



welcome to
hyper**pure**
by **zomato**

Get best-quality ingredients and
kitchen products, delivered hassle-free

Unveiling Hyperpure Sales Performance



FEATURE DESCRIPTION



**All your restaurant
needs delivered next
day**

✓ Order by 11pm for next day delivery

✓ Delivered in your preferred slot



Get up to ₹1,000 cashback
on your first 4 orders

Below are the features in the dataset used to build the Hyperpure Dashboard:

- **Warehouse Code:** The unique identifier for the warehouse where operations are conducted.
- **Date:** The date on which the transaction or operation was recorded.
- **Total Orders:** The total number of orders placed during a specific period.
- **Repeat Merchants:** Total Number of orders by repeat merchants.
- **New Merchants:** Total Number of orders by New merchants.
- **Win Back Merchants:** Merchants re-engaged after a period of inactivity.
- **Damaged Products Value:** The total value of products damaged during delivery or storage.
- **On Time Delivery:** Indicates whether a delivery was completed on time (Yes/No).
- **Delivery Cost:** The cost incurred for delivering orders from warehouses to merchants.
- **Profit Margin:** The percentage of profit gained from sales in each category or product line.
- **Category:** The type of product (e.g., Bakery, Spices, Vegetables).
- **Product:** The specific product within a category.
- **Total Sales:** The revenue generated from the sales of a product or category.
- **Total Profit:** The profit earned after deducting expenses from total sales.
- **Order Issues:** The count of issues faced during or post-delivery (e.g., damaged, late deliveries).

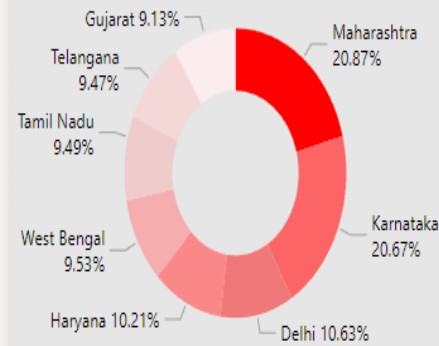
INSIGHTS THROUGH POWER BI

Hyperpure Sales Analysis

Hyperpure is an initiative by Zomato that is changing the restaurant supply chain by providing fresh, and high-quality ingredients directly from farms and meal. It operates in 10 cities and offers a wide range of products.



Contribution by State



Total GMV by warehouse

Warehouse_Code	Sum of GMV
WH-PUNE2	13214511
WH-MUM3	12066901
WH-KOL1	11539653
WH-HYD2	11469885
WH-GGN1	12370497
Total	121148394

