

Zepto Pricing & Inventory Analysis

Executive Summary

This case study analyzes Zepto's 3,731-product catalog to understand where inventory money is locked, how discounts impact revenue, and which products should be prioritized for pricing actions.

Metric	Value
Total Products	3,731
Total Stock Units	14,959
Total Inventory Value	■2.24 Million
Top 10 Inventory Concentration	6.1%

SQL Business Logic

Metric	Formula
Inventory Value	Selling Price \times Available Quantity
Discount Cost	(MRP – Selling Price) \times Quantity
Pricing Priority Score	Price \times Stock \times (100 – Discount%)

Top Strategic Discount Targets

Product	Priority Score (■)
Dhara Filtered Groundnut Oil (Jar)	1,649,580
Saffola Gold (Jar)	1,488,000
Praakritik Desi Cow Ghee	1,409,400
Dhara Kachi Ghani Mustard Oil	1,261,872
Fortune Rice Bran Oil (Jar)	1,234,332
Fortune Soyabean Oil	1,198,800
Nestle Nan Pro Follow-Up Formula	1,170,000
Fortune Sunlite Oil (Jar)	1,110,000
Dhara Health Sunflower Oil	968,256
Kellogg's Almond & Honey Corn Flakes	960,012

Business Recommendations

Prioritize discounting oils, ghee, and baby food as these SKUs drive the highest revenue impact. Avoid deep discounts on low-stock items and monitor discount spend on premium staples.