



## Summary

The Zepto sales dashboard presents a comprehensive view of sales performance across products, outlet types, locations, and time.

Overall sales stand at ₹1.20M, with an average sale value of ₹141 per item and a customer rating of 3.9, indicating strong customer satisfaction.

Sales trends show steady growth over the years, peaking around 2018–2019, followed by stabilization, highlighting a mature yet consistent business performance.

## Key Business Insights

### 1 Product Performance

- Fruits and Snacks are the top-selling categories, driving the highest revenue.
- Regular-fat products contribute more sales than low-fat items, showing customer preference for taste over health.
- Niche categories such as seafood and breakfast items show low contribution, indicating growth opportunities.

### 2 Outlet Location Analysis

- Tier 3 locations generate the highest sales, outperforming Tier 1 and Tier 2.
- Strong performance in Tier 3 suggests high demand in semi-urban and developing regions.
- Expansion in Tier 3 markets can significantly boost overall revenue.

### 3 Outlet Size & Type

- Medium-sized outlets are the most efficient, contributing the highest sales.
- Supermarket Type 1 dominates sales and item volume, making it the most profitable outlet format.
- Average sales and ratings remain consistent across outlet types, reflecting uniform service quality.

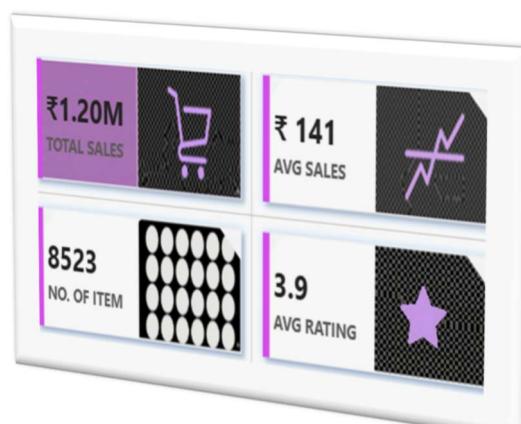
### 4 Customer Experience

- An average rating of 3.9 indicates positive customer experience.
- Item visibility shows limited impact on sales, suggesting convenience and delivery speed are stronger demand drivers.

## Business Recommendations

- Focus inventory and promotions on high-performing categories like fruits and snacks.
- Expand operations strategically in Tier 3 locations.
- Optimize medium-sized outlets for better cost-to-revenue balance.
- Boost underperforming categories with targeted offers and visibility strategies.

## Executive Summary & Business KPIs



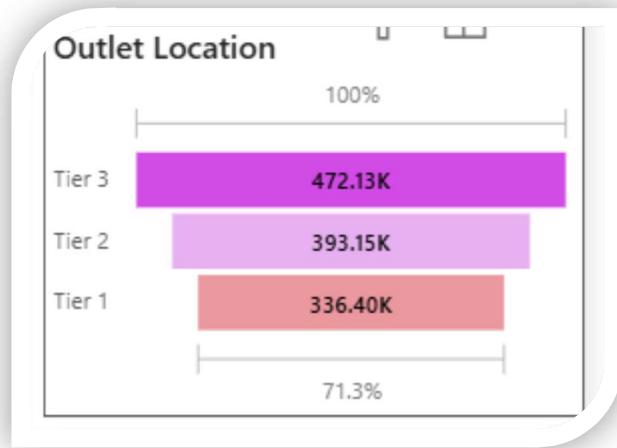
Total Sales: ₹1.20M

Average Sales per Outlet: ₹141

Number of Items Sold: 8,523

Average Customer Rating: 3.9

Fruits, Snacks, and Household items contribute the highest sales, making them core revenue drivers. Regular-fat items generate more revenue than low-fat items, indicating customer preference for taste over health in quick-commerce purchases.



**1** Tier 3 locations generate the highest sales

Tier 3 contributes the maximum revenue (₹472.13K).

**2** Tier 2 shows strong performance

Tier 2 sales (₹393.15K) indicate good demand in semi-urban areas.

**3** Tier 1 has comparatively lower sales

Tier 1 records the lowest sales (₹336.40K), showing slower growth.

**4** Expansion opportunity in Tier 3 markets

Higher Tier 3 sales suggest strong potential for further expansion in these regions.



**1** Medium-sized outlets generate the highest sales

Medium outlets contribute the most revenue (₹507.90K).

**2** Small outlets show strong contribution

Small outlets generate ₹444.79K, indicating consistent performance.

**3** Large outlets contribute the least

High-sized outlets have the lowest sales (₹248.99K).

**4** Medium outlets are most efficient

Balanced size likely helps medium outlets optimize cost and demand effectively.

Outlet Type	Sum of Sales	No Of Item	Avg Sales	Avg Rating	Average of Item Visibility
Grocery Store	0.15M	1083	₹ 140.29	3.93	0.10
Supermarket Type1	0.79M	5577	₹ 141.21	3.92	0.06
Supermarket Type2	0.13M	928	₹ 141.68	3.93	0.06
Supermarket Type3	0.13M	935	₹ 139.80	3.91	0.06

**1** Supermarket Type 1 dominates sales

The highest sales (₹0.79M) and sells the most items (5,577).

**2** Average sales per item are consistent across outlet types

Avg sales remain around ₹140–₹142, showing stable pricing and demand.

**3** Customer ratings are similar for all outlet types

All outlet types maintain an average rating close to 3.9, indicating consistent service quality.

**4** Grocery stores have higher item visibility

Grocery stores show higher item visibility (0.10) compared to supermarkets (0.06), which may help product discovery.

#### Business Insights

Tier 3 locations outperform Tier 1 and Tier 2, highlighting strong demand in semi-urban regions. Medium-sized outlets contribute the highest revenue, suggesting an optimal balance between inventory and operating cost.