



# Zepto

Zepto is a rapid grocery delivery service in India, specializing in ultra-fast delivery within 10–20 minutes through its network of dark stores. It caters to urban customers seeking convenience and speed for essential items. Zepto offers a wide selection of groceries, snacks, and daily needs, operating primarily in Tier-1 cities. Its business model revolves around delivery charges, commissions from brands, in-app promotions, and customer subscriptions.



Objective:

Boost **Gross Order Value (GOV) throughput per store** by enhancing user experience through personalized recommendations, ensuring better product availability, optimizing delivery efficiency, and driving higher order frequency to improve unit economics and customer retention.





Zepto Business Model

- 01 Commission-Based Revenue:** Zepto earns commissions from sales through partner stores.
- 02 Delivery Charges:** Revenue from delivery fees on smaller or high-demand orders.
- 03 In-App Purchases:** Direct purchases of groceries and essentials with special packs.
- 04 Advertising Revenue:** Brands pay for in-app promotions and product visibility.




Market Landscape:

Q-COMMERCE CAGR GROWTH (WORLDWIDE) \$265.70 BN (2024 - 2029)	Q-COMMERCE EXPECTED USER BASE GROWTH (WORLDWIDE) 788 MILLION USERS (BY 2027)
Q-COMMERCE CAGR GROWTH (INDIA) \$ 9.951 MILLION (2024 - 2029)	Q-COMMERCE EXPECTED USER BASE GROWTH (INDIA) 60.6 MILLION (BY 2029)

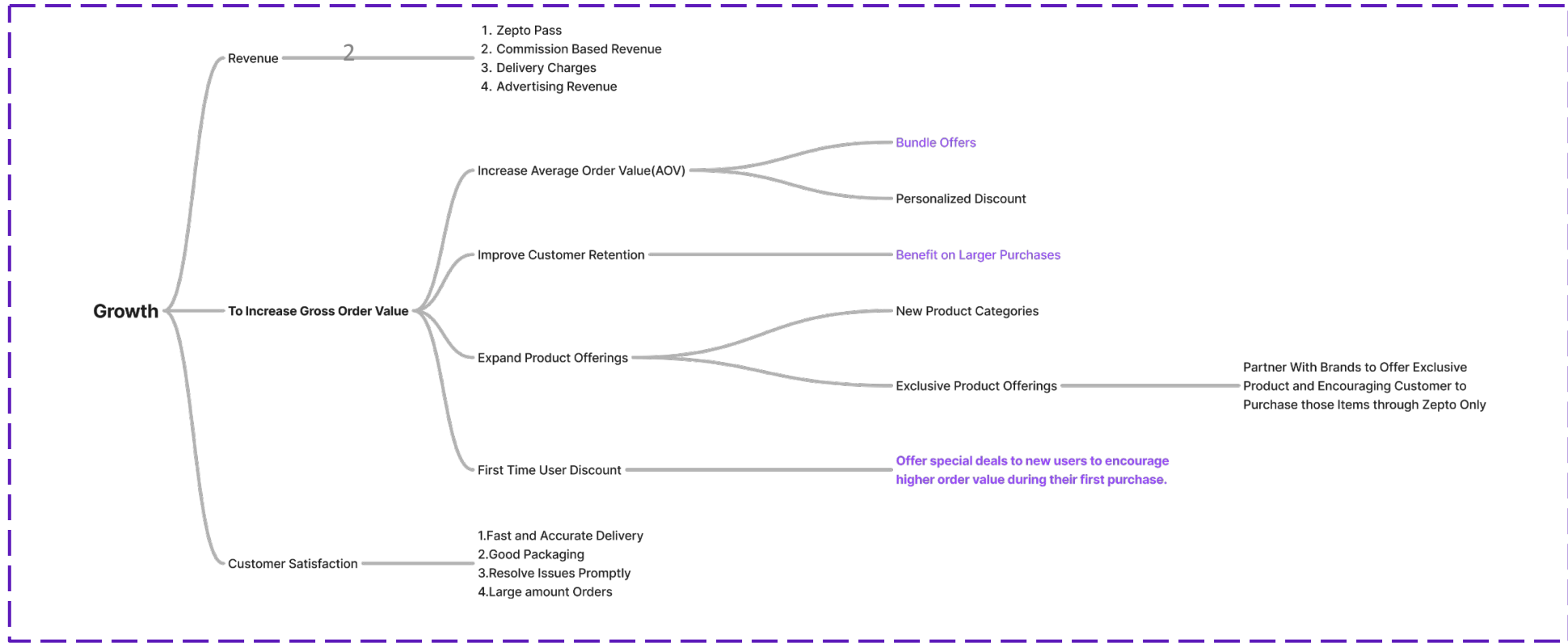
Competitors

-  Focuses on **hyperlocal delivery** with quick service, now integrated with Zomato.
-  Leverages Swiggy's **vast user base** with fast delivery and a wide range of groceries.
-  Known for a vast selection of **groceries and scheduled** deliveries, trusted brand.
-  Dunzo offers flexible deliveries for groceries, medicines, and more, strong in **Tier 1 cities**.

