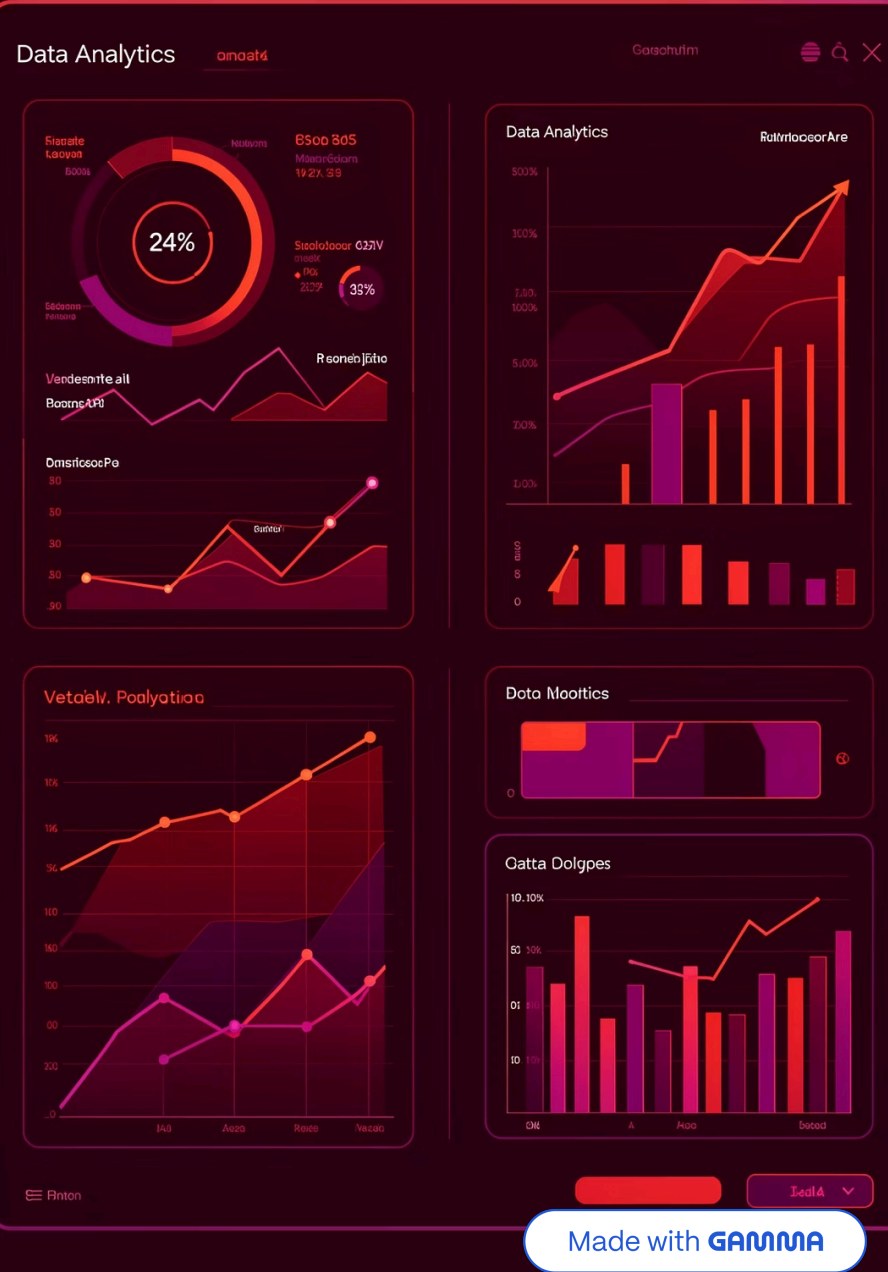# Zepto Product Analysis Project

A comprehensive SQL-based analysis of Zepto's product data to optimize inventory, pricing, and customer value.

Project Overview

Objective

Uncover insights from Zepto's product catalog to optimize inventory management, improve pricing strategies, and enhance customer value proposition.

