Zepto Sales Analysis

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INTRODUCTION

Zepto is a growing e-commerce and quick-commerce platform that delivers groceries and daily essentials. This report analyzes Zepto's sales data to provide valuable insights into various sales trends, product performance, and outlet effectiveness. By utilizing pivot tables and charts, this report explores key business metrics, including sales distribution by product fat content, item type, outlet characteristics, and geographic segmentation. The goal is to identify patterns, optimize sales strategies, and enhance overall business decision-making for better revenue generation and customer satisfaction

INFORMATION ABOUT DATA SET

- **Sr.No** - Serial number of the entry.

- **Item Fat Content** - Indicates whether the item is regular or low-fat.

- **Item Identifier** - Unique code for each product.

- **Item Type** - Category of the item (e.g., Dairy, Beverages, etc.).

- **Outlet Establish** - Year the outlet was established.

- **Outlet Identifier** - Unique code for each store.

- **Outlet Location** - Tier-based location of the outlet.

- **Outlet Size** - Size of the outlet (Small, Medium, Large).

- **Outlet Type** - Type of outlet (Supermarket, Grocery Store, etc.).

- **Item Visibility** - Percentage of how much an item is visible on shelves.

- **Item Weight** - Weight of the product in kilograms.

- **Sales** - Revenue generated from the item.

- **Rating** - Customer rating of the product.

DATA CLEANING

- Converted all columns with there matching data type (e.g., Sales to numeric values).
- Standardized categorical values (e.g., inconsistencies in 'Low Fat' and 'LF', 'Regular' and 'Reg' corrected).
- Removed duplicates to ensure data integrity.

## QUICK INSIGHTS (Using Conditional Formatting, Filter, custom filters, sorts.)

- **Total Sales**: The total revenue generated from all sales.

- **Average Sales**: The mean revenue per item sold.

- **Number of Items**: The total count of unique items in the dataset.

- **Average Rating**: The overall customer rating average across all products.

- **High Sales in Certain Item Types**: Certain item categories like Dairy and Beverages contribute significantly to total sales.

- **Fat Content Impact**: Low-fat and regular items show different sales patterns, impacting product demand.

- **Outlet Age vs. Sales**: Older outlets (established before 2010) show more stable sales patterns.

- **Outlet Size & Location Impact**: Medium-sized outlets in Tier 3 locations generate higher revenue.

- **Outlet Type Influence**: Supermarkets contribute the most to overall sales.

DETAILED INSIGHTS

1. Total Sales by Fat Content
- Regular and low-fat items contribute nearly equally to overall sales.
- Some categories like Dairy and Frozen Foods have higher sales in regular fat content.
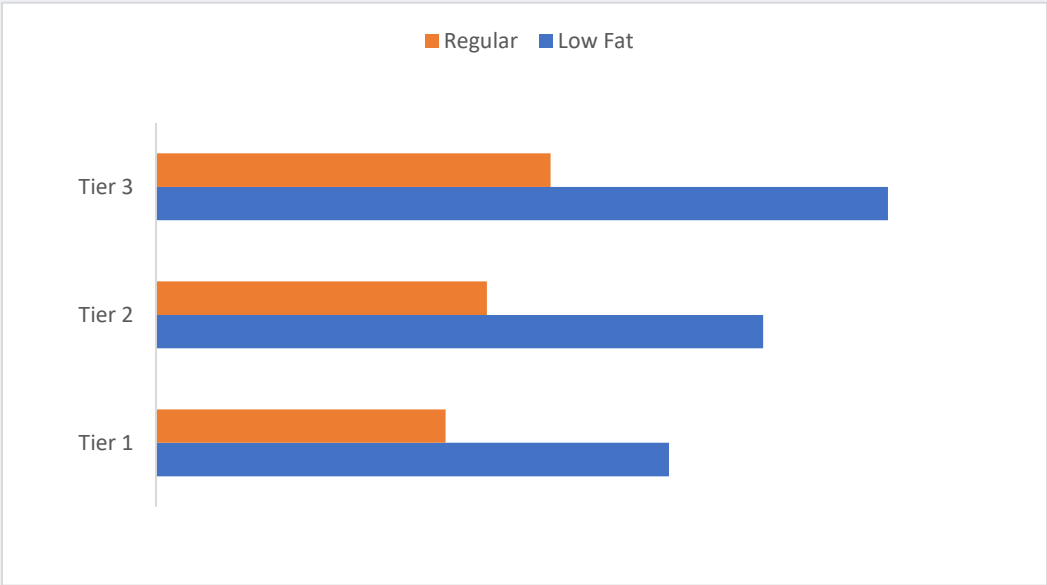
Row Labels	Total Sales
Low Fat	$7,76,320
Regular	$4,25,362
Grand Total	**$12,01,681**
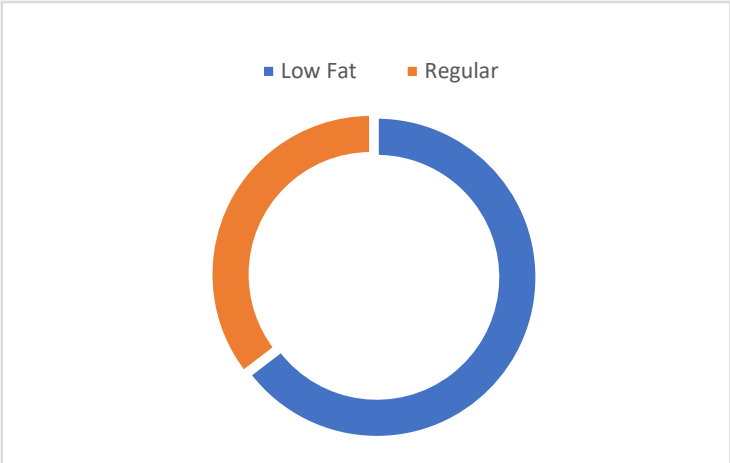
2. Fat Content by Outlet for Total Sales