Total Orders

149K

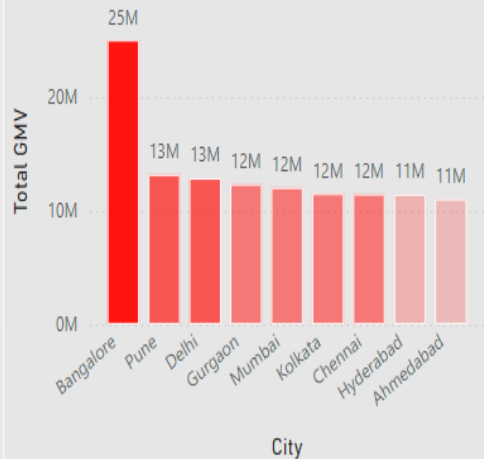
Total GMV

121M

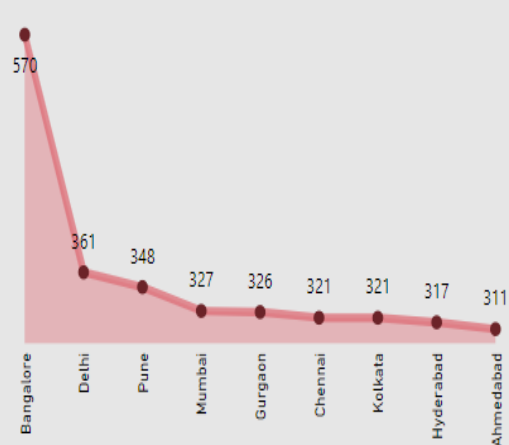
Month

All

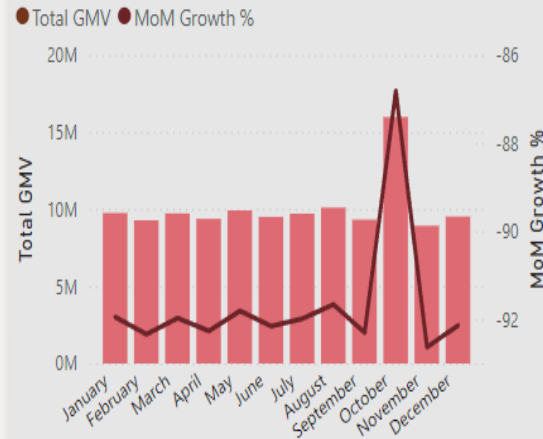
Total GMV by City



Merchant Count by City



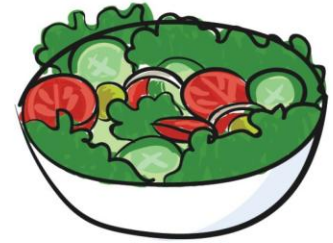
Total GMV and MoM Growth % by Month



- Bangalore leads with the highest GMV, contributing significantly to the overall revenue.
- Other cities like Pune and Delhi follow but show a gap in GMV compared to Bangalore.
- Maharashtra (20.87%) and Karnataka (20.67%) are the top-performing states by contribution percentage.
- States like West Bengal (9.53%) and Gujarat (9.13%) have lower contributions.
- WH-PUNE2 is the leading warehouse by GMV, followed by WH-MUM3 and WH-KOL1.
- Significant GMV spikes in October and November suggest a festive season boost.

Strategic Recommendations

- We should invest more in **Bangalore, Pune, and Delhi** for growth while focusing on cities with lower contributions, such as **Ahmedabad and Hyderabad**.
- We should engage in campaigns targeting underperforming states like **Gujarat** and **West Bengal** to increase their market share.
- We should analyze performance gaps in warehouses contributing lower GMV and improve supply chain efficiency in those areas.
- Offer training, incentives, or tech support to engage merchants in low-performing regions like **Ahmedabad (311)** and **Hyderabad (317)** and increase their activity.
- We should focus on seasonal Strategies and create tailored marketing and inventory plans for high GMV months like **October** and **November** while addressing off-season demand dips.



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Category Performance Analysis

