Blinkit Business Analysis

1. Project Overview

This project focuses on analyzing **Blinkit's sales performance, customer behavior, and outlet efficiency** using Microsoft Excel. The objective was to transform raw transactional data into meaningful business insights by applying data cleaning, processing, analysis, and visualization techniques.

The project follows an **end-to-end data analytics workflow**, starting from requirement gathering and stakeholder identification to final dashboard creation. Key performance indicators (KPIs) such as **Total Sales, Average Sales, Number of Items Sold, and Average Customer Rating** were analyzed to evaluate product performance, outlet characteristics, and customer preferences.

Interactive dashboards and visualizations were created to help stakeholders make **data-driven decisions** related to product strategy, outlet management, and sales optimization.

2. Dataset Summary

Dataset Structure

- **Total Records:** 8,523 rows
- **Total Features:** 12 columns
- **Data Granularity:** Item-level sales data aggregated at outlet level
- **File Format:** Excel (.xlsx)

Data Categories

The dataset is broadly divided into the following categories:

1. Product & Item Attributes

- **Item Type:** Category of the product sold (e.g., grocery, snacks, beverages, etc.).
- **Fat Content:** Classification of items based on fat level, used to analyze customer preference and health-driven buying behavior.

2. Sales & Performance Metrics

- **Sales Value:** Revenue generated from each item.
- **Number of Items Sold:** Quantity sold across transactions.
- **Average Sales:** Mean revenue per transaction or item.

3. Customer Feedback Metrics

- **Item Rating:** Customer-provided ratings used to measure satisfaction and product performance.
- **Average Rating:** Aggregated rating values used for comparative analysis across products and outlets.

4. Outlet & Store Attributes

- **Outlet Type:** Classification of store formats (e.g., supermarket, grocery store, etc.).
- **Outlet Size:** Size segmentation of outlets to analyze sales contribution by scale.
- **Outlet Location:** Geographic tier or region of outlets.
- **Outlet Establishment Year:** Year the outlet was established, used to assess the impact of outlet age on sales performance.

3. Data Cleaning & Preparation

- Removed inconsistencies, duplicate entries, and formatting issues.
- Handled missing or incorrect values to ensure analytical accuracy.
- Standardized categorical fields for uniform grouping and aggregation.

- Created **custom calculated columns** to support KPI computation and segmentation.

4. Data Usage & Analysis

- Applied **Pivot Tables** to summarize sales, quantity, and ratings across multiple dimensions.
- Used **Excel functions** for KPI calculations and data transformation.
- Segmented data by **item type, fat content, outlet size, location, and outlet type**.
- Enabled comparative analysis to uncover patterns, trends, and performance gaps.

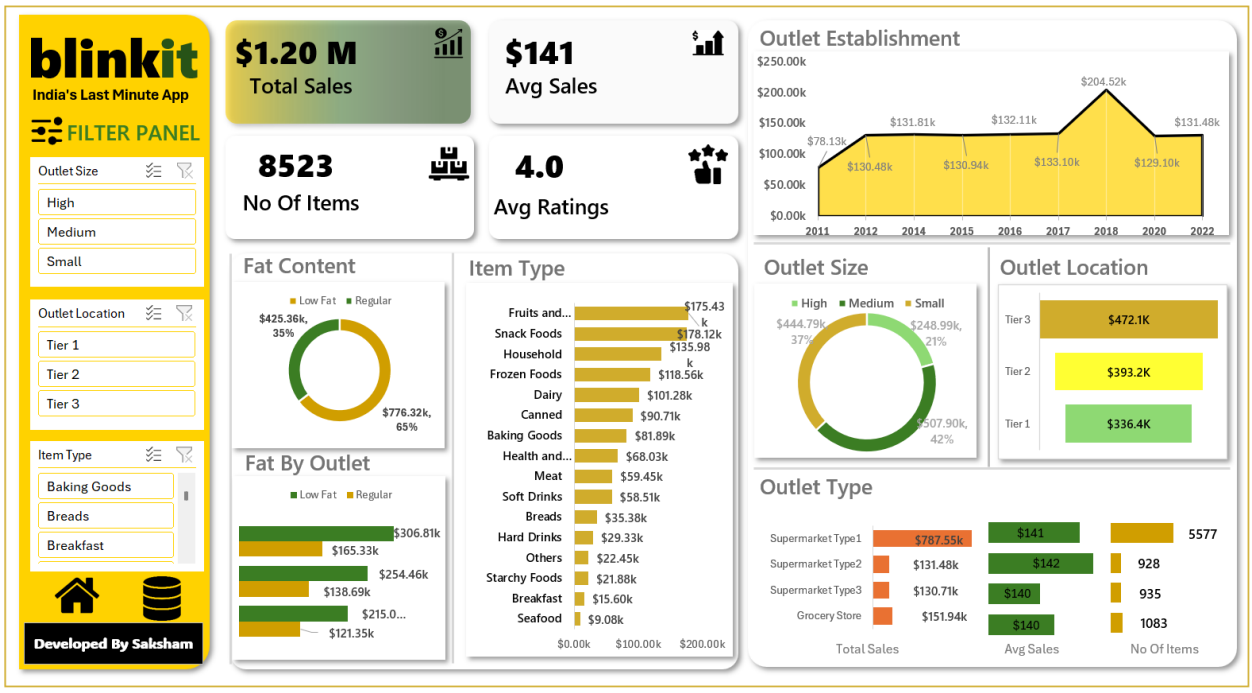
5. Analytical Outcomes

The prepared dataset enabled:

- Identification of high-performing product categories and outlet formats
- Analysis of customer preference based on fat content and ratings
- Evaluation of outlet size, age, and location on sales contribution
- Creation of an interactive, end-to-end Excel dashboard for business decision-making

6. Dashboard in EXCEL

Finally, we built an interactive Dashboard in **EXCEL** to present insights visually



7. Business Recommendations

- Prioritize high-performing products and fat-content categories to maximize revenue.
- Strengthen top-selling item types through targeted promotions and better visibility.
- Optimize inventory and product assortment based on outlet size and performance.
- Apply region-specific sales strategies using outlet location insights.

- Improve low-rated products and outlets to enhance customer satisfaction and retention.