



Blinkit Grocery Sales Analysis



Project Overview

This project provides a comprehensive data analysis of **Blinkit**, India's last-minute delivery app. The dashboard tracks \$1.20M in total sales and offers deep insights into consumer preferences, outlet efficiency, and product performance using key metrics like fat content, item type, and outlet location.



Key Performance Indicators (KPIs)

Metric	Value	Insight
Total Sales	\$1.20M	Overall revenue generated across all categories.
Avg Sales	\$141	Average revenue per transaction.
No. of Items	8,523	Total volume of unique items sold.
Avg Rating	3.9 / 5.0	General customer satisfaction level.



Deep Dive Analysis

1. Consumer Health Preferences (Fat Content)

There is a clear divide in consumer behavior based on nutritional classification:

- **Low Fat Products:** Generated **\$425.36K** in sales.
- **Regular Products:** Outperformed Low Fat with **\$776.32K** in sales.
- **Observation:** While health-conscious trends are growing, "Regular" products still drive nearly **65% of total revenue**, suggesting a core customer base that prioritizes taste or traditional grocery staples.

2. Top Performing Categories

- **Volume Drivers: Fruits & Vegetables** and **Snack Foods** are the leading categories, both reaching **\$0.18M** in sales.
- **Low Volume:** Seafood (\$0.01M) and Breakfast items (\$0.02M) show the lowest penetration, identifying a potential area for inventory optimization or targeted marketing.

3. Outlet & Geographical Performance

- **The "Tier 3" Opportunity:** Sales are highest in **Tier 3 locations (\$472.13K)***, proving that quick-commerce has massive demand in suburban or emerging urban areas, even more than Tier 1 cities (\$336.40K).
 - **Outlet Size: Medium-sized outlets** are the "sweet spot" for the business, contributing **\$507.90K** to total sales, significantly more than "High" (Large) scale outlets.
 - **Supermarket Type 1:** This outlet type is the primary revenue engine, handling **5,577 items** with the highest total sales volume.
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Strategic Recommendations

1. **Inventory Alignment:** Double down on *Fruits & Vegetables* and *Snacks* in Tier 3 locations, as these are the high-velocity "hero" products.
 2. **Expansion Strategy:** New dark stores should prioritize a **Medium Size** format to maximize ROI, as seen in the performance data.
 3. **Rating Optimization:** Items with lower ratings (near the 3.9 average) should be audited for delivery speed or packaging quality to push the average toward 4.5.
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Tools Used

- **Data Visualization:** Power BI / Tableau
- **Data Processing:** Excel / SQL
- **Analysis:** Statistical Trend Analysis & Customer Segmentation