Month

All

Warehouse

Select all

WH-AMD1

WH-BLR1

Total Category

6

Total Products

22

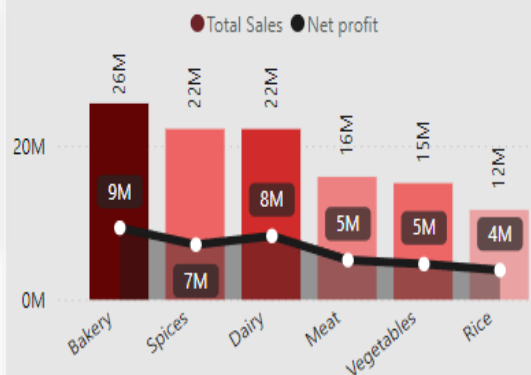
Highest Margin category

Spices

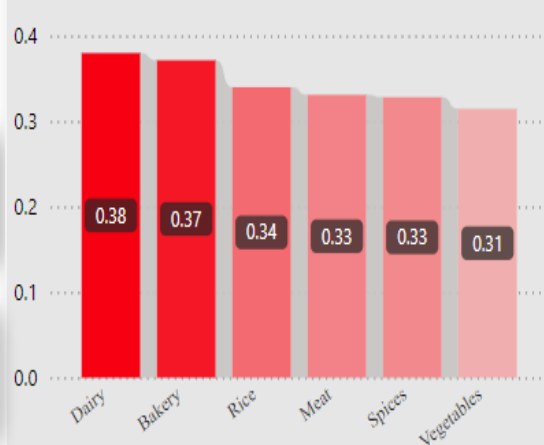
Lowest Margin category

Bakery

Category Wise Total Sales and Net Profit



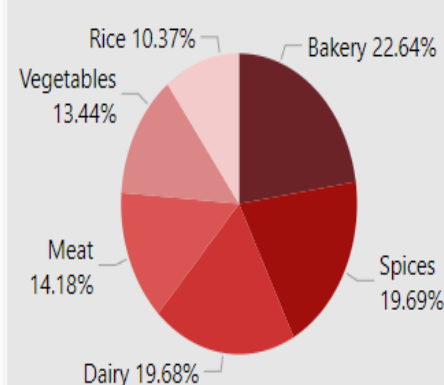
Category wise Profitability Index



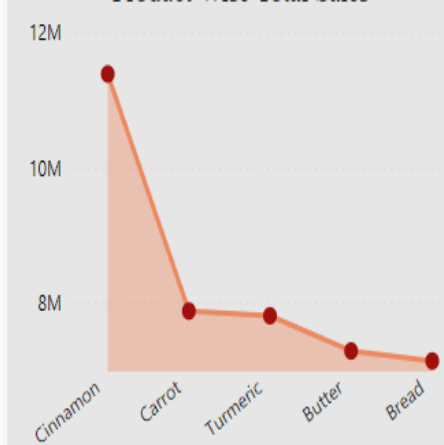
Profits by Products

Product	Total Profit
Arborio Rice	772,654.48
Chicken	807,913.69
Brown Rice	831,738.32
Onion	985,178.64
Tomato	1,072,008.57
Milk	1,127,735.26
Cake	1,145,964.58
Croissant	1,306,935.15
Cumin	1,403,369.17
Lamb	1,408,094.43
Beef	1,466,991.32
Pork	1,602,032.78
Yogurt	1,968,110.75
Pastry	2,009,989.21
Cheese	2,215,269.62
Basmati Rice	2,365,271.68
Turmeric	2,510,838.12
Bread	2,587,921.86
Carrot	2,704,627.68
Butter	2,714,587.54
Others	2,814,323.22
Cinnamon	3,366,765.07
Total	39,188,321.17

Category Wise Contribution %



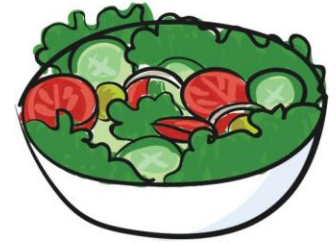
Product Wise Total Sales



- Bakery** is the highest-grossing category with total sales of **22M**, but it has a **lower net profit (9M)** compared to its sales.
- Dairy**, leads with an profitability index of **0.38**.
- Rice (10.37%)** and **Vegetables (13.44%)** are contributing least to the sales.

Strategic Recommendations

- we should boost Profit Margins of **Bakery** by opening our own food park or kitchen, we can experiment with baking our own products, eliminating reliance on external vendors.
- Diversify the **dairy product** portfolio by introducing value-added products like **flavored milk, cheese blends, or yogurt variants**.
- We can boost sale of **Rice products** by offering discounts or bundle deals.



