About Project

As a Data Analyst at Blinkit sales analysis, my role aims to analyze sales, item distribution, outlet performance, and customer preferences to understand business trends and optimize strategies.

GENERATING KEY INSIGHTS:

1. Total Sales & Average Sales
2. Customer Ratings & Outlet Performance
3. Item Type Contribution
4. Sales Trends Over Time
5. Outlet-Wise Analysis

Business Requirement

To conduct a comprehensive analysis of Blinkit's sales performance, customer satisfaction, and inventory distribution to identify key insights and opportunities for optimization using various KPIs and visualizations in excel.

KPI's Requirements

1. Total Sales & Average Sales:

    Total sales amount to $1.20M.

    The average sales per item are $141.

    A total of 8,523 items were sold.

KPI's Requirements

2. Customer Ratings & Outlet Performance:

    The average customer rating is 4.0.

    Sales are categorized based on outlet size (High, Medium, Small) and location (Tier 1, Tier 2, Tier 3).

3. Item Type Contribution:

    The most popular categories include Fruits & Vegetables, Snack Foods, Household items, and Frozen Foods.

    Fat Content Analysis: Low-fat and regular items are compared in terms of sales contribution.

KPI's Requirements

4. Sales Trends Over Time:

Sales peaked around 2017 ($204.5K) but fluctuated over the years.Recent sales figures (2022) stand at $111.5K.

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KPI's Requirements

5. Outlet-Wise Analysis:

> Tier 3 locations had the highest sales ($472.1K), followed by Tier 2 ($393.2K) and Tier 1 ($336.4K).

> Supermarkets contributed more sales compared to grocery stores.

Tools & Techniques Used:

- Excel Dashboard for data visualization.

- Pivot Tables & Charts for sales comparison.

- Filters & Slicers for interactive analysis.

Sales Performance Dashboard

blinkit
India's Last Minute App

FILTER PANEL

Outlet Size
- High
- Medium
- Small

Outlet Location
- Tier 1
- Tier 2
- Tier 3

Item Type
- Baking Goods
- Breads
- Breakfast
- Canned
- Dairy
- Frozen Foods
- Fruits and Vegeta...

KPIs

$1.20M — TOTAL SALES

$141 — AVG SALES

8523 — NO OF ITEMS

4.0 — AVG RATING

OUTLET ESTABLISHMENT

$78.1K (2011), $130.5K (2012), $131.8K (2014), $130.9K (2015), $132.1K (2016), $133.1K (2017), $204.5K (2018), $129.1K (2020), $131.5K (2022)

| Year | 2011 | 2012 | 2014 | 2015 | 2016 | 2017 | 2018 | 2020 | 2022 |

FAT CONTENT
Low Fat | Regular

$425.4K, 35%
$776.3K, 65%

ITEM TYPE

Item Type	Sales
Fruits and Vegetables	$178.1K
Snack Foods	$175.4K
Household	$136.0K
Frozen Foods	$118.6K
Dairy	$101.3K
Canned	$90.7K
Baking Goods	$81.9K
Health and Hygiene	$68.0K
Meat	$59.4K
Soft Drinks	$58.5K
Breads	$35.4K
Hard Drinks	$29.3K
Others	$22.5K
Starchy Foods	$21.9K
Breakfast	$15.6K
Seafood	$9.1K
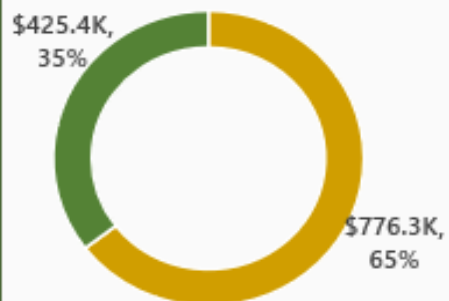
FAT BY OUTLET
Low Fat | Regular

Tier	Low Fat	Regular
Tier 3	$306.8K	$165.3K
Tier 2	$254.5K	$138.7K
Tier 1	$215.0K	$121.3K

OUTLET SIZE
High | Medium | Small

$444.8K, 37%
$249.0K, 21%
$507.9K, 42%

OUTLET LOCATION

Tier 3	$472.1K
Tier 2	$393.2K
Tier 1	$336.4K

OUTLET TYPE

Outlet Type	Total Sales	Avg Sales	Count Sales
Supermarket Type1	$787.5K	$141	5577
Supermarket Type3	$130.7K	$140	935
Supermarket Type2	$131.5K	$142	928
Grocery Store	$151.9K	$140	1083
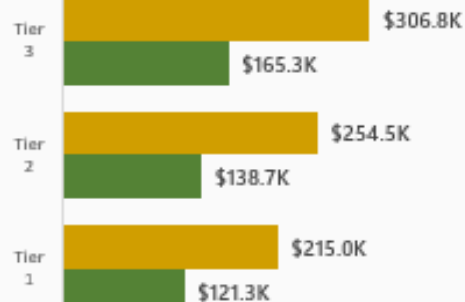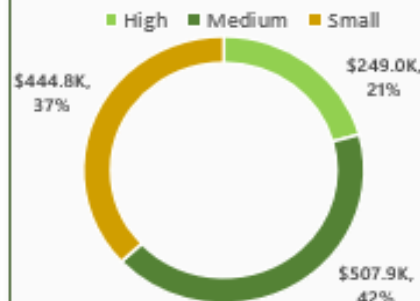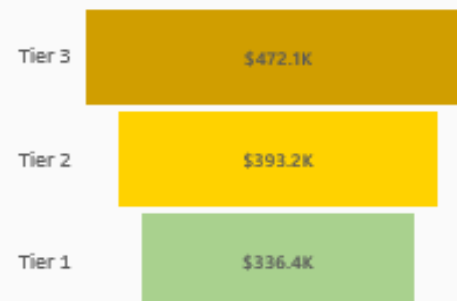
Recommendations

1. Optimize Inventory Management

Focus on High-Demand Items : Increase stock of Fruits & Vegetables, Snack Foods, Household items, and Frozen Foods, as they generate the highest revenue.

Monitor Low-Performing Items : Reduce or re-strategize sales for items with lower demand (e.g., Breakfast, Seafood).

2. Improve Outlet Performance

Prioritize Tier 3 Locations: Tier 3 outlets generate the highest revenue ($472.1K), indicating strong demand. Expanding in such regions can boost sales further.

Recommendations

3. Enhance Customer Experience

Focus on Customer Ratings:

With an average rating of 4.0, there is room for improvement. Introduce better product quality checks and delivery speed enhancements.

4. Sales Growth

Sales peaked in 2017 at $204.5K but declined afterward. Identify the reasons and reintroduce successful past campaigns.

CONCLUSION

The dashboard provides valuable business intelligence insights that Blinkit can leverage to optimize sales, enhance outlet efficiency, and improve customer satisfaction. By addressing the trends and implementing data-driven decisions, Blinkit can boost revenue and market presence.

Key Areas to Focus Include:

- Tier 3 markets have strong demand, making them a priority for expansion and better inventory management.

- Supermarkets drive higher sales, so partnerships with more supermarkets can improve revenue.

- Sales fluctuations indicate a need for better seasonal promotions and customer engagement strategies.

- Popular product categories should be prioritized in stock management, while low-performing items need a reevaluation.

- Customer experience improvements (faster delivery, better quality control) can enhance ratings and repeat purchases.