Zepto Supply Chain

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Introduction

The dashboard offers insights into sales, revenue, refunds, and delivery performance. The goal of this analysis is to identify key business challenges and recommend solutions.

Business Overview

Zepto is a quick commerce platform that delivers groceries in minutes.

- **Sales & Revenue:** Identify top-performing products and categories.
- **Refund Analysis:** Address major reasons (Stale products & damaged items)
- **Delivery Delays:** Find patterns to improve efficiency.

zepto ⚡

ProductName
All ▾
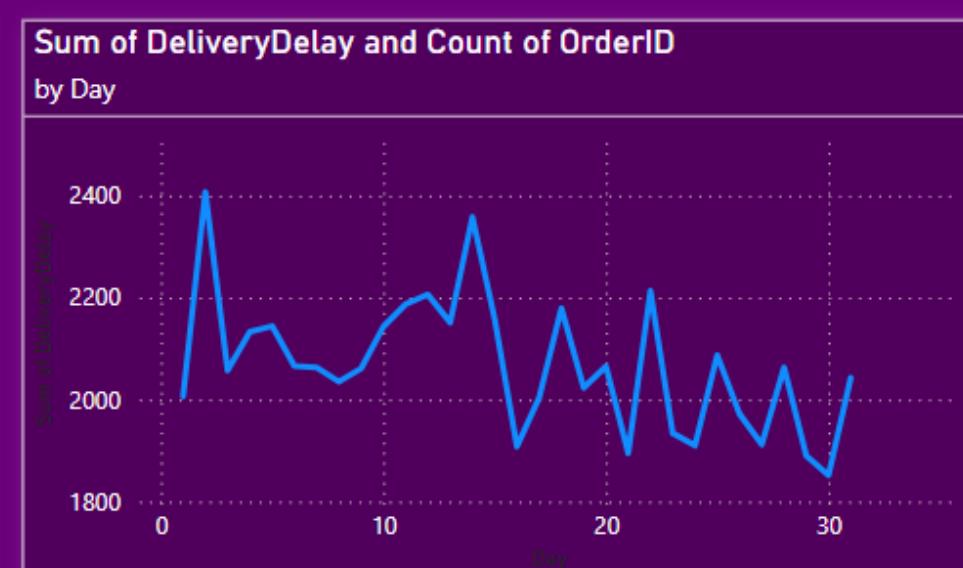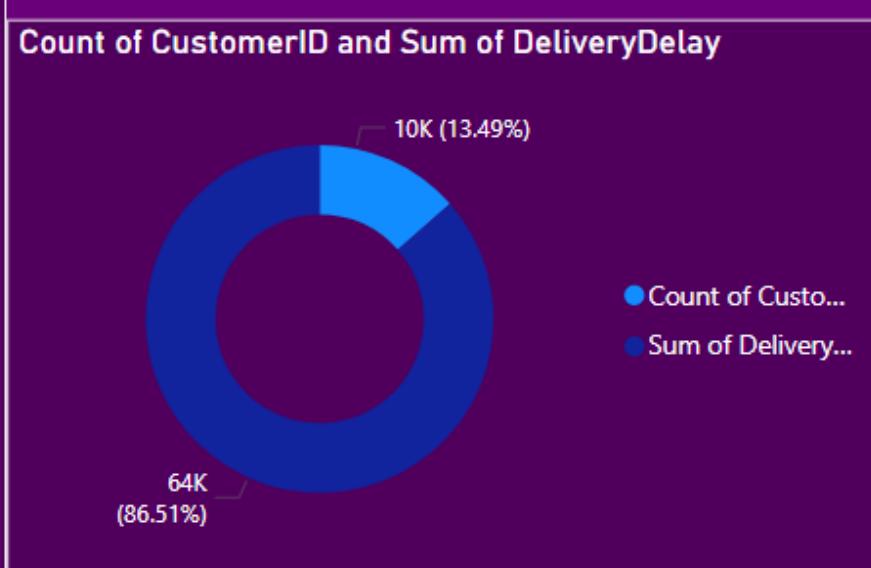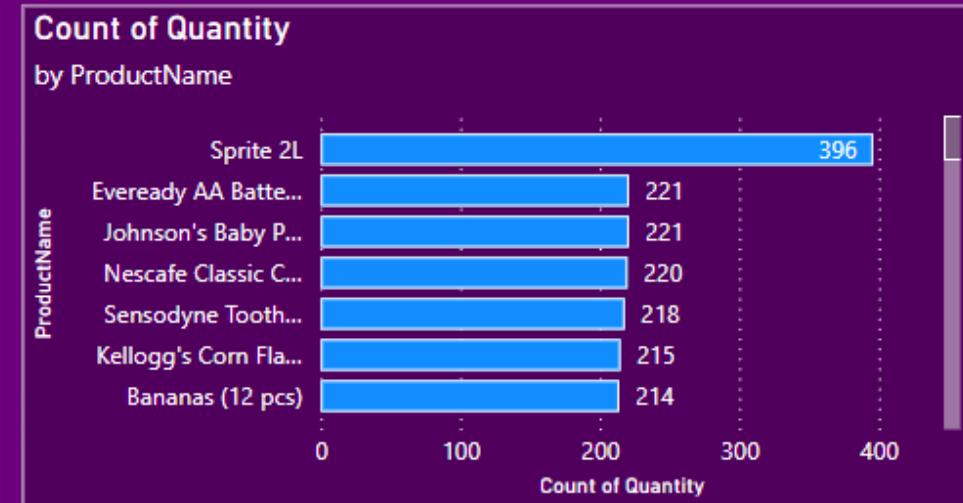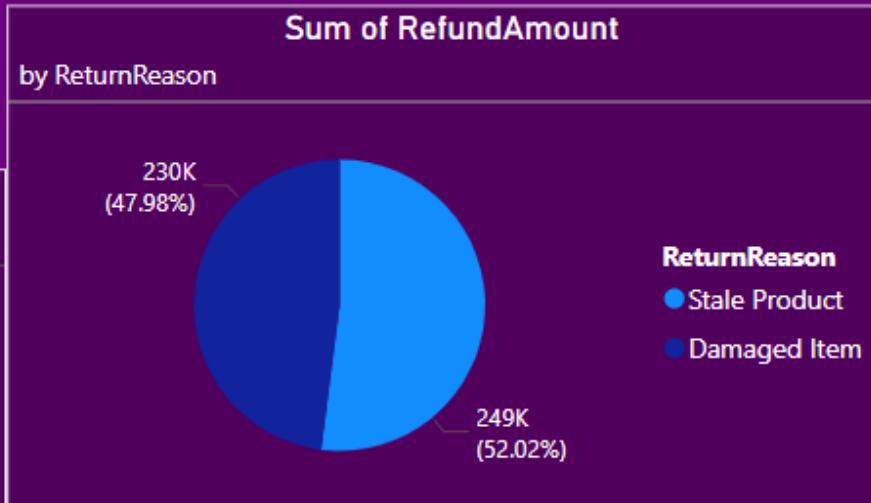
Category
All ▾

