

Zepto Sales Analysis – Power BI Project Report

Introduction

Zepto is a leading 10-minute grocery delivery service generating massive sales data daily. This project leverages Power BI to analyze sales performance, product contribution, and discount effectiveness. The objective is to provide decision-makers with actionable insights for revenue optimization and business growth.

Dataset Overview

Dataset used: zepto_dashboard_ready.csv - Contains details such as product category, product name, MRP, discounts, stock availability, and revenue. - Cleaning included handling missing values, ensuring consistency, and creating derived metrics such as discount_amount, net_revenue, and MRP buckets.

Methodology

1. Data Cleaning & Preparation: Removed missing values, standardized categories, and created calculated fields. 2. Power BI Development: Built KPIs (Total Sales, Net Revenue, Discounts, Quantity Sold) and visualizations. 3. Dashboard Design: Included slicers, KPI cards, category charts, product-level analysis, and sales funnel.

Dashboard Explanation

The dashboard contains: - KPI Cards: Showing Total Sales, Net Revenue, Discounts, and Quantity Sold. - Category Contribution: Visual breakdown of sales by category & subcategory. - Sales Funnel: From Gross Sales → Net Revenue → Profit. - Top Products: Best-performing SKUs in terms of revenue and quantity. - MRP Buckets: Distribution of sales and revenue across pricing buckets. - Filters: Category, MRP bucket, discount range, and product name.

Key Insights

- Total Sales (MRP): \$13.42B | Net Revenue: \$12.22B - Average Discount: 7.62% - Total Quantity Sold: 795,427 units - Top Categories: Chocolates, Packaged Foods, Ice Cream, Beverages - Best-selling products: Aashirvaad Meals, Amul Butter, premium chocolates - Discounts have a clear impact on revenue drop from gross sales to net revenue.

Business Impact

- Enables clear identification of top-performing categories and products. - Provides visibility into discount effectiveness and profitability. - Supports inventory management by highlighting product demand trends. - Assists in strategic pricing and promotional planning.

Conclusion

Power BI provided powerful visualization and analytical capabilities to uncover insights from Zepto ' s sales data. This project highlights how dashboards can drive business growth through data-driven strategies. Future scope includes customer segmentation, predictive analytics, and integration with real-time sales data.