BLINKIT SALES ANALYSIS

DATA CLEANING STEPS

- **Data Type Check**: Ensured data types were appropriate, such as converting numeric columns if needed.

- **Outliers Detection**: Checked for any outliers in **Sales** and **Item Visibility** which might skew the results.

- **Standardization**: Standardized categorical data (e.g., **Item Fat Content**, **Outlet Size**) for consistent representation.

- **Data Filtering**: Applied filters to focus on relevant data, like specific outlet locations or item types, for granular analysis.

SUMMARY OF THE DASHBOARD

- The dashboard provides an overview of sales performance for BlinkIT, focusing on various dimensions like outlet type, outlet size, item type, and fat content. Below are the key insights:

1. **Total Sales**: $1.20M, representing the overall revenue generated.

2. **Average Sales per Item**: $141, indicating the average revenue from each item sold.

3. **Number of Items**: 8523, the total number of different items sold.

4. **Average Rating**: 3.9, an indicator of customer satisfaction.

Sales by Fat Content:
    Low Fat: $425.36K in sales.
    Regular: $776.32K in sales.

Sales by Item Type:
    Top-selling categories include **Fruits and Vegetables** and **Snack Foods**, each contributing $0.18M.

Outlet Details:
    Outlet Establishment Trend: Sales trend peaked in 2018 at $205K, showing a slight decline afterward.

Outlet Size:

- High Size: $507.90K
- Medium Size: $248.99K
- Small Size: $444.79K

•Outlet Location:
- Tier 3: $472.13K
- Tier 2: $393.15K
- Tier 1: $336.40K

Outlet Type:
    Supermarket Type1 dominates sales with $787.55K, followed by **Grocery Stores** with $151.94K.