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Merchant Dashboard

Month

All

Total Orders

149K

Total Merchants

977

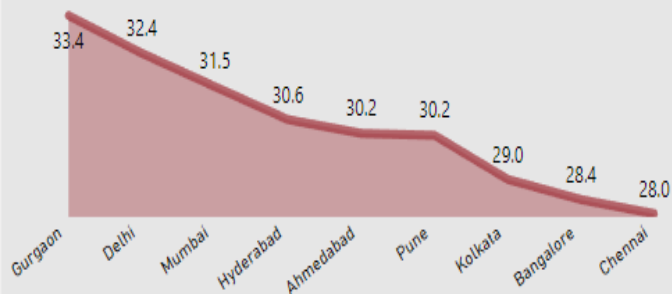
Active merchnats

626

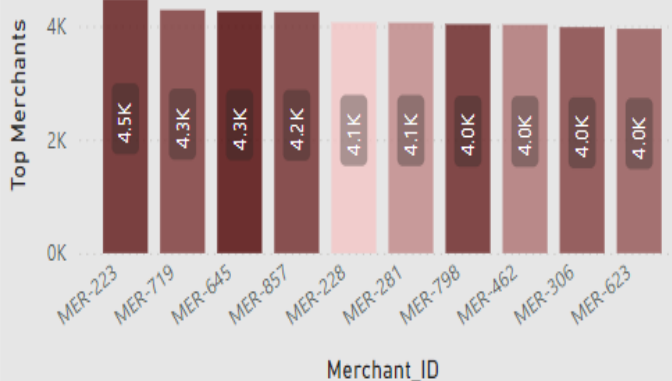
Inactive merchnats

351

Churn Rate by City



Top Merchant's Total orders



Total Orders

Repeat Merchants

47K

WinBack Merchants

19K

Zomato Restaurant Shifted

19K

New Merchants

47K

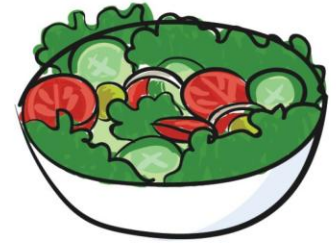
Total Orders citywise

City	Total	Repeat Merchants	WinBack Merchants	New Merchants	Zomato Shifted
Pune	89250	28248	11398	28700	11735
Mumbai	70348	21909	9302	22702	8692
Kolkata	78237	25334	10082	24569	9983
Hyderabad	44405	13763	5674	14213	5793
Gurgaon	49914	16401	6333	16475	6417
Delhi	79000	24979	9884	24822	10406
Chennai	58391	18133	7436	18511	8078
Bangalore	97274	31176	12211	31034	12824
Ahmedabad	44191	13641	5359	14832	5808

- **Gurgaon, Delhi, and Mumbai** have the highest churn rates (33.4%, 32.4%, and 31.5%, respectively).
- Out of 977 total merchants, **626 are active**, leaving **351 inactive merchants**.
- **Pune, Bangalore, and Delhi** lead in total orders (89.25K, 97.27K, and 79.0K, respectively).
- Only **19K orders come from win-back merchants**, indicating room to improve win-back campaigns and incentives for merchants who return.

Strategic Recommendations

- Provide exclusive loyalty programs and discounts for merchants in high-churn cities like Gurgaon and Delhi.
- We can develop personalized marketing campaigns and incentives to re-engage the 351 inactive merchants.
- Strengthen operational efficiency and merchant support in top cities like Pune, Bangalore, and Delhi to sustain growth.
- We can also offer one-time discounts or free promotions for returning merchants.



