# Executive Summary

This project analyzes Zepto's product-level dataset using SQL to extract meaningful business insights related to pricing, discounts, stock availability, and revenue potential. The objective was to transform raw product data into actionable insights that can support pricing strategy, inventory planning, and category-level decision-making.

The analysis began with data cleaning and validation. Null values were checked, duplicate product names were identified, zero-priced products were removed, and price values were standardized by converting from paise to rupees. These steps ensured data accuracy and consistency before performing business analysis.

Key analytical areas included discount evaluation, stock analysis, revenue estimation, and inventory segmentation. The project identified the top 10 products offering the highest discount percentages, helping highlight best-value items for customers. It also detected high-MRP products that are currently out of stock, indicating potential revenue gaps.

Category-level revenue was estimated using selling price and available quantity, providing insight into which categories contribute the most to potential earnings. Additionally, products were segmented by weight (Low, Medium, Bulk) to support inventory management decisions. A price-per-gram metric was calculated to determine value efficiency across products.

Overall, this SQL-driven analysis demonstrates how structured querying and aggregation techniques can convert transactional product data into strategic business insights. The findings can assist in optimizing pricing strategies, improving stock management, and maximizing category-level profitability.