Location
All ▾

DistanceTraveled ▾
All ▾

10K
Total_Orders

5.01M
Total Revenue

Total Revenue
by Category

Grocery	Personal Care

Beverages	Snacks	Dairy

| | Health | Fruits | Ele... |

Sum of RefundAmount
by ReturnReason

230K
(47.98%)

ReturnReason
- Stale Product
- Damaged Item

249K
(52.02%)

Count of Quantity
by ProductName

ProductName	Count of Quantity
Sprite 2L	396
Eveready AA Batte...	221
Johnson's Baby P...	221
Nescafe Classic C...	220
Sensodyne Tooth...	218
Kellogg's Corn Fla...	215
Bananas (12 pcs)	214

Count of Quantity (0, 100, 200, 300, 400)

Count of CustomerID and Sum of DeliveryDelay

10K (13.49%)

- Count of Custo...
- Sum of Delivery...

64K
(86.51%)

Sum of DeliveryDelay and Count of OrderID
by Day

(Line chart with y-axis: 1800, 2000, 2200, 2400; x-axis: 0, 10, 20, 30)

Total Revenue by Category

|	
Grocery	**Personal Care**
Beverages	**Snacks** / **Health**
	Dairy / **Fruits**
	Electronics

Insights from the Total Revenue by Category Chart (Treemap) :

Grocery and Personal Care contribute the highest revenue.

Beverages, Snacks, and Dairy generate moderate revenue but are significantly lower than Grocery and Personal Care.