- Outlets in Tier 3 locations prefer low-fat items over regular items.
- Grocery stores have a balanced preference for both fat types.

Sum of Sales	Column Labels		
Row Labels	Low Fat	Regular	Grand Total
Tier 1	$2,15,048	$1,21,350	$3,36,398
Tier 2	$2,54,465	$1,38,686	$3,93,151
Tier 3	$3,06,807	$1,65,326	$4,72,133
Grand Total	**$7,76,320**	**$4,25,362**	**$12,01,681**

3. Total Sales by Item Type

- Categories like Dairy, Beverages, and Frozen Foods dominate the sales.
- Household and Health & Hygiene items contribute less to total sales.

Row Labels	Sum of Sales
Fruits and Vegetables	$1,78,124
Snack Foods	$1,75,434
Household	$1,35,977
Frozen Foods	$1,18,559
Dairy	$1,01,276
Canned	$90,707
Baking Goods	$81,895
Health and Hygiene	$68,026
Meat	$59,450
Soft Drinks	$58,514
Breads	$35,379
Hard Drinks	$29,335
Others	$22,452
Starchy Foods	$21,880
Breakfast	$15,597
Seafood	$9,078
Grand Total	**$12,01,681**
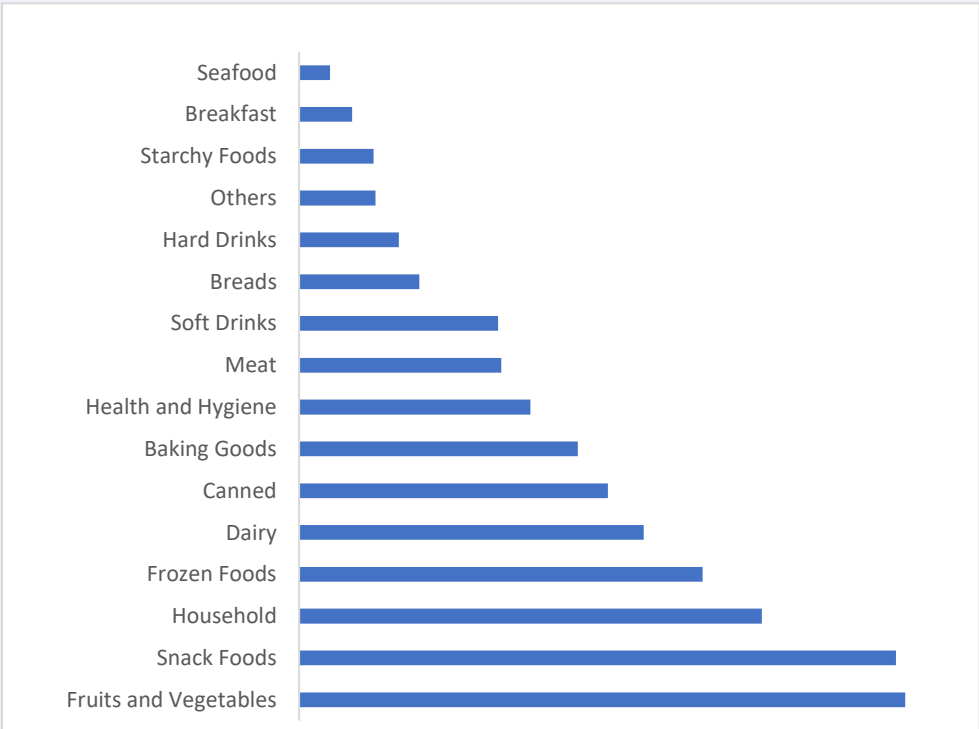
4. Total Sales by Outlet Establishment Year

