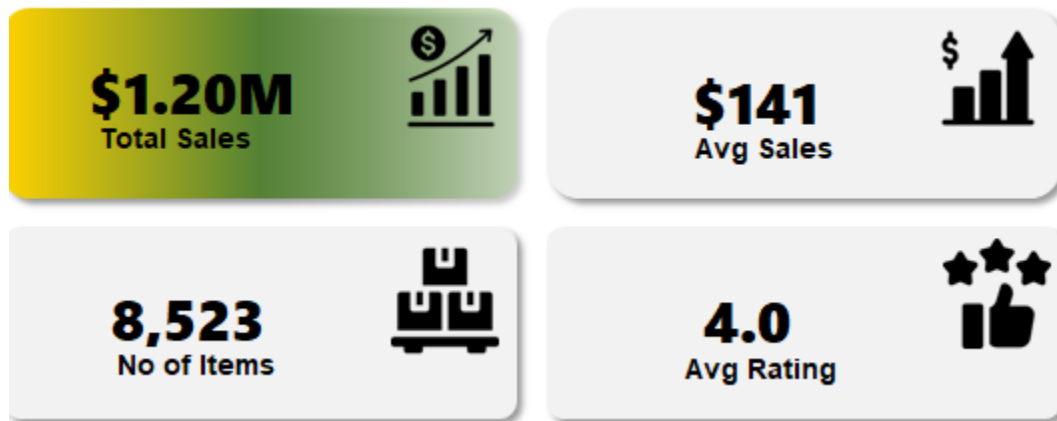


# Executive Summary: BlinkIT Grocery Dashboard Analysis

## Overall Sales Performance

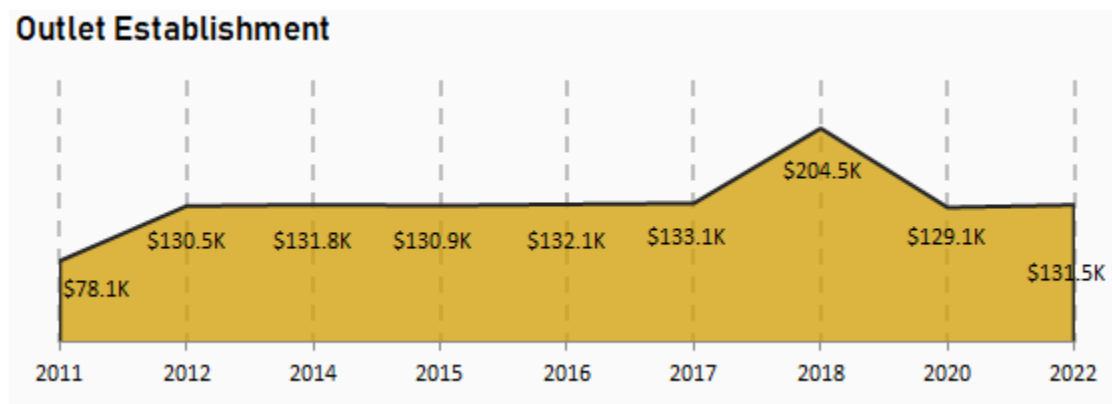
- **Total Sales** amount to **\$1.20M**, with an **average sales value** of **\$141 per transaction**.
- The **number of items sold** is **8,523**, indicating robust customer engagement and high sales volume.
- The platform has maintained a **solid average rating of 4.0**, reflecting strong customer satisfaction and loyalty.



## Outlet Establishment Trends

- Sales have fluctuated over the years, with notable peaks such as **\$204.5K in 2018**, showing strong growth before slight declines in subsequent years.
- Recent sales have stabilized at around **\$131.5K in 2022**, indicating consistent revenue generation despite earlier fluctuations.

### Outlet Establishment



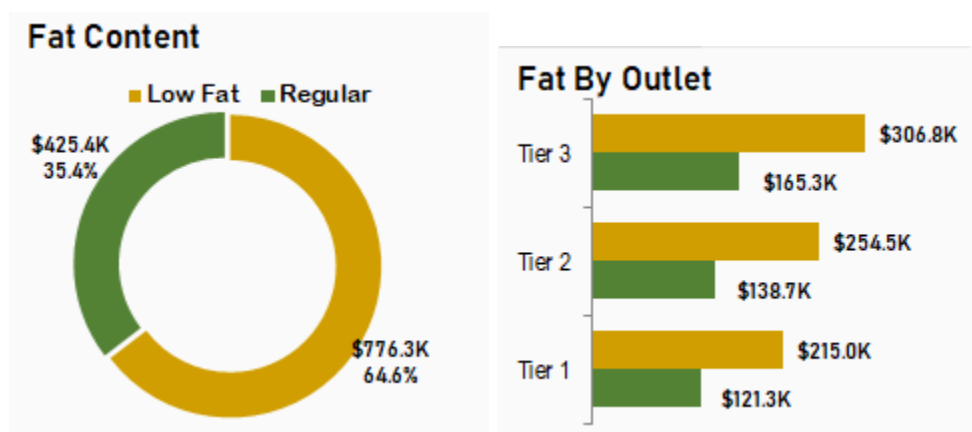
**Observation:** Sales peaked in 2018 but have shown fluctuations since. Recent sales in 2022 have stabilized but at a lower level than the peak year.