Health, Fruits, and Electronics have the smallest contribution to total revenue, indicating lower demand or sales volume in these categories.

Sum of RefundAmount by ReturnReason

230K (47.98%)

ReturnReason
● Stale Product
● Damaged Item

249K (52.02%)
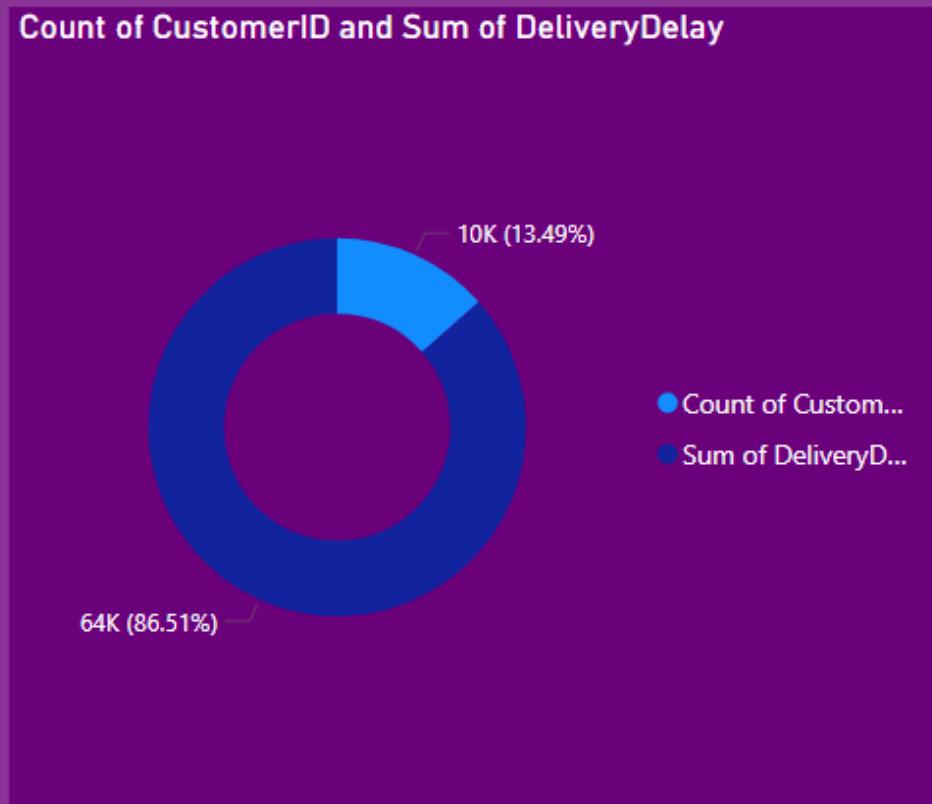
Insights from the Refund Amount Chart (Pie Chart):
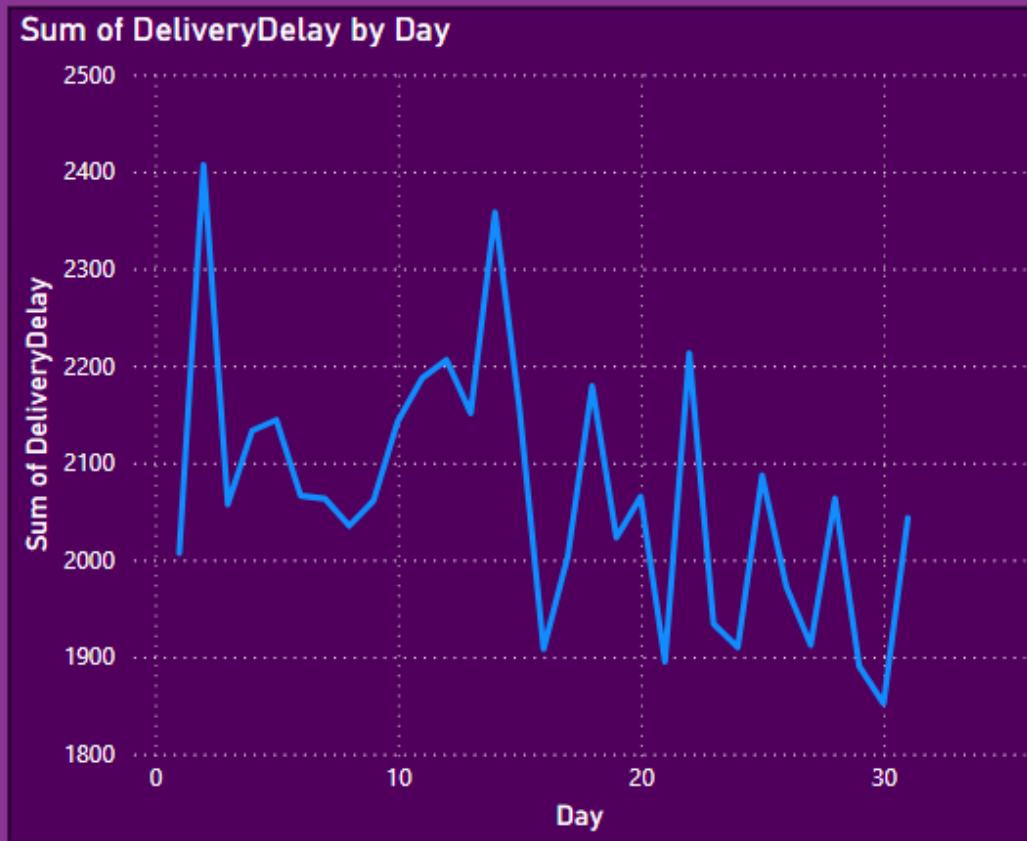
- **52.02% of refunds (249K) are due to damaged items.**
- **47.98% of refunds (230K) are due to stale products.**
- Refunds are nearly evenly split, indicating issues with both product quality and handling.
- High refund amounts suggest a **significant revenue loss** due to product defects and poor packaging or storage conditions