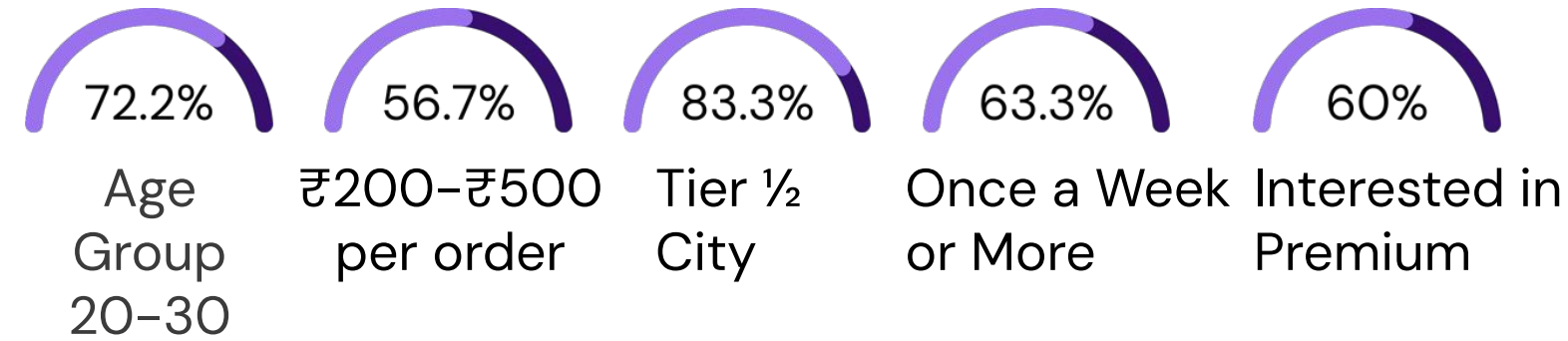
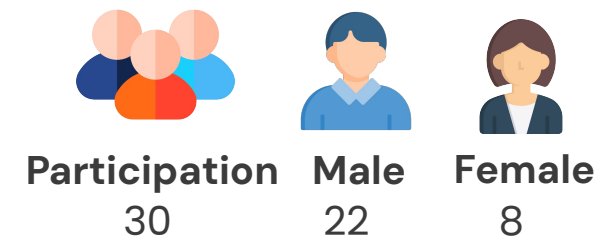
Zepto Statics

-  340+ Dark Stores [\(2024\)](#)
-  App Downloads 10+ Million
-  13 Million MAU [\(2023\)](#)