Dataset

Contains 2,215 product records across 12 major categories, including Fruits & Vegetables, Cooking Essentials, and Personal Care.

Key Areas of Analysis

1

Data Cleaning & Exploration

Handling null values, removing zero-price products, and standardizing prices.

2

Inventory Analysis

Stock availability, out-of-stock patterns, and high-value product tracking.

3

Category Performance

Revenue estimation and inventory weight distribution across categories.

4

Discount Analysis

Category-wise discount patterns and premium product pricing strategies.

5

Product Value

Price-per-gram calculations and weight-based categorization.

Tools Utilized

PostgreSQL

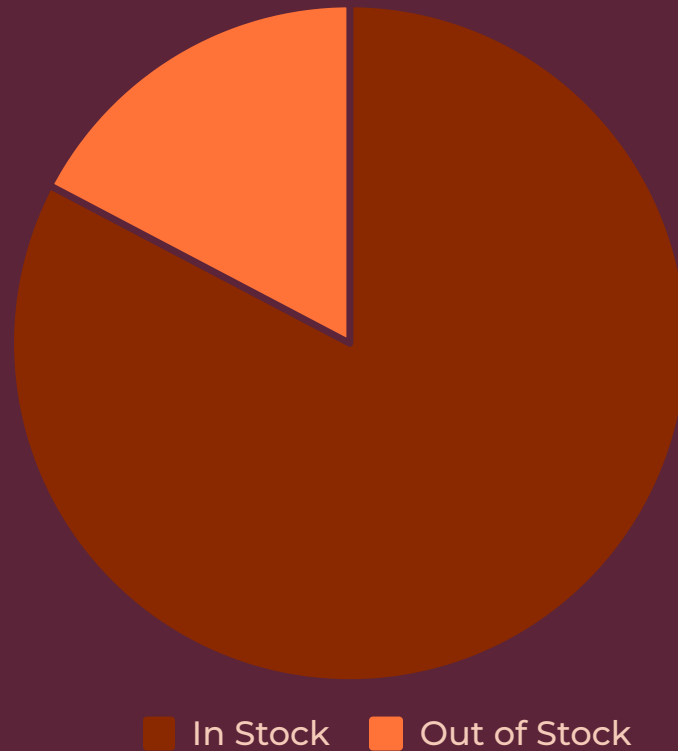Robust relational database for data storage and management.

SQL

Language for data querying, aggregation, and manipulation.