**Improvement Opportunity:**

- ❖ Analyze the reasons for the peak in 2018 and the subsequent decline.
- ❖ Introduce year-round promotional campaigns to reduce the impact of seasonality.
- ❖ Analyze sales trends to identify key drivers of fluctuations.
- ❖ Develop marketing strategies tailored to off-peak seasons to stabilize revenue.

**Fat Content Analysis**

- Products with **Regular Fat Content** dominate the market, accounting for **64.6%** of total sales, equivalent to **\$776.3K**.
- **Low Fat Content** items make up **35.4%** of total sales, contributing **\$425.4K**.
- Tier 3 outlets lead in fat content sales, with **\$306.8K** contributed by regular-fat items, followed by Tier 2 and Tier 1 outlets.



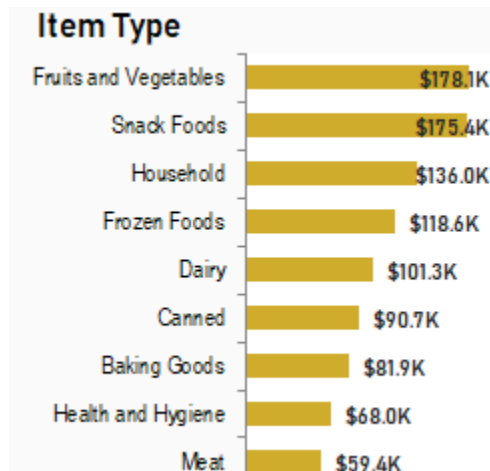
**Observation:** Regular fat products dominate with 64.6% of total sales, while low-fat products account for 35.4%.

**Improvement Opportunity:**

- ❖ Expand the range of low-fat products to tap into the growing health-conscious market.
- ❖ Conduct customer surveys to understand the demand for specific low-fat alternatives.
- ❖ Develop targeted marketing campaigns to promote low-fat options and encourage cross-selling.

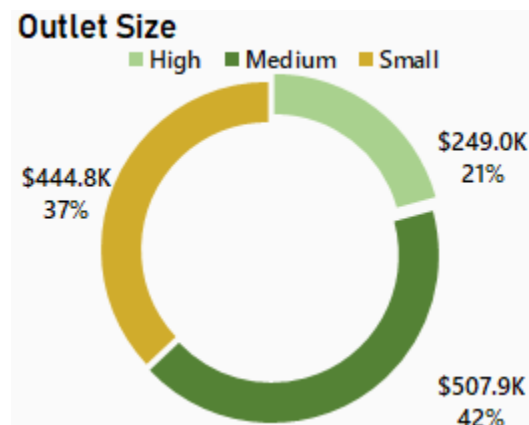
## Item Type Analysis

- The **top-selling categories** are:
  - **Fruits and Vegetables:** \$178K (14.8% of total sales)
  - **Snack Foods:** \$175.4K (14.6% of total sales)
  - **Household Products:** \$136K (11.3% of total sales)
- Other notable categories include Frozen Foods (**\$118.6K**) and Dairy (**\$101.3K**), highlighting customer preferences for essential and convenient grocery items.



## Outlet Performance

- Outlets are categorized by size:
  - **High-Size Outlets** account for the majority of sales (**\$507.9K**, 42% of total sales).
  - **Medium-Size Outlets** contribute **\$444.8K** (37%).
  - **Small Outlets** make up the remaining **\$249K** (21%).