Growth Metric: Mapping Business & Product Outcome

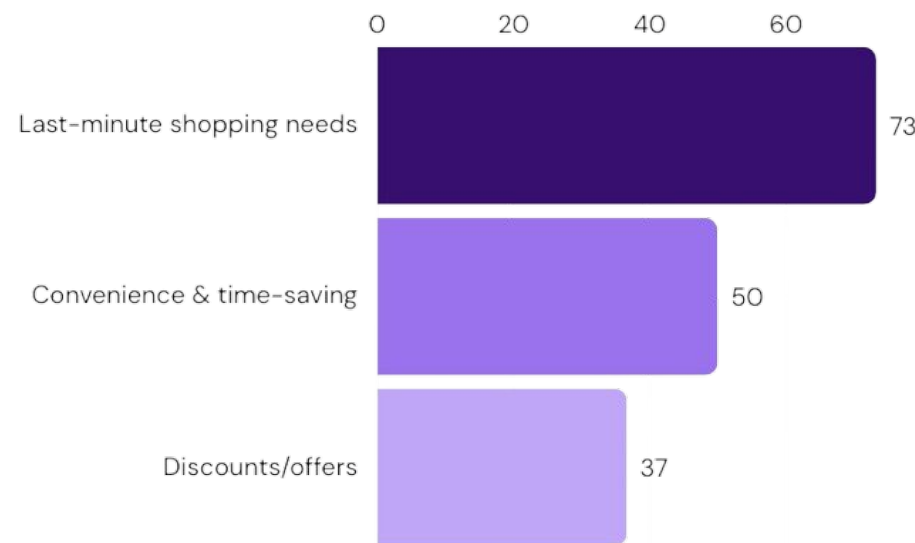


## User Insights: User Responses

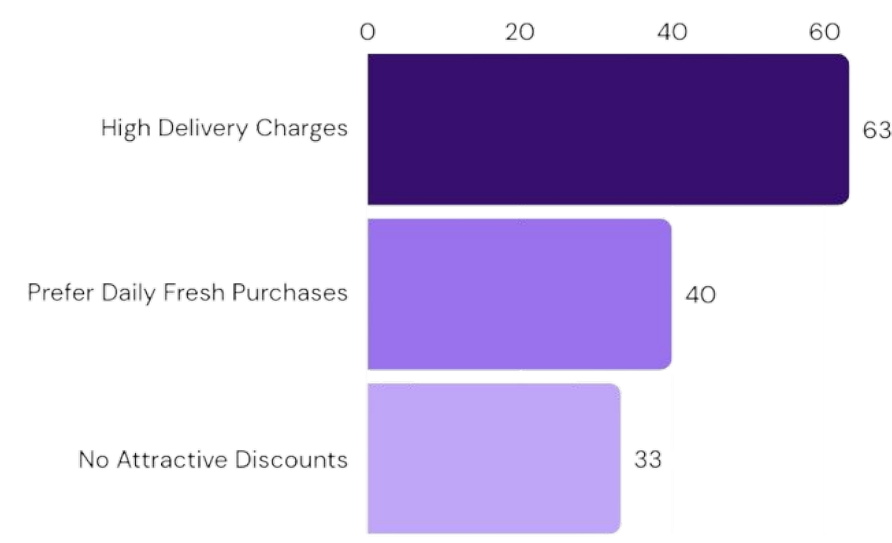


## User Preference:

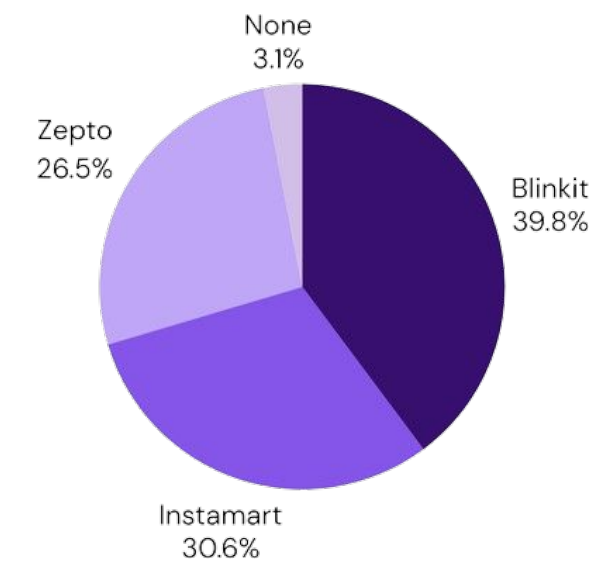
### Motivations for Orders



### Barriers to Ordering



### Top Platforms Used



## Targeted Segment:

Age Range:

20 – 30

Targeted City:

TIER – 1/2

Occupation:

WORKING PROFESSIONALS  
AND STUDENTS

Consumption Habit:

WEEKLY ORDERS DRIVEN  
BY URGENCY AND DISCOUNTS

## 1:1 Interviews [3 Participants]

"I use these apps mostly for essentials, but I wish they had more exclusive deals."

"I often order snacks or drinks last minute, but delivery fees can be discouraging."

"Personalized suggestions would help me order faster, but I need better recommendations."

## Why Target this Segment?

1. Frequent users of quick commerce, motivated by last-minute needs and discounts.
2. Digital-savvy, comfortable using apps for convenience and fast solutions.
3. Tier-1 city dwellers with access to diverse quick commerce services.
4. High spending potential, open to loyalty programs and personalized offers.





**Dipesh Bhatt | Python Developer**  
25 | Indore (M.P) | Moderate Tech-Savvy  
Preference: Often ordered at the last minute

**Goals :**

- Quick delivery for last-minute grocery needs
- Find discounted products regularly

**Behavior Patterns:**

- Orders late at night due to unpredictable work hours
- Uses 2-3 times a week for snacks and essentials
- Prefers using apps with a fast and seamless checkout process

**Unmet Needs:**

- More options for instant or ready-to-eat meals
- Better loyalty rewards for frequent users
- Real-time inventory updates to avoid out-of-stock items

**Pain-Points:**

- Occasional delays in delivery during peak hours
- Limited variety of niche products like organic groceries
- High delivery charges on small orders



**Kartik Rawal | Full-Stack Developer**  
30 | Mumbai | Highly Tech-Savvy  
Preference: Often bought in bulk for the week

**Goals :**

- Get fresh produce delivered within minutes
- Access exclusive discounts on bulk purchases

**Behavior Patterns:**

- Orders groceries twice a week, primarily in the morning
- Prefers using apps to avoid going to physical stores
- Frequently looks for offers on fresh products like fruits and vegetables

**Unmet Needs:**

- More bundle offers on related products (e.g., breakfast packs)
- Better clarity on delivery time slots
- Personalized recommendations based on past purchases

**Pain-Points:**

- Occasionally receives less fresh products during busy periods
- Minimum order value for free delivery is too high
- Limited variety of specialty items like gluten-free snacks

Job to be Done for Q-Commerce User

**When** I need to restock groceries,  
**But** struggle with quick, reliable delivery,  
**Help me** get items in under 15 minutes, hassle-free,  
**So that** I can save time and avoid last-minute runs.