Count of CustomerID and Sum of DeliveryDelay

10K (13.49%)

● Count of Custom...
● Sum of DeliveryD...

64K (86.51%)
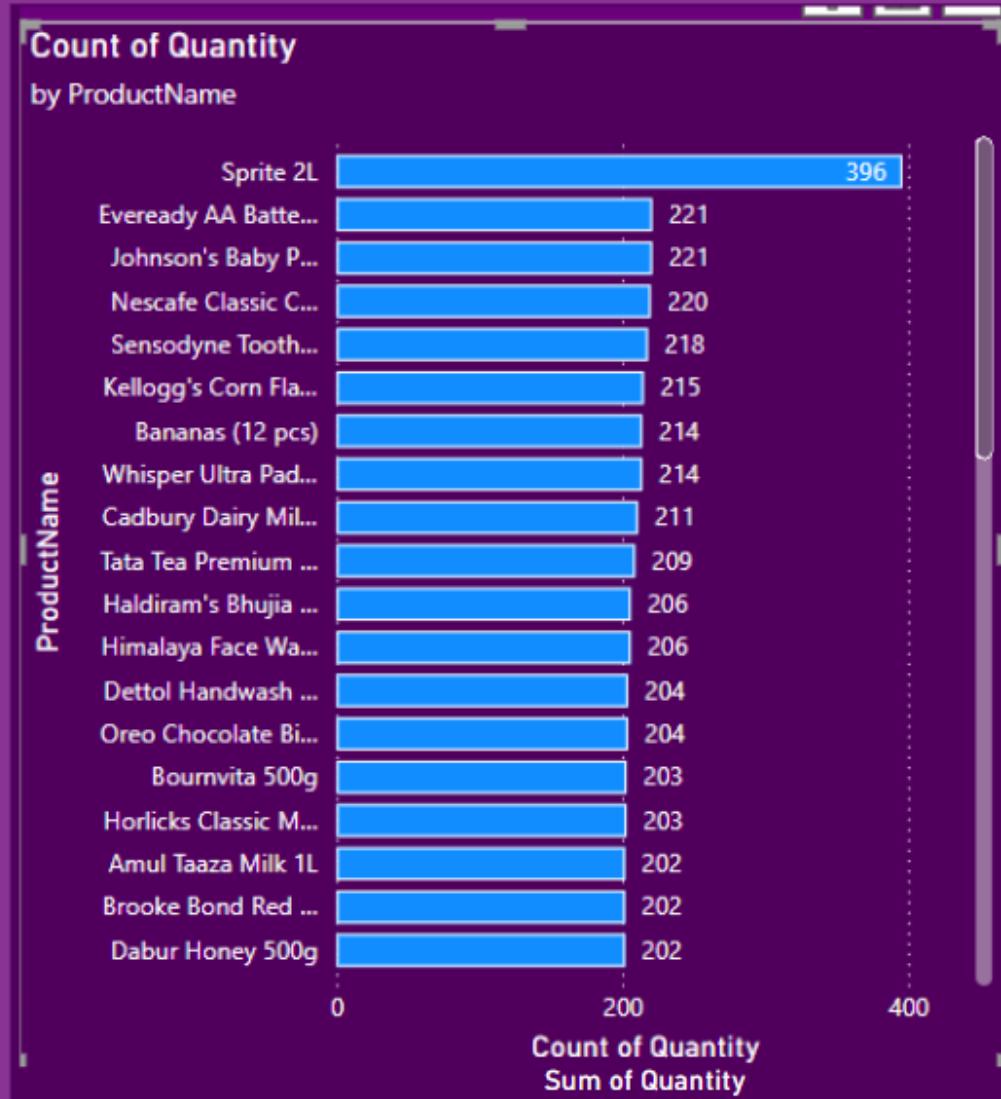
Insights from the Delivery Delay Chart (Donut Chart) :