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Operations Dashboard



Damaged products value

573K

On-Time Delivery %

89.75%

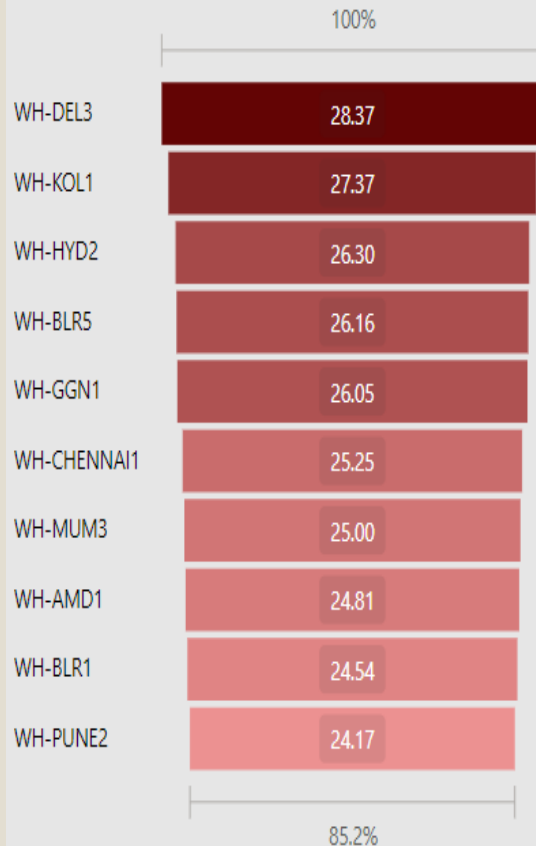
Total Delivery Cost

2M

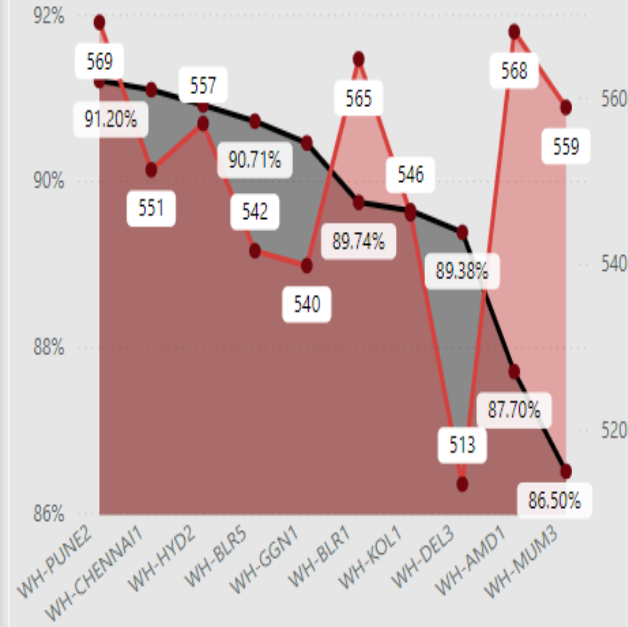
Wastage Value

1M

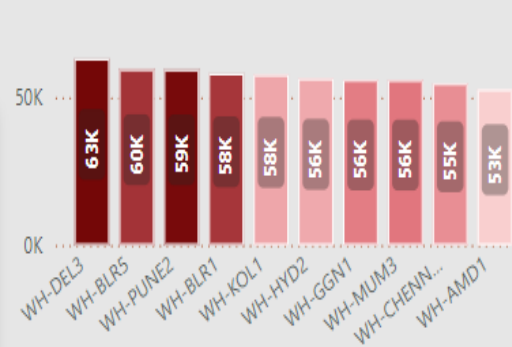
Damaged Products % by Warehouse_Code



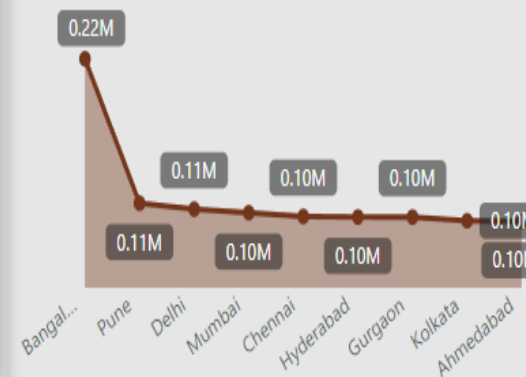
Delivery cost and On-time Delivery rate



Damaged products Value by Warehouse



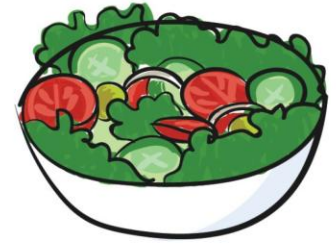
City Wise Wastage value



- **WH-DEL3** has the highest percentage of damaged products (28.37%), followed by **WH-KOL1 (27.37%)** and **WH-HYD2 (26.30%)**.
- The overall on-time delivery percentage is 89.75%. **WH-MUM3** has the **lowest (86.5%)** and **high DC(559)**

Strategic Recommendations

- Conduct a root-cause analysis at WH-DEL3, WH-KOL1, and WH-HYD2 to understand why these warehouses have higher damaged product percentages.
- Warehouses with high delivery costs but low on-time rates, like WH-AMD1, should focus on optimizing routes and ensuring accountability in the supply chain.
- Conduct training sessions for warehouse teams in high wastage cities on proper product handling and transportation protocols.