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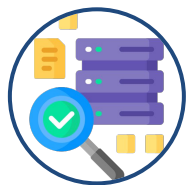
## What is the Actual Problem?

1. **Product Availability Issues:** Key items are often out of stock, shrinking basket sizes.
2. **Delivery Delays:** Missed 15-minute delivery targets reduce user confidence and repeat orders.
3. **High Delivery Fees:** Fees on smaller orders discourage larger purchases, lowering GOV.
4. **Lack of Personalized Offers:** Missed tailored deals limit upsells, reducing order value.

## Who is Struggling with This Problem?

E-commerce consumers, primarily working professionals and students in Tier-1 cities, face challenges in finding diverse products for last-minute needs, resulting in frustration and missed opportunities.

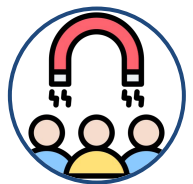
## Who is Struggling with This Problem?



Retention growth



Order expansion



Competitive gain



Profit boost

## How Do We Know This Problem Needs to Be Solved?

- **Cart Abandonment: 46%** of users abandon carts due to indecision, indicating a need for better decision-making support.
- **Promotion Motivation: 34%** of users are driven to shop by discounts, highlighting an opportunity to boost GOV with targeted promotions.
- **Overwhelmed by Choices: 72.3%** feel overwhelmed by options, suggesting a lack of tools to simplify the shopping experience.
- **Traditional Discovery Reliance:** Users rely on in-store experiences and word-of-mouth, pointing to a need for more effective digital solutions.

## Why Solve this now?

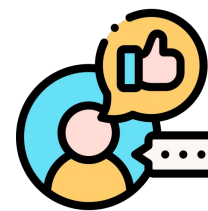
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Market set to grow India by **\$9.951B** till 2029 with E-commerce segment



Majority of people use apps due to **time constraints or fatigue**



45.2% want bundles, 26.7% prefer personalized offers



**61.3%** order weekly, presenting strong potential to increase **GOV through larger basket sizes**

Solutions:

Personalized In-Cart Upselling

AI suggests complementary or higher-value items in the cart based on user habits.

Wheel of Fortune

The "Wheel of Fortune" rewards users with a chance to win prizes when they exceed a cart value, adding fun to checkout.

"Next Order Credit" Incentive Program

Users earn a credit or discount for their next purchase by reaching a specific cart value, driving higher spending.

Solutions	Reach	Impact	Confidence	Effort	RICE Score [R*I*C/E]
In-Cart Upselling	3	3	3	1	18
Wheel of Fortune	3	3	3	1	27
NOC Incentive Program	2	3 <sup>6</sup>	2	1	12

The RICE framework helps prioritize solutions based on four factors: Reach, Impact, Confidence, and Effort.

- High - 3, Medium - 2, and Low - 1

Effort is kept constant at 1, assuming ample tech resources.

