**Zepto Sales Analytics**

**PowerBI Analysis**

* Built an interactive **Power BI dashboard** for Zepto sales and campaign analysis
* Tracked key metrics: **orders, revenue, discounts, influencer activity**
* Visuals included:  
   – **Revenue by city**  
   – **Top-selling products**  
   – **Category-wise orders**  
   – **Influencer impact on sales**
* Used **DAX** to calculate and analyze discount effectiveness
* Added dynamic **slicers** for city, category, and influencer filters  
   Delivered actionable insights for **pricing, product focus, and campaign strategy**