86.51% of orders (64K) experienced delivery delays, indicating a major issue

- **Only 13.49% of orders (10K) were delivered on time**, which is a very low efficiency rate.
- High delivery delays can lead to **customer dissatisfaction, cancellations, and refund requests**, negatively impacting business reputation and revenue.

Insights from the Delivery Delay Trend Chart :

- Delivery delays fluctuate daily, with peaks exceeding **2400 delays on some days** and dropping to around **1800 on others.**

- There is **no consistent improvement**, indicating ongoing logistics inefficiencies.

- Certain days experience **higher delays**, suggesting possible factors like **high order volume, traffic issues, or operational bottlenecks.**

Count of Quantity
by ProductName

ProductName	Count of Quantity
Sprite 2L	396
Eveready AA Batte...	221
Johnson's Baby P...	221
Nescafe Classic C...	220
Sensodyne Tooth...	218
Kellogg's Corn Fla...	215
Bananas (12 pcs)	214
Whisper Ultra Pad...	214
Cadbury Dairy Mil...	211
Tata Tea Premium ...	209
Haldiram's Bhujia ...	206
Himalaya Face Wa...	206
Dettol Handwash ...	204
Oreo Chocolate Bi...	204
Bournvita 500g	203
Horlicks Classic M...	203
Amul Taaza Milk 1L	202
Brooke Bond Red ...	202
Dabur Honey 500g	202

Count of Quantity
Sum of Quantity

Insights from the Product Quantity Chart (Bar Chart) :

Top-selling product: Sprite 2L (396 units sold). higher than other products.

Other top-selling products include **batteries, baby products, coffee, toothpaste, corn flakes, and bananas**, with quantities ranging between **214–221 units.**

High demand for **beverages (Sprite 2L) suggests a strong preference for soft drinks**, which could indicate a seasonal trend or brand loyalty.

Essential items like **baby products, coffee, and toothpaste** also have steady sales, indicating **recurring customer demand.**

ProductName		Location	
All	⌄	All	⌄

Category		DistanceTraveled	
All	⌄	All	⌄

Insights from Filters Section (Slicer):

- The **filters allow dynamic data exploration** by selecting specific **products, locations, categories, and distance traveled.**

- **Business users can analyze trends based on location, product category, or travel distance**, helping to identify **high-demand areas or operational inefficiencies.**

- The **"Distance Traveled" filter** can provide insights into **logistics efficiency and delivery performance** based on order locations.

- The **"Category" and "ProductName" filters** help focus on **specific product performances** to improve inventory and sales strategies.
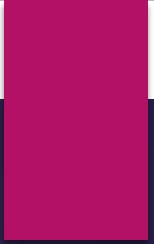
Conclusion & Recommendations

Improve Quality Control: Reduce refunds by ensuring better product quality.
Optimize Delivery Operations: Minimize delivery delays with better planning.
Stock High-Demand Products: Prevent stockouts to maximize sales.
Analyze Customer Behavior: Use insights to improve customer experience and satisfaction.

THANK YOU!