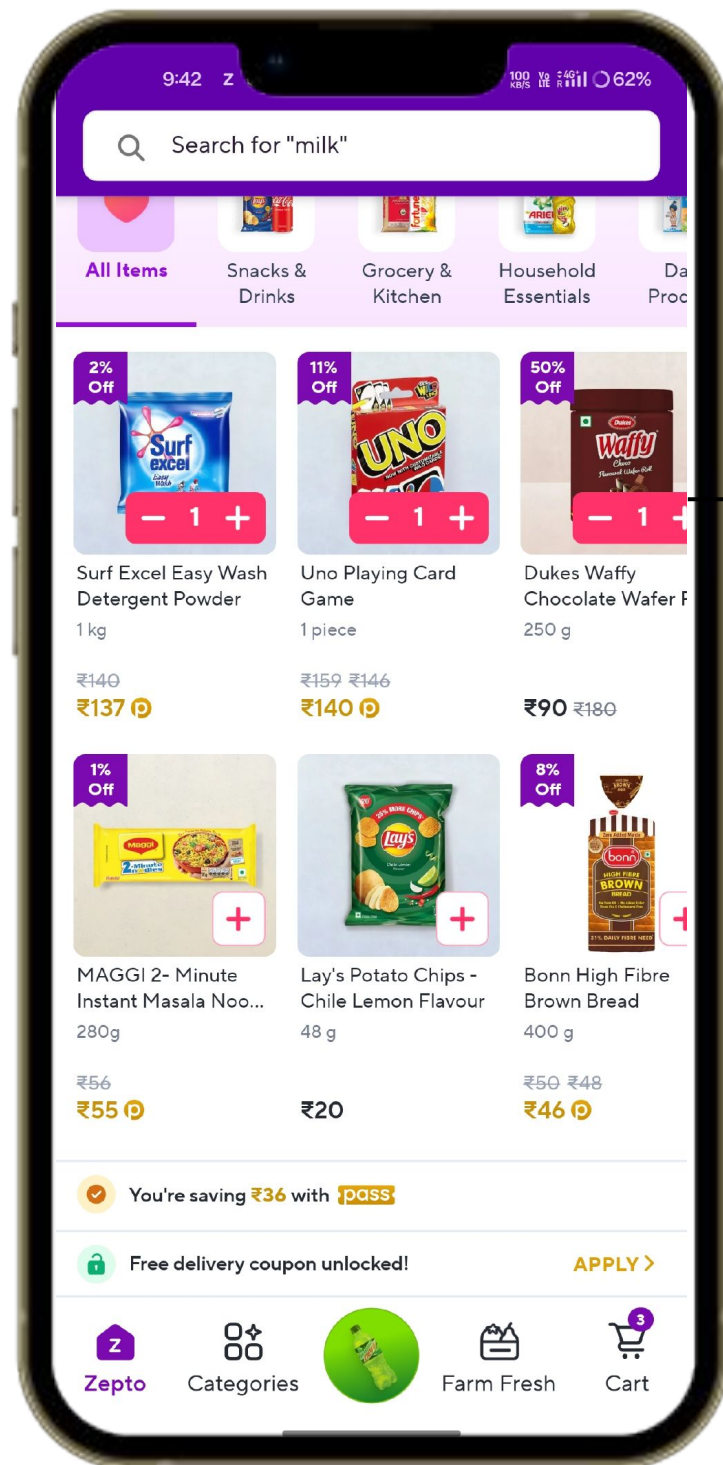
Score =(Reach×Impact×Confidence)/Effort

Why this Solution?

"Wheel of Fortune" boosts GOV by adding fun to checkout, rewarding users who exceed cart thresholds. With **61.3% ordering** weekly and motivated by discounts, it increases cart size and engagement, enhancing both user experience and revenue.



