

Zepto Sales Analysis Report

Key Performance Indicators (KPIs)

1. Total Sales: 1.20M overall revenue generated across all outlets.
2. Unique Items Sold: 1,559 A broad product portfolio with a wide range of items.
3. Total Quantity Sold: 109K unit's strong customer demand across categories.
4. Total Outlets: 10 Moderate retail coverage across locations.

Detailed Analysis

Sales by Outlet Size

Medium Outlets: 507.9K sales (42.27%)
Small Outlets: 444.8K sales (37.01%)
High Outlets: 248.9K sales (20.72%)

Observation: Mid-sized outlets are the top performers, driving the highest share of sales.

Sales by Item Fat Content

Low Fat items: 776.32K sales (64.9%)
Regular Fat items: 425.36K sales (35.4%)

Observation: Low Fat products dominate sales, showing strong customer preference for healthier options.

Sales by Outlet Type

Tier 3 outlets: 0.47M sales
Tier 2 outlets: 0.39M sales
Tier 1 outlets: 0.34M sales

Observation: Tier 3 outlets lead in sales, but the distribution is balanced across all tiers.

Sales by Item Type

Top categories: Fruits & Vegetables, Snack Foods, Household.
Mid-level categories: Frozen Foods, Dairy, Canned.
Lower categories: Soft Drinks, Breads, Hard Drinks.

Observation: Essentials like fresh produce and snacks are the strongest drivers of sales, while beverages contribute the least.

Sales by Outlet Establishment Year

Sales grew from **0.08M (2012)** to **0.20M (2018)**.
From 2019 onwards, sales settled around **0.13M**.

Observation: Outlets from 2018 performed best, but newer ones have not shown similar growth.

Summary & Insights

Total sales crossed 1.2M, with steady performance across outlets and products.
Medium-sized outlets and Tier 3 locations are the strongest contributors.
Low Fat products and essentials dominate demand.
Growth slowed after 2018, indicating the need for fresh strategies.

Recommendation: Focus on underperforming categories (like beverages), and expand in regions and outlet sizes that are already delivering strong results.