

Blinkit Data Analysis Project

Sales and Outlet Performance Analysis Report

Overview

This report provides a comprehensive analysis of the sales performance, outlet distribution, item types, and customer ratings for the Blinkit app.

Key Metrics

- **Total Sales:** \$1.20M
- **Number of Items Sold:** 8,523
- **Average Sales per Outlet:** 141
- **Average Customer Rating:** 3.9

Outlet Establishment Trends

The sales trend over the years shows fluctuations, with notable peaks and troughs. Below is the annual sales performance from 2012 to 2022.

Year	Sales
2012	\$78K
2014	\$130K
2016	\$132K
2018	\$205K
2020	\$131K
2022	\$129K

Outlet Size Distribution

Outlets are categorized into High, Medium, and Small based on their sales performance.

Outlet Size	Sales
High	\$508K
Medium	\$445K
Small	\$249K

Outlet Location Analysis

Outlets are distributed across three tiers. The sales performance for each tier is as follows:

Tier	Sales
Tier 3	\$472.13K
Tier 2	\$393.15K

Tier 1	\$336.40K
---------------	-----------

Outlet Type Performance

The performance of different outlet types is analyzed based on total sales, number of items sold, average sales per outlet, average rating, and item visibility.

Outlet Type	Total Sales	Number of Items	Average Sales	Average Rating	Item Visibility
Supermarket Type 1	\$788K	5,577	141	3.92	0.06
Grocery Store	\$152K	1,083	140	3.93	0.10
Supermarket Type 2	\$131K	928	140	3.91	0.06
Supermarket Type 3	\$131K	928	140	3.91	0.06

Fat Content Analysis

Sales by Fat Content

- **Low Fat:** \$425K
- **Regular:** \$776K

Fat Content by Outlet Tier

Tier	Regular Sales	Low Fat Sales
Tier 3	\$0.31M	\$0.17M
Tier 2	\$0.25M	\$0.14M
Tier 1	\$0.22M	\$0.12M

Item Type Analysis

The following table lists the top item types by sales.

Item Type	Sales
Fruits and Vegetables	\$0.18M
Snack Foods	\$0.18M
Household	\$0.14M
Frozen Foods	\$0.12M
Dairy	\$0.10M
Canned	\$0.09M
Baking Goods	\$0.08M
Health and Hygiene	\$0.07M
Meat	\$0.06M

Soft Drinks	\$0.05M
Breads	\$0.04M
Hard Drinks	\$0.03M
Others	\$0.02M
Starchy Foods	\$0.02M
Breakfast	\$0.02M
Seafood	\$0.01M

Summary

- **Total Sales:** \$1.20M, with the majority coming from Tier 3 locations.
- **Item Distribution:** Fruits and Vegetables and Snack Foods are the highest-selling categories.
- **Outlet Types:** Supermarket Type 1 leads in total sales and number of items sold.
- **Customer Ratings:** All outlet types have a consistent average rating around 3.9.
- **Fat Content:** Regular fat content items contribute more to sales compared to low-fat items.

This report provides a detailed analysis of the sales performance and outlet distribution for Blinkit. The insights can be used to identify key trends, optimize inventory, and improve customer satisfaction.

Problem Statement

The Blinkit Data Analysis project aimed to address several critical business questions:

1. What are the sales trends over time?
2. Which products and categories are top-sellers?
3. What are the customer purchase patterns?
4. How efficient is the delivery process?
5. What is the level of customer satisfaction?

1. Sales Trends Over Time

The analysis of sales trends over the years from 2012 to 2022 reveals significant fluctuations with distinct peaks and troughs. This historical data allows us to identify periods of growth and decline, helping to strategize future sales initiatives.

Year	Sales
2012	\$78K
2014	\$130K
2016	\$132K
2018	\$205K
2020	\$131K
2022	\$129K

Insights:

- *There was a steady increase in sales from 2012 to 2014.*
- *A notable peak occurred in 2018 with sales reaching \$205K.*
- *Sales slightly declined in 2020 and 2022, which could indicate market saturation or increased competition.*

2. Top-Selling Products and Categories

The item type analysis indicates that certain products and categories consistently perform better in terms of sales.

Item Type	Sales
Fruits and Vegetables	\$0.18M
Snack Foods	\$0.18M
Household	\$0.14M
Frozen Foods	\$0.12M
Dairy	\$0.10M

Canned	\$0.09M
Baking Goods	\$0.08M
Health and Hygiene	\$0.07M
Meat	\$0.06M
Soft Drinks	\$0.05M
Breads	\$0.04M
Hard Drinks	\$0.03M
Others	\$0.02M
Starchy Foods	\$0.02M
Breakfast	\$0.02M
Seafood	\$0.01M

Insights:

- *Fruits and Vegetables and Snack Foods are the highest-grossing categories, each contributing \$0.18M to total sales.*
- *Essential household items and frozen foods also perform well, indicating consumer preference for everyday necessities.*

3. Customer Purchase Patterns

The distribution of sales across different outlet sizes and locations provides insights into customer purchasing behavior.

Outlet Size Distribution

Outlet Size	Sales
High	\$508K
Medium	\$445K
Small	\$249K

Outlet Location Distribution

Tier	Sales
Tier 3	\$472.13K
Tier 2	\$393.15K
Tier 1	\$336.40K

Insights:

- *High and Medium-sized outlets contribute significantly more to total sales compared to Small-sized outlets.*
- *Tier 3 locations have the highest sales, indicating a strong customer base in these areas.*

4. Delivery Process Efficiency

While the provided data does not directly address delivery process efficiency, related metrics such as the number of items sold and average sales per outlet type can be analyzed.

Outlet Type	Total Sales	Number of Items	Average Sales	Average Rating	Item Visibility
Supermarket Type 1	\$788K	5,577	141	3.92	0.06
Grocery Store	\$152K	1,083	140	3.93	0.10
Supermarket Type 2	\$131K	928	140	3.91	0.06
Supermarket Type 3	\$131K	928	140	3.91	0.06

Insights:

- Supermarket Type 1 not only has the highest total sales but also the highest number of items sold, which might imply a more efficient stocking and delivery process.*
- Consistency in average sales and ratings across outlet types suggests a stable and efficient delivery mechanism.*

5. Customer Satisfaction

Customer satisfaction can be inferred from the average ratings across different outlet types.

Outlet Type	Average Rating
Supermarket Type 1	3.92
Grocery Store	3.93
Supermarket Type 2	3.91
Supermarket Type 3	3.91

Insights:

- The average customer rating across all outlet types is approximately 3.9, indicating general satisfaction with the products and services offered.*
 - The slight variation in ratings suggests room for improvement in customer experience, especially in Supermarket Type 2 and Type 3.*
-

This detailed report encapsulates the essential findings from the Blinkit data, providing actionable insights into sales trends, top-selling products, customer purchase patterns, delivery efficiency, and customer satisfaction. These insights can help inform business strategies and optimize operations.