

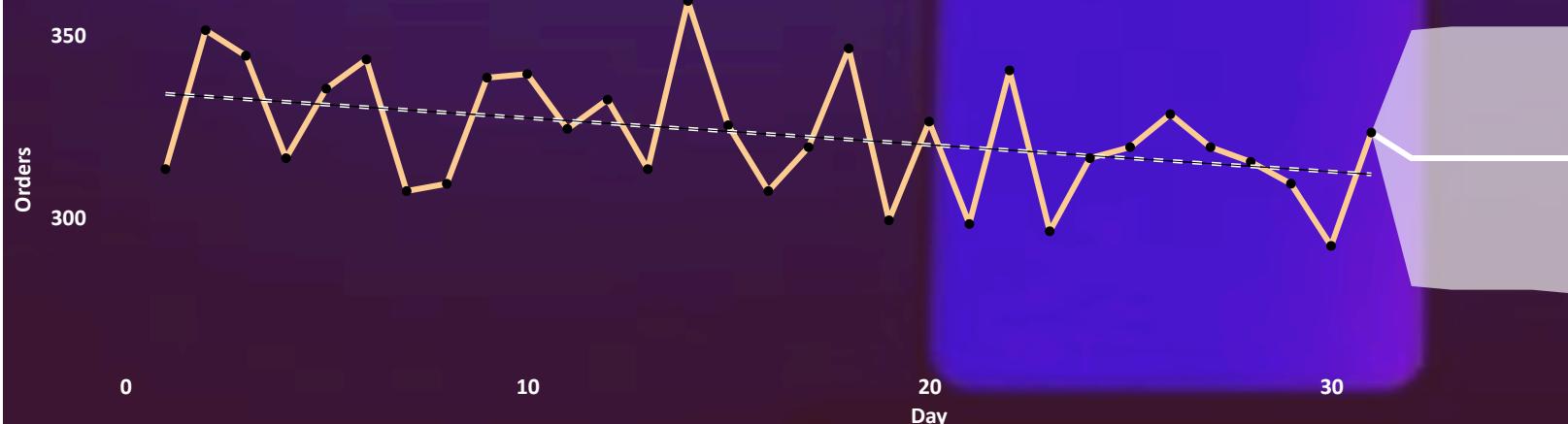
Sales vs Returns

Returns
479K (8.72%)Sales
5014K (91.28%)

Sales by City, Area, store



Order Trend by Days in a Month



To see more details, click the down arrow on the visual. Then, click on any bubble to explore deeper insights.

zepto

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zepto ⚡

SALES & PRODUCT PERFORMANCE

City

All



Total_orders

10K

Sales

5M

Revenue_Per_Min

113.41

Average_Order_Value

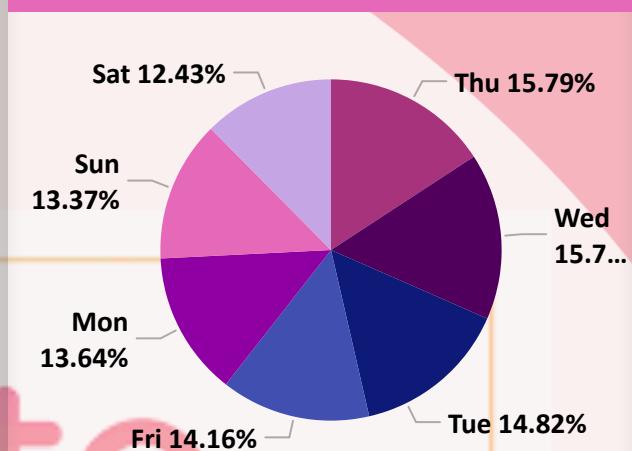
501.42

Stock_Eff_Index

25.33%

Brand	Total_Units_Sold	Sales	Refunds	Net_Sales
Aashirvaad	532	135660	11220	124440
Amul	1188	192696	22644	170052
Britannia	1126	163220	15650	147570
Brooke Bond	572	97240	8670	88570
Cadbury	1245	239045	28405	210640
Catch	615	92250	5400	86850
Coca-Cola	511	45990	4500	41490
Colgate	557	64055	7935	56120
Dabur	1681	356235	25810	330425
Dettol	610	88450	4930	83520
Dove	529	23805	2475	21330
Total	29815	5014167	479203	4534964