- Outlets established before 2010 show consistent sales.
- Newer outlets (established after 2015) show a growing trend in sales.
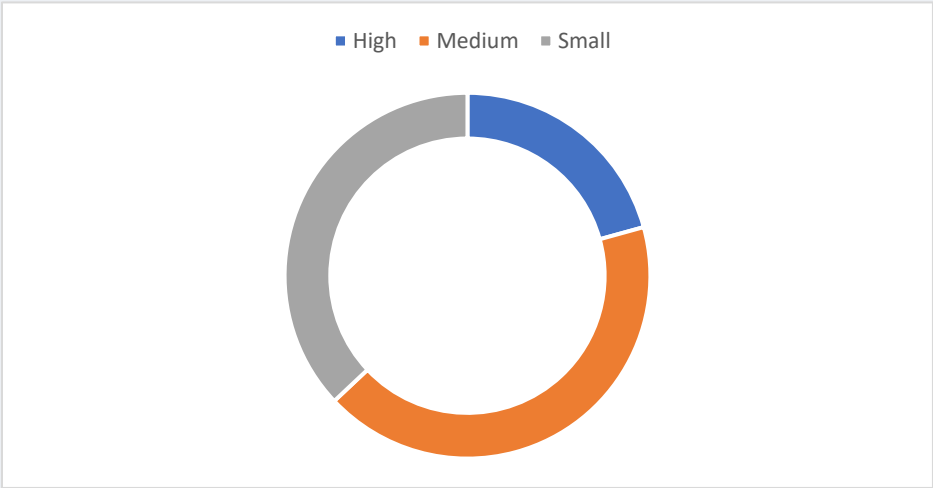
Row Labels	Sum of Sales
2011	$78,132
2012	$1,30,477
2014	$1,31,809
2015	$1,30,943
2016	$1,32,113
2017	$1,33,104
2018	$2,04,522
2020	$1,29,104
2022	$1,31,478
Grand Total	**$12,01,681**
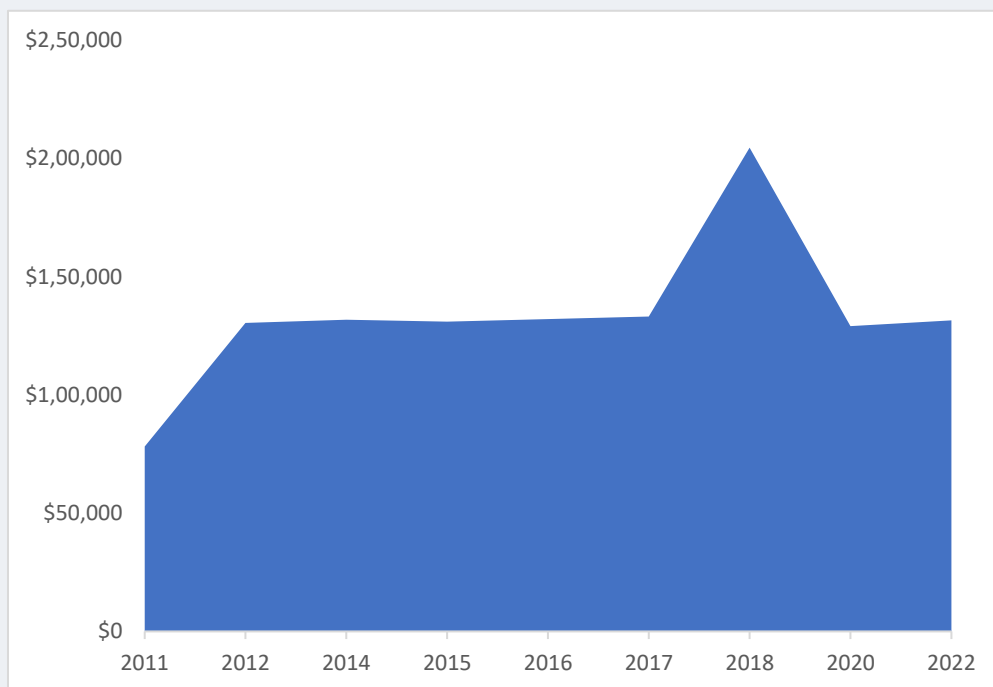
5. Sales by Outlet Size

- Medium-sized outlets have the highest total sales.
- Small outlets have the lowest contribution to revenue.

