**Power BI Project – Zepto Analysis**

* DATA ANALYSIS By Ananya Laha

**Zepto Grocery Delivery Performance Analysis**:  
In a fast-moving world where **data drives decision-making**, I developed this interactive Power BI dashboard to help visualize and analyze key performance metrics for Zepto, a quick-commerce grocery delivery company. This dashboard uncovers trends, identifies patterns, and provides actionable insights for business optimization.

**Project Workflow**

1. Understanding Business Requirements
2. Defining Key Performance Indicators (KPIs)
3. Data Connection & Walkthrough
4. Data Preprocessing
5. Data Cleaning
6. Data Modelling
7. DAX Calculations
8. Chart & Graph Formatting
9. Dashboard & Report Development
10. Insight Generation

**Key Performance Indicators (KPIs)**

* **Total Sales** – Overall revenue generated
* **Average Sales** – Average revenue per transaction
* **Number of Items Sold** – Total quantity of products sold
* **Average Customer Rating** – Average satisfaction rating of sold items

**Visualizations**

The dashboard includes the following visual components:

* **Donut Chart**: Total Sales by Fat Content
* **Stacked Column Chart**: Fat Content by Outlet for Total Sales
* **Bar Chart**: Total Sales by Item Type
* **Line Chart**: Total Sales by Outlet Establishment Year
* **Funnel Map**: Sales by Outlet Location

**Key Insights**

* **Total Sales**: $1.20M across various item categories
* **Average Sales per Transaction**: $141
* **Number of Items Sold**: 8,523
* **Customer Satisfaction**: Average rating of 3.9
* **Sales Distribution**: Significant variation across different outlet types, sizes, and locations
* **Category Insights**: Detailed breakdown of item type performance

**Why This Dashboard Matters**

This dashboard empowers stakeholders to:

* Identify **top-performing products**
* Optimize **inventory planning**
* Improve **customer experience**
* Make **faster, data-driven decisions** through insightful visualizations