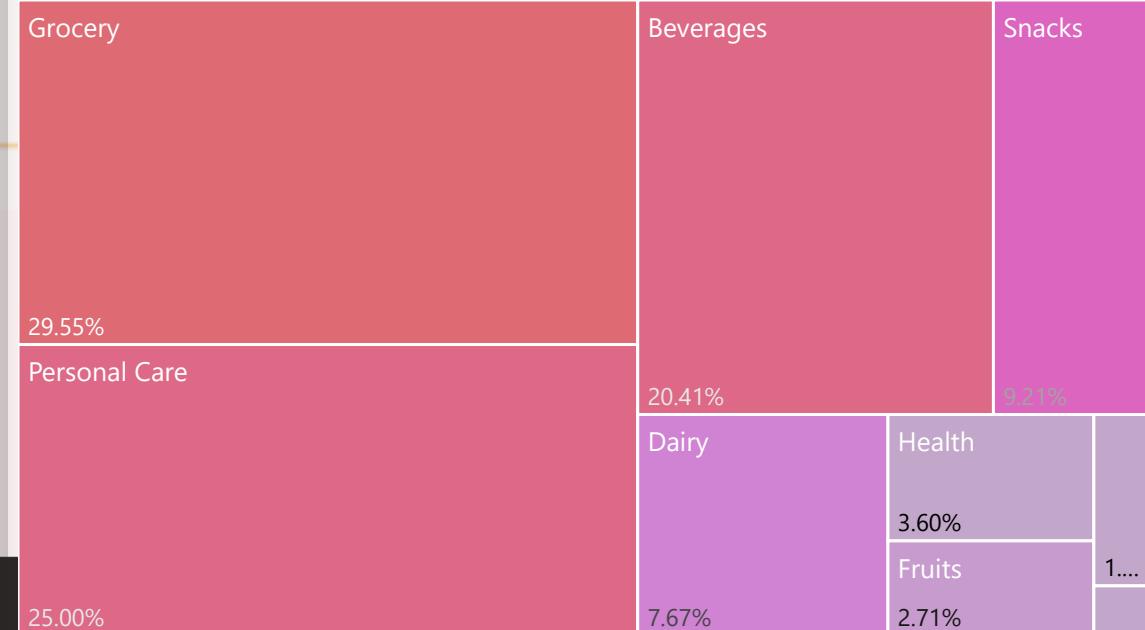
Sales by Weekdays



Top 10 Products by sales



Sales by Category, Brand and Product Name (Drill Down)