# UI Designs: [Prototype Link](#)

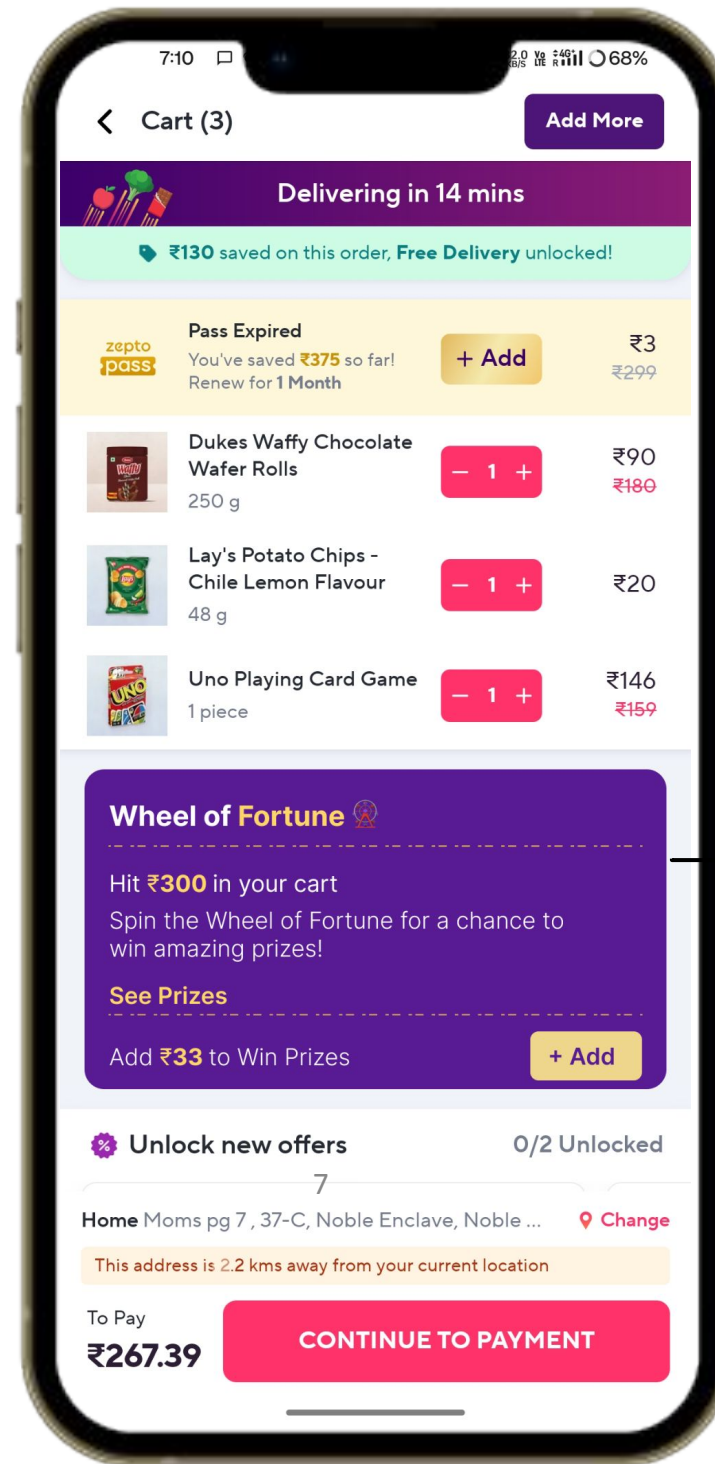


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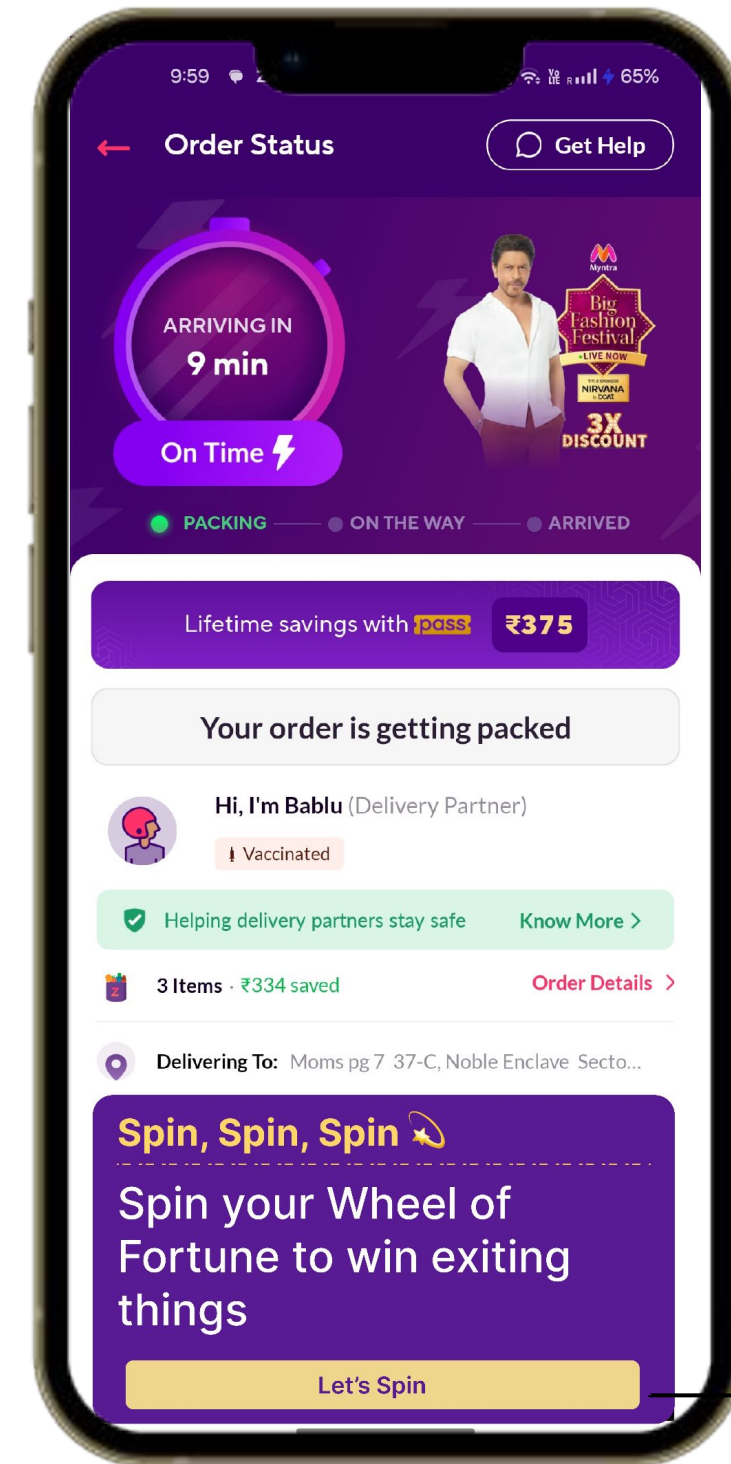
Select  
Products to  
order

The "Wheel of Fortune" threshold should be just above the average cart value to motivate higher spending.

