STAKEHOLDERS FOR BLINKIT GROCERY APP ANALYSIS

1. Blinkit Management Team
2. Supply Chain & Logistics Team
3. Marketing Team
4. Retail Partners & Vendors
5. Customers
6. Data Analysts & Business Intelligence Team
7. Technology Team

SUMMARY OF THE BLINKIT GROCERY APP ANALYSIS

The **Blinkit Grocery App Analysis Project** focuses on evaluating sales performance and understanding key business metrics to enhance operational efficiency and customer satisfaction. The primary KPIs include **Total Sales**, representing the overall revenue generated from all items sold, **Average Sales**, which indicates the revenue per sale, **Number of Items Sold**, detailing the total count of different items sold, and **Average Ratings**, reflecting customer satisfaction levels.

Various charts are utilized to meet specific objectives. A **Donut Chart** is used to analyze the impact of fat content on total sales and related KPIs like Average Sales, Number of Items, and Average Ratings. A **Bar Chart** highlights the performance of different item types, while a **Stacked Column Chart** compares total sales across outlets segmented by fat content, assessing the variations in other KPIs. A **Line Chart** evaluates the influence of the age or type of outlet establishment on total sales.

Additionally, **Donut and Pie Charts** examine the relationship between outlet size and total sales, while a **Funnel Map** visualizes the geographical distribution of sales across locations. Lastly, a **Matrix Chart** provides a comprehensive breakdown of all KPIs across different outlet types.

The project aims to analyze sales metrics, customer ratings, and item performance while understanding the influence of product attributes, outlet characteristics, and location-based factors on sales. The insights derived from this analysis will guide data-driven decisions to improve sales strategies and enhance customer satisfaction.

CONCLUSION OF THE BLINKIT GROCERY APP ANALYSIS

The Blinkit Grocery App Analysis provides critical insights into sales performance, customer preferences, and outlet efficiency. By examining metrics like total sales, average sales, number of items sold, and customer ratings, the analysis identifies key trends and relationships, such as the impact of fat content, item types, outlet size, and location on sales.

The findings enable Blinkit to optimize inventory management, enhance outlet operations, and design targeted marketing strategies. Additionally, understanding the influence of outlet characteristics and geographical factors allows for better resource allocation and customer satisfaction. This comprehensive analysis lays the groundwork for data-driven decisions to drive growth and maintain a competitive edge in the grocery delivery market.