

Business Problem Statement

Zepto operates in a hyper-competitive quick-commerce market where **Inventory Turnover** and **Fulfillment Velocity** drive profitability. Currently, "leakage" exists due to inefficient stock allocation: high-value items are overstocked (creating **Dead Stock**), while high-demand items frequently go **Out of Stock**, leading to lost revenue.

The core challenge involves uncovering how Zepto can optimize its inventory lifecycle to minimize **Dead Stock** and **Stock-Outs** while maximizing **Realizable Revenue** through data-driven pricing and discounting.

Project Deliverables

To address the business problem, the following deliverables must be completed:

- **Data Preparation & Modeling (SQL)**: Clean and transform the raw dataset to ensure it is ready for deep analysis.
- **Data Analysis (SQL)**: Organize the data into a structured format, simulate business transactions, and execute queries to extract insights regarding inventory.
- **Visualization & Insights (Power BI)**: Develop an interactive dashboard that highlights key patterns and trends that will deep dive into inventory health and risks associated with that.
- **Report and Presentation**: Write a comprehensive project report summarizing key findings and actionable business recommendations. Prepare a visual presentation to communicate insights effectively to stakeholders.
- **GitHub Repository**: Assemble a well-structured repository containing all CSV file, SQL queries, and dashboard files.