**Example:** if the average is ₹500, set it at ₹600 for a realistic target.

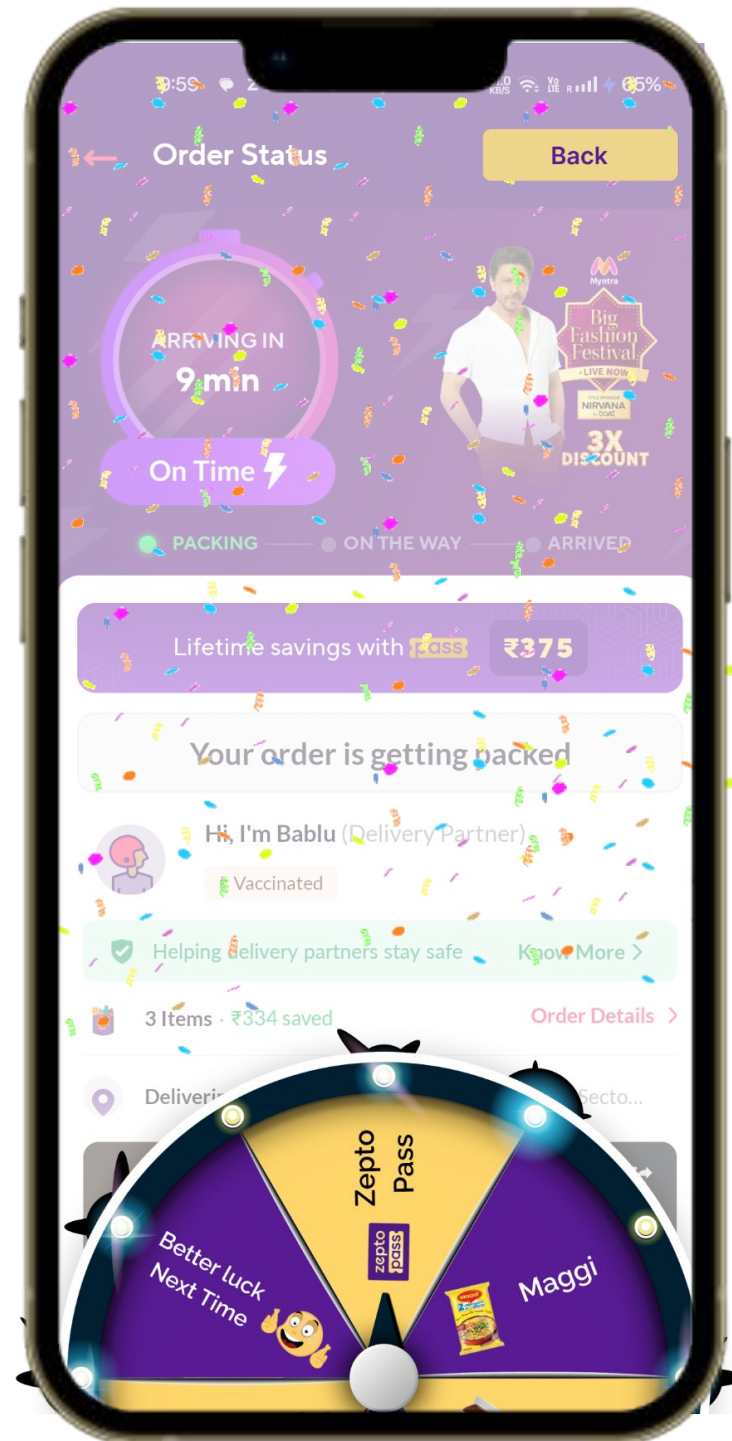


1. Add item to hit Threshold amount
2. i.e.,: 267 Ruppes order price add 33 more to use Wheel of Fortune



Click on "**Let's Spin**" to spin wheel

## UI Design:

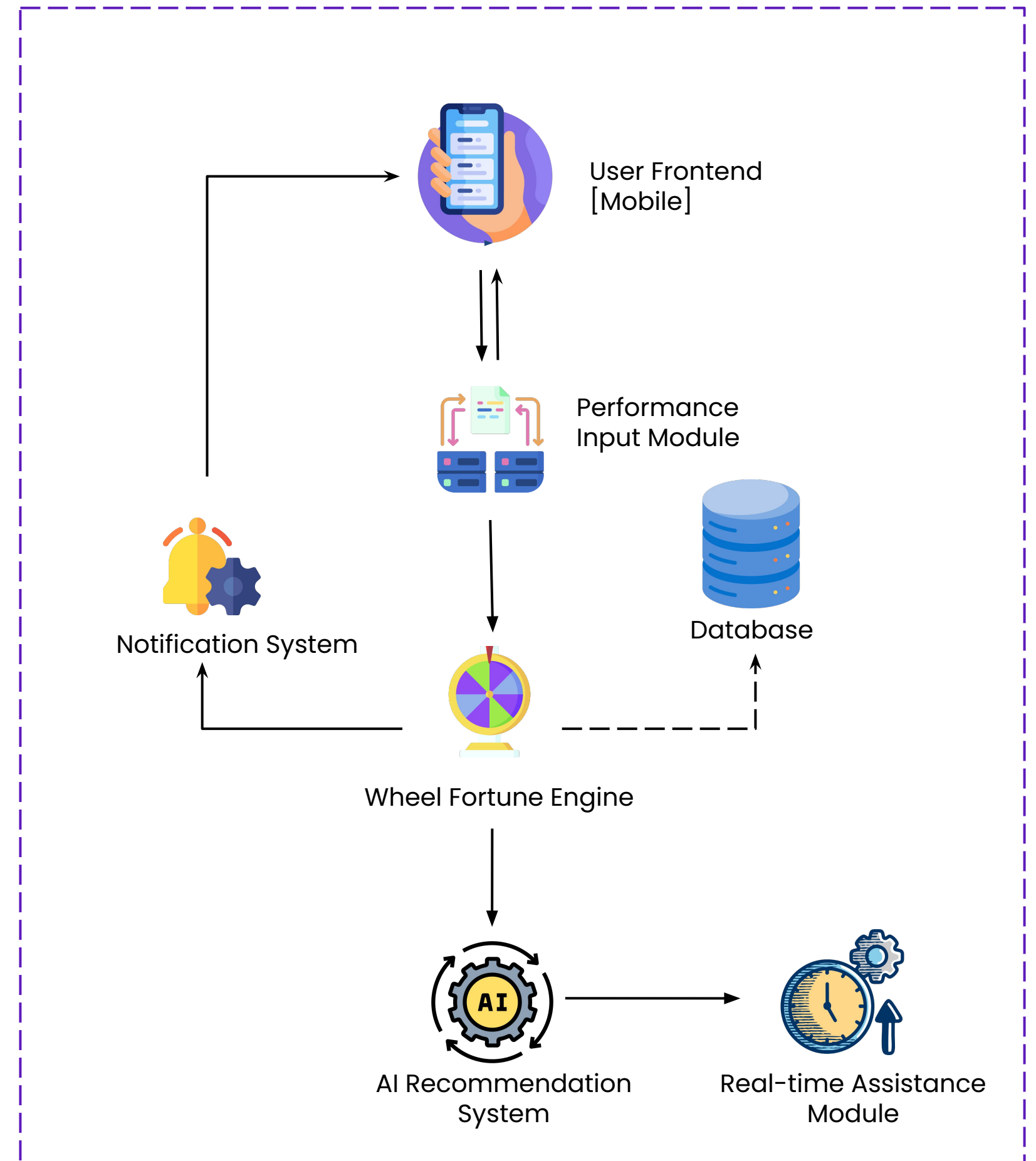


04

User will **WIN** listed products  
There will be chance that user  
can get **BETTER LUCK NEXT  
TIME**

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## High-Level System Design:





## Metrics to Measure Success of Feature:

Type of Metric	Metrics	Description	Why
<b>North Star Metric</b>	AOV Increase	Percentage increase in average order value post-Wheel launch.	Direct impact on GOV
<b>L1 Metric</b>	Wheel Engagement Rate	Percentage of users interacting with the Wheel of Fortune during checkout	Measures feature appeal
<b>L1 Metric</b>	Threshold Cross Rate	Percentage of orders meeting the Wheel threshold	Tracks users boosting cart value
<b>L2 Metric</b>	Repeat Purchase Rate	Percentage of users returning after using the Wheel	Gauges long-term impact on GOV
<b>L2</b>	Prize Effectiveness	Percentage of successful spins resulting in prizes	Ensures balanced prize allocation
<b>Activation Metrics</b>	DAU/WAU/MAU	Tracks active users engaging with the Wheel	Monitors retention and usage

## Possible Pitfall:

### User Confusion

- **Risk:** Users may struggle to understand how to qualify.
- **Mitigation:** Clear in-app instructions.

### Threshold Fatigue

- **Risk:** High spending thresholds may discourage users.
- **Mitigation:** Adjust thresholds based on user behavior.

### Prize Devaluation

- **Risk:** Repetitive prizes may reduce excitement.
- **Mitigation:** Regularly refresh prize options.

### Cart Abandonment

- **Risk:** Users might abandon carts if unable to meet the threshold.
- **Mitigation:** Offer targeted discounts or item suggestions.

### Operational Complexity

- **Risk:** Managing the feature may strain backend systems.
- **Mitigation:** Optimize backend operations and run performance checks regularly.

Thank You!

