



# Grocezy Quick Commerce: 10 Smart Decisions to Boost Daily Sales

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## ✓ 1. Amplify Star Categories 🥬🍪

**Insight:** *Fruits & Vegetables* (\$178.1K) and *Snack Foods* (\$175.4K) lead in sales.

**Action:**

- Feature them in homepage banners, flash deals, and bundles.
  - Create “Fresh Today” or “Snack Pack” promotions to increase frequency.
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## ✓ 2. Expand Low-Fat Offerings 🥗

**Insight:** Low-fat products contribute **65% of item sales (\$776.3K)**.

**Action:**

- Increase SKUs in trending low-fat categories like snacks and dairy.
  - Run “Health Smart” campaigns to attract fitness-focused consumers.
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## ✓ 3. Unlock Tier 3 Location Potential 🌐

**Insight:** Tier 3 sales lag at **\$336.4K**.

**Action:**

- Offer hyperlocal promotions and fast delivery incentives.
  - Assess customer needs and tailor inventory accordingly.
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## ✓ 4. Replicate Small Outlet Success 🏪

**Insight:** Small outlets account for **42% of total sales (\$507.9K)**.

**Action:**

- Expand small-format stores in urban areas.
  - Use them as fulfilment- centers for quick deliveries.
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## ✓ 5. Fix Underperforming Supermarket Type 3 🛒❌

**Insight:** Lowest-performing store type with **\$130.7K** in sales.

**Action:**

- Audit SKUs, space, and layout for optimization.
  - Test promotional bundles and category visibility changes.
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## ✅ 6. Grow Underutilized Categories 🍳🐟

**Insight:** *Breakfast* (\$15.6K) and *Seafood* (\$9.1K) underperform.

**Action:**

- Promote “Breakfast Ready” combos and “Fresh Catch” campaigns.
  - Bundle low sellers with top categories (e.g., snacks + breakfast).
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## ✅ 7. Capitalize on Tier 1 Outlet Strength 🏠

**Insight:** Tier 1 leads with **\$472.1K** in sales.

**Action:**

- Offer loyalty rewards or member pricing in Tier 1 regions.
  - Pilot new services (1-hour delivery, subscription packs) here first.
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## ✅ 8. Raise Average Order Value (AOV) 💳📦

**Insight:** AOV is **\$140.99**—room for upselling.

**Action:**

- Use smart recommendations at checkout (e.g., “Complete Your Order”).
  - Offer discounts for cart values over \$160.
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## ✅ 9. Enhance Customer Satisfaction ☀️

**Insight:** Average rating is **3.9**—needs improvement.

**Action:**

- Improve packaging, reduce delays, and reward regular buyers.
  - Collect feedback actively and feature top-rated items.
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## ✅ 10. Optimize Regional Outlet Mix 🌐📊

**Insight:** Medium outlets and Tier 2 regions show strong mid-tier potential.

**Action:**

- Replicate layout and pricing strategies from small/high-performing stores.
  - Customize promotions by location and outlet size.
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## 📋 Conclusion: Driving Growth with Data

The Grocezy dashboard reveals clear paths for immediate improvement. By focusing on star categories, optimizing outlet performance, and leveraging regional strengths, Grocezy can achieve faster order growth, better margins, and improved customer loyalty—all driven by actionable, real-time data. 📦📊