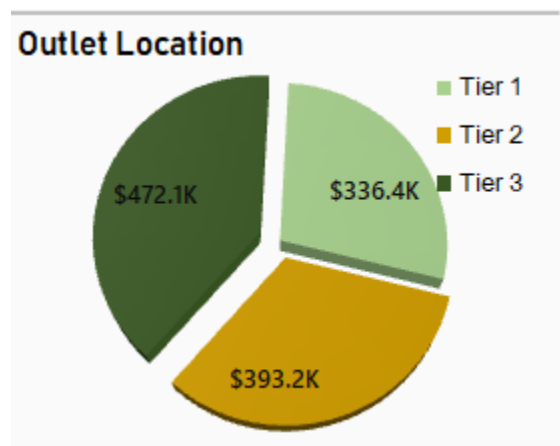


**Observation:** High-size outlets generate the largest revenue (**\$507.9K**, 42%), while small outlets contribute only **21%**.

**Improvement Opportunity:**

- ❖ Evaluate the layout and inventory of small outlets to optimize space and increase sales.
- ❖ Implement location-specific marketing strategies to drive foot traffic to smaller outlets.
- ❖ Introduce "click-and-collect" services at small outlets to boost sales without requiring large inventory storage.

- Sales distribution by location:
  - **Tier 1 Locations** lead with **\$472.1K** (39.3%).
  - **Tier 3 Locations** and **Tier 2 Locations** contribute **\$393.2K** (32.8%) and **\$336.4K** (28%), respectively.



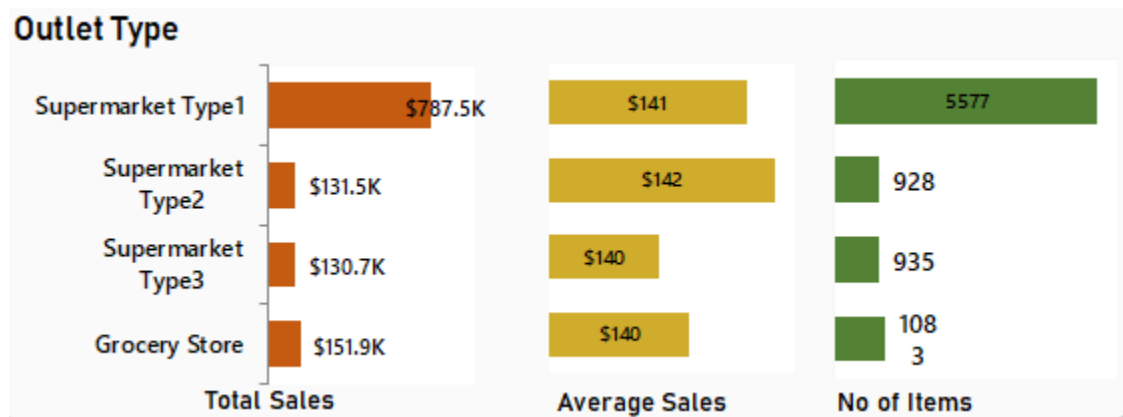
**Observation:** Tier 1 locations contribute the most sales (\$472.1K, 39.3%), while Tier 3 contributes only 32.8%.

**Improvement Opportunity:**

- ❖ Strengthen marketing efforts in Tier 2 and Tier 3 locations to balance sales distribution.
- ❖ Offer region-specific promotions in Tier 3 locations to attract local customers.
- ❖ Improve delivery logistics and supply chains in lower-tier areas to ensure product availability.

## Outlet Type Contribution

- **Supermarket Type 1** dominates sales with **\$787.5K**, representing **65.6%** of total revenue.
- **Supermarket Type 3** and **Grocery Stores** contribute **\$151.9K** (12.7%) and **\$131.5K** (10.9%), respectively, while other supermarket types show lesser contributions.



**Observation:** Supermarket Type 1 contributes a significant 65.6% of total sales, while Supermarket Type 3 and Grocery Stores contribute less than 13% each.

### Improvement Opportunity:

- ❖ Improve the visibility and product variety in Grocery Stores and smaller supermarket types.
- ❖ Use data analytics to understand why Supermarket Type 1 performs better and replicate best practices in other outlet types.
- ❖ Introduce loyalty programs or partnerships for Grocery Stores to boost customer retention.

## Key Insights and Recommendations

1. **Focus on High-Selling Categories:** Increase marketing efforts for **Fruits and Vegetables** and **Snack Foods**, which together contribute nearly **30%** of total sales.
2. **Expand Regular Fat Content Offerings:** As this category constitutes **64.6%** of total sales, diversifying products within this segment can further boost revenue.
3. **Tier 1 Locations and High-Size Outlets:** Invest in these high-performing areas and outlet types to maximize returns.
4. **Stabilize Seasonal Trends:** Identify reasons behind sales fluctuations and implement strategies like discounts or promotional campaigns to sustain consistent revenue across all years.
5. **Customer Retention:** Maintain the high average customer rating of **4.0** by focusing on quality and timely delivery, ensuring continued customer satisfaction