Row Labels	Total Sales
High	$2,48,992
Medium	$5,07,896
Small	$4,44,794
Grand Total	**$12,01,681**

6. Total Sales by Outlet Location

- Tier 3 locations outperform Tier 1 and Tier 2 locations in terms of revenue.
- Sales in Tier 1 outlets show lower revenue, likely due to competitive pricing.

Row Labels	Total Sales
Tier 1	$3,36,398
Tier 2	$3,93,151
Tier 3	$4,72,133
Grand Total	**$12,01,681**
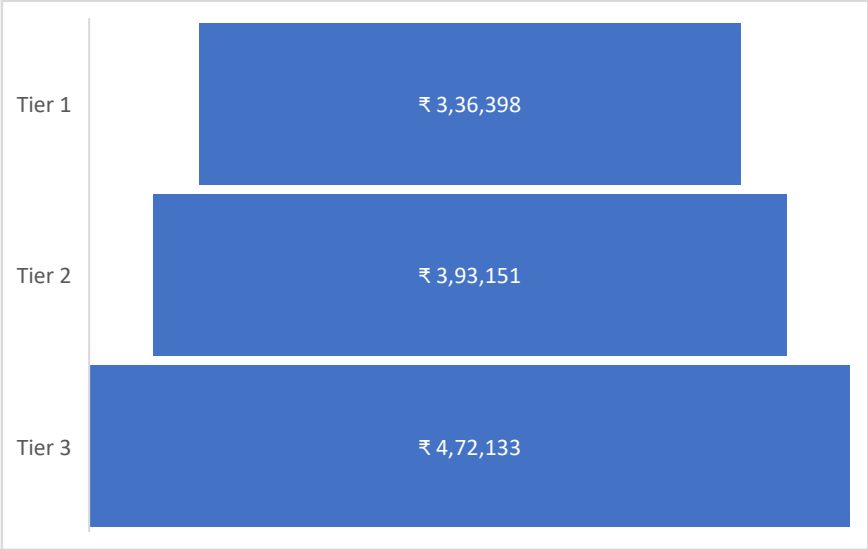
7. Total Sales by Outlet Type

- Supermarkets dominate sales, followed by Grocery stores.
- The presence of small convenience stores has minimal impact on total sales.

Row Labels	Sum of Sales
Grocery Store	$1,51,939
Supermarket Type1	$7,87,550
Supermarket Type2	$1,31,478
Supermarket Type3	$1,30,715
Grand Total	**$12,01,681**
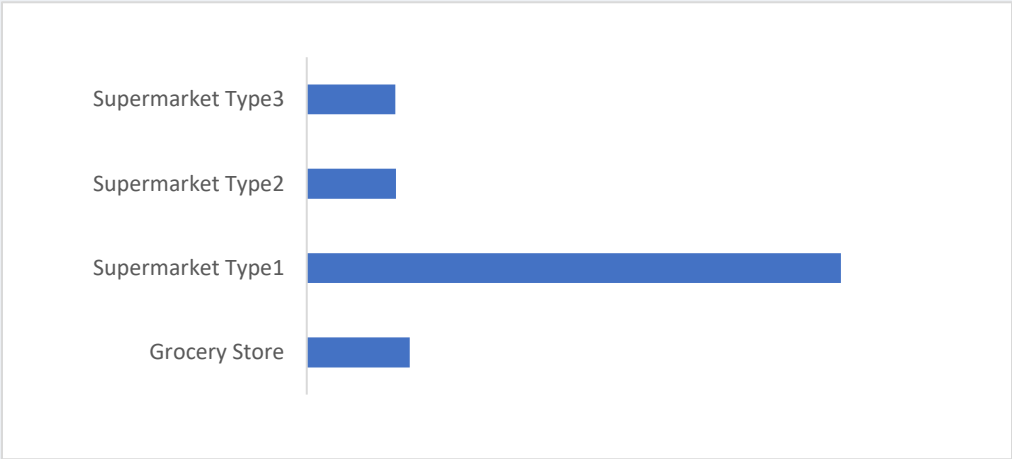
Conclusion

This analysis provides a comprehensive view of Zepto sales performance. The insights gained can help optimize inventory management, marketing strategies, and outlet expansion plans. Medium-sized outlets in Tier 3 locations and supermarkets should be prioritized for future sales growth. Understanding customer preferences regarding fat content and item types will further refine sales strategies.