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Order with Issues

During Delivery issues

36K

Total Refund

56K

Total Return

Complete Return

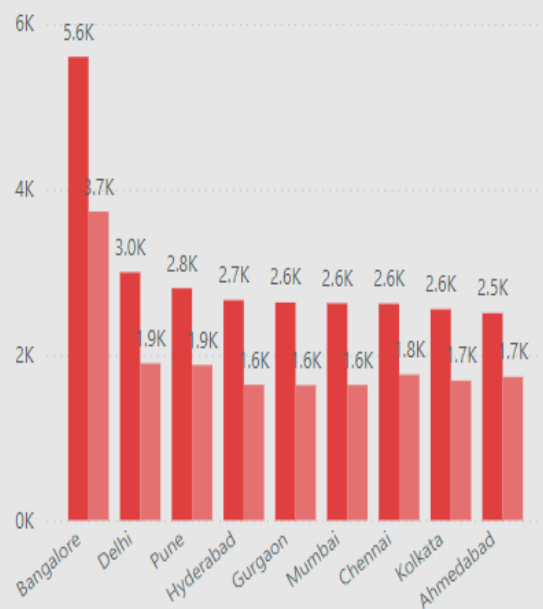
18K

Post Delivery Return

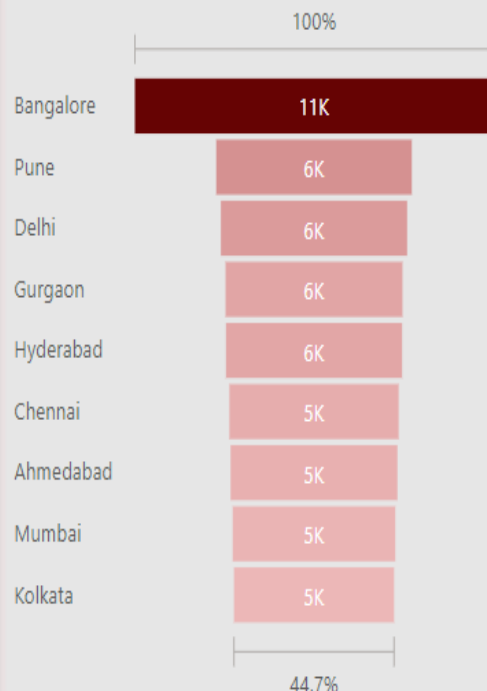
27K

Citywise Total Returns

● Post Delivery Return ● Complete Return



Number of refund issued against Total Orders



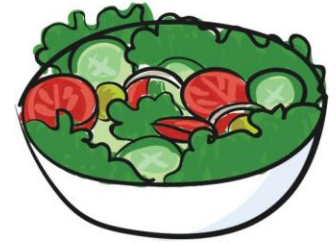
Citywise Issues raised during delivery

Bangalore	Kolkata	Hydera...	Chennai
7581	3640	3628	3566
Pune	Gurgaon	Ahmed...	
3830	3458		
Delhi	Mumbai		
3822	3391		

- **Bangalore** has the highest number of delivery issues (7,581) and also leads in refunds issued (11K), highlighting a **major pain point in operations**.
- Post-delivery returns dominate the total returns, with Bangalore leading at 5.6K, followed by Delhi (3.7K) and Pune (3K).
- Lower-performing cities like Kolkata and Hyderabad show scope for improvement to avoid long-term customer dissatisfaction.

Strategic Recommendations

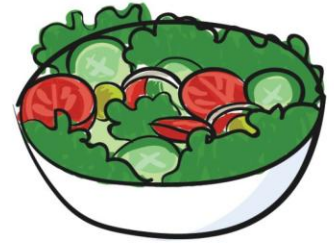
- Conduct a deep-dive analysis into Bangalore's delivery and operational processes to identify root causes of high issues and refunds.
- For cities with high post-delivery returns, evaluate the reasons (e.g., product quality, incorrect deliveries, or damaged items).
- Enhance Merchant communication in high-refund cities like Bangalore and Pune to preemptively address concerns before they escalate to refunds or returns.
- Use predictive analytics to forecast high-risk orders that may result in issues or refunds.



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Thankyou!



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