DELIVERY & LOGISTICS



Executive_Summary

16 Min

20.10%

75%

Avg_Delivery_Time

On-Time Delivery Rate

Stocks_availability

Sales & product performance

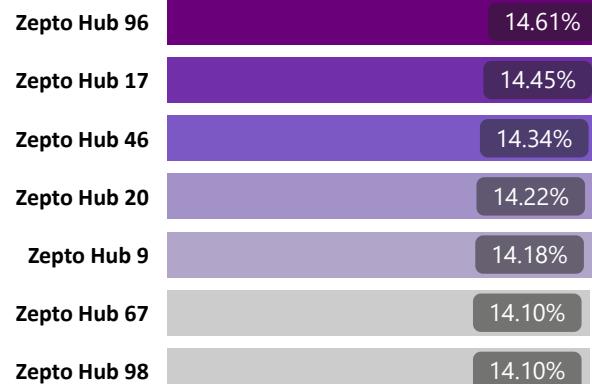
Delivery & Logistics

Returns & Refunds

Customer Insights

Drill through for cust_ins

Top_6_Warehouses vs Units_sold



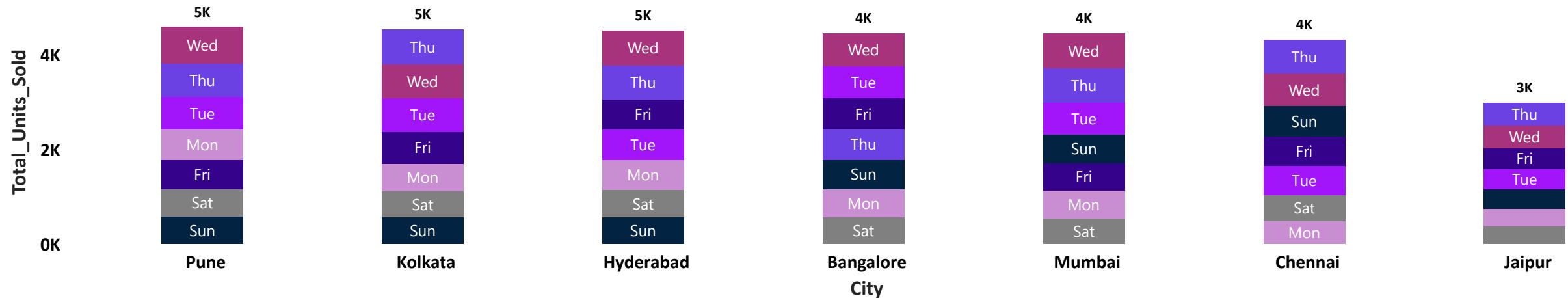
Brand

All

Busy_Hrs in a Day (24 Hrs Delivery)

Weekdays	0	1	2	3	4	5	6	7	8	14	15	16	17	18	19	20	21	22	23
Fri	223	320	279	272	274	260	292	245	20	10	189	254	223	278	202	231	189	219	269
Mon	247	254	269	170	255	223	236	214	11	215	260	261	217	217	232	198	216	212	
Sat	229	226	264	222	223	181	203	260	8	5	187	233	260	256	200	230	179	188	190
Sun	236	205	185	250	238	228	228	212	16	3	220	220	249	213	259	206	298	282	218
Thu	302	245	302	217	328	291	222	301	16	5	242	312	336	286	234	252	279	233	333
Tue	253	263	213	234	191	265	209	205	1	271	287	315	269	230	312	276	277	330	
Wed	334	271	259	369	257	284	264	272	8	2	259	344	273	278	290	253	259	275	261

Rank of weekdays by Total_Units_Sold in cities -->(from Top)