Business Intelligence

Techniques for deriving actionable insights from data.
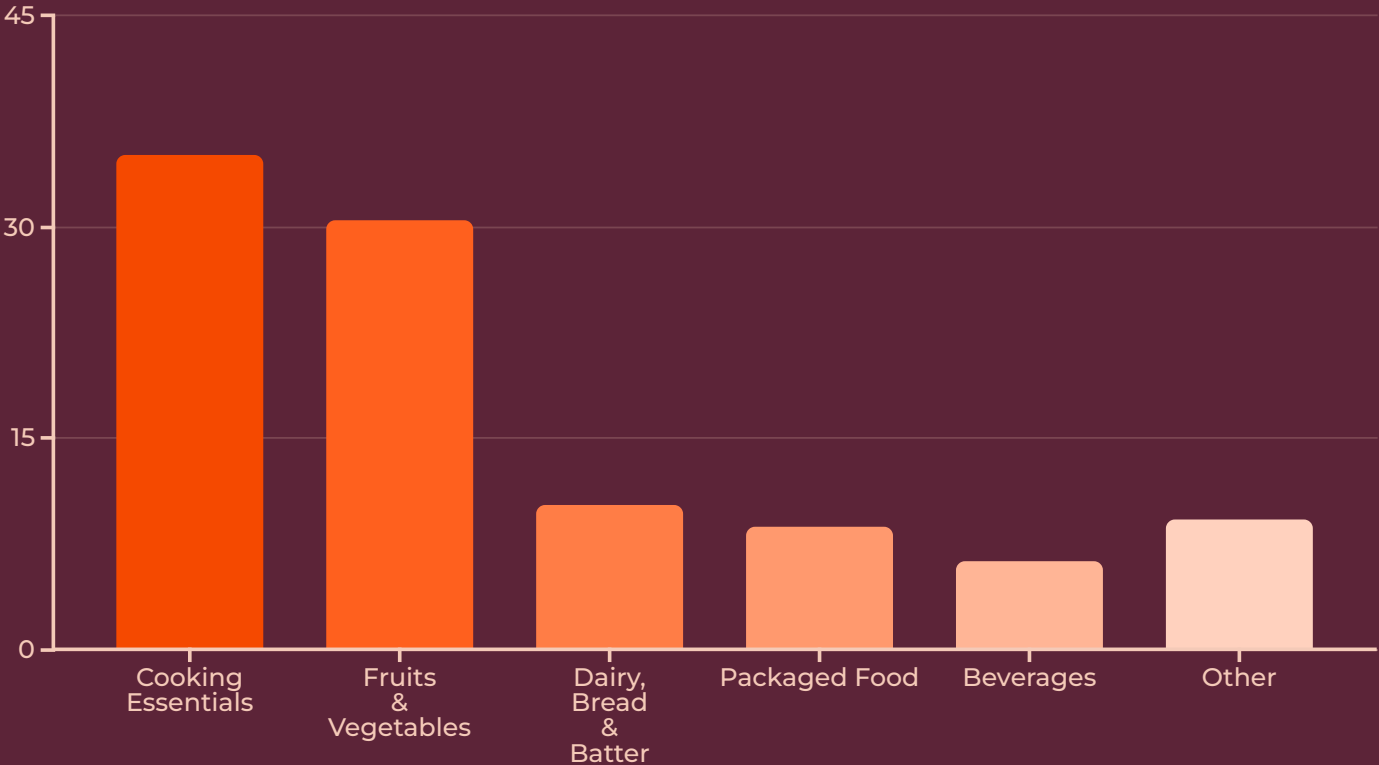
Inventory Status

In Stock Out of Stock

Our analysis reveals that 82.7% of products are currently in stock, while 17.3% are out of stock. This highlights opportunities for better inventory management.

Understanding these patterns is crucial for optimizing product availability and customer satisfaction.

Revenue Contribution by Category

Cooking Essentials and Fruits & Vegetables are the primary revenue drivers, collectively contributing 65.6% of the estimated revenue.

Focusing on these categories for inventory and promotional efforts can significantly impact overall sales.

Discount Patterns

Highest Discounts

The "Ice Cream & Desserts" category offers the highest average discounts at 18.5%. This suggests a strategy to attract customers with appealing deals in this segment.

Strategic Pricing

Understanding these discount patterns can help refine promotional strategies and optimize pricing for various product categories.

Product Value Insights

Best Value Staples

Staples like Tata Salt and Maggi Noodles provide the best value with the lowest price per gram.

Customer Attraction

Promoting these high-value items can drive customer traffic and enhance overall customer perception of value.

Key Findings Summary

Inventory Status

82.7% of products are in stock, with 17.3% out of stock.

Revenue Drivers

Cooking Essentials and Fruits & Vegetables account for 65.6% of estimated revenue.

Discount Leaders

Ice Cream & Desserts offer the highest average discounts (18.5%).

Value Champions

Tata Salt and Maggi Noodles provide the lowest price per gram.

Business Recommendations

01

Replenish High-Value Items

Prioritize restocking high-value products that are currently out of stock.

02

Increase Core Inventory

Boost inventory levels for top-performing categories like Cooking Essentials and Fruits & Vegetables.

03

Optimize Discounts

Refine discount strategies, especially for premium products, to maximize profitability and customer appeal.

04

Promote Best-Value Items

Highlight products offering the best price-per-gram to attract and retain customers.