Returns & Refunds

479K
Refunds

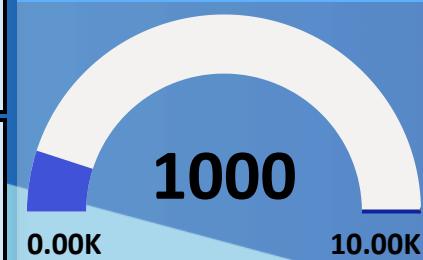
Damaged Item

478 Total_Retuns
4.78% Return %
229928 Refunds

Stale Product

522 Total_Retuns
5.22% Return %
249275 Refunds

Orders vs Returns



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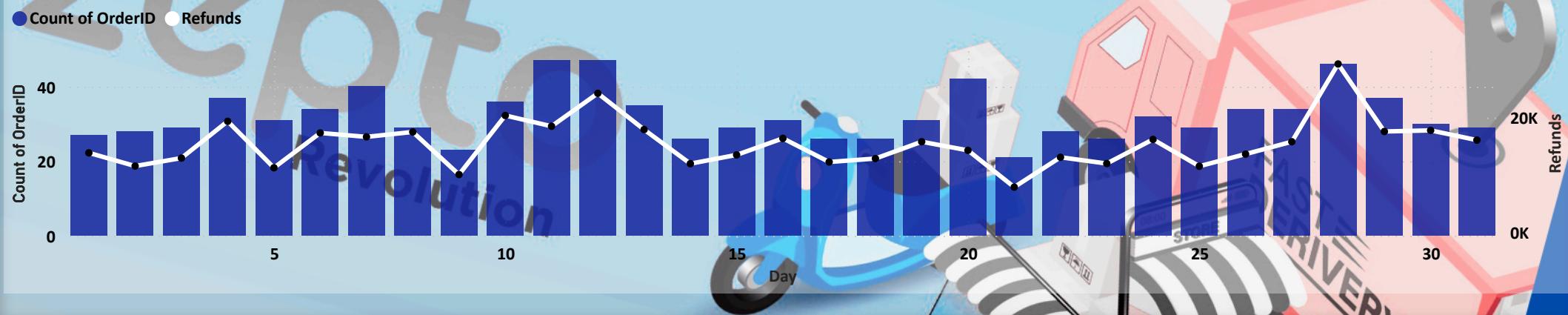
Drill through for cust_ins

Return % by
ReturnReason

Damaged Ite...
47.8%

Stale Product
52.2%

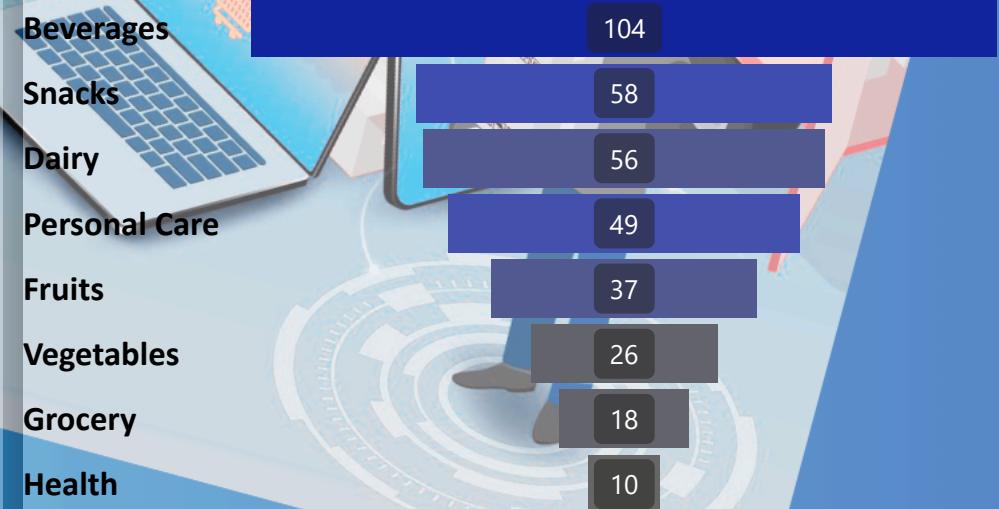
Order Returns & Refunds Trend in a Month



Top Stores With Most Returns



Most Returned category ,Brand and Products (Drill Down)



Customer Insights



Top stores and cities by customer satisfaction score

**Keep the cursor over the visual for more info

StoreName
Zepto Hub 69

City
Hyderabad

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Customer Insights

Total_Customers
10K

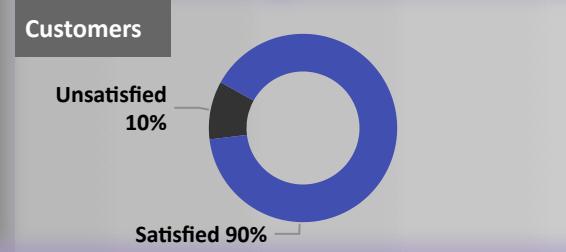
Average_Spend/ Customer
501.42

Avg_Order_Qty/Customer
3 Units

Avg_Returns/customer
1/10 Times

Weekdays City

All All



Top 6 Brands by No. of Customers

Count of OrderID



Customers count 389 | 585 | 487

Sales vs Return_Rate vs Total_orders by Category

Right-click on the visual to drill through and explore detailed insights for the selected category

