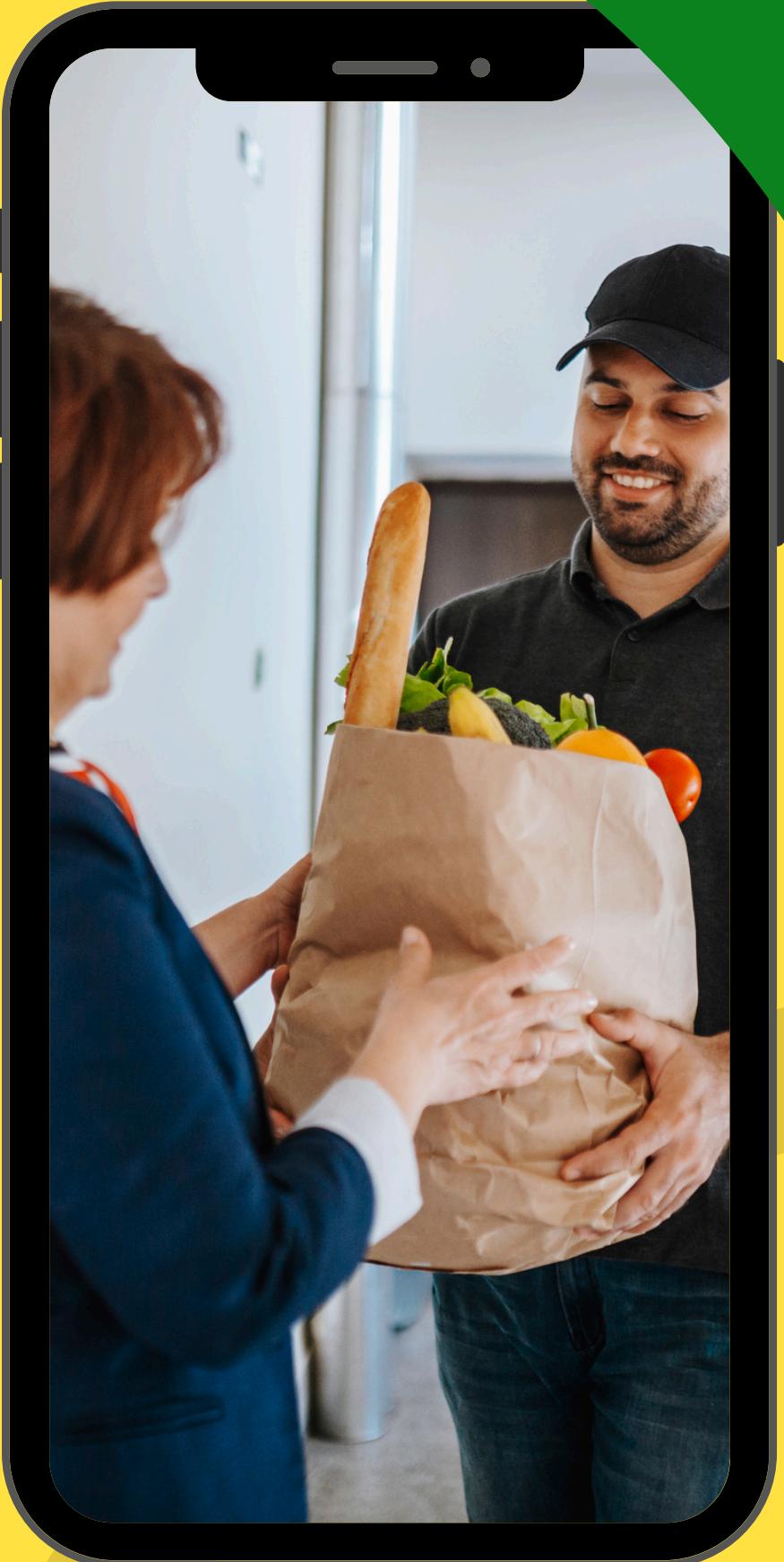




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## Optimizing Grocery Sales and Outlet Performance: A Data-Driven Approach for BlinkIT

Leveraging Data Analytics to Enhance Revenue, Streamline Operations, and Drive Strategic Decisions



Debojyti Dutta Choudhury

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# INTRODUCTION

## BACKGROUND

BlinkIT is a grocery retail chain operating across multiple cities. Despite its established presence, the company has been struggling with inconsistent sales performance across outlets and product categories. The CEO has identified the need for actionable insights to address critical business challenges:

1. Understanding the factors driving high-performing outlets and products.
2. Identifying areas of underperformance that require immediate attention.
3. Optimizing product offerings, outlet strategies, and pricing to drive profitability and operational efficiency.

This project focuses on leveraging data analytics to uncover trends, enhance decision-making, and position BlinkIT for sustained growth in a competitive retail market.



## OBJECTIVE

The primary objective of this project is to analyze BlinkIT's sales data to:

1. Optimize Revenue Generation:
  - Maximize sales by identifying high-performing products, pricing tiers, and outlet strategies.
2. Streamline Operations:
  - Identify underperforming outlets and product categories for targeted improvements.
3. Empower Strategic Decisions:
  - Provide actionable insights to help executives refine marketing strategies, inventory management, and regional focus.

By delivering a comprehensive dashboard, the aim is to equip BlinkIT's leadership with a powerful tool for informed decision-making and business optimization.

# DATA OVERVIEW

The dataset for the BlinkIT project provides comprehensive information about product sales, outlet performance, and pricing. Below is a summary of the data used for analysis:

## Dataset Summary

- **Total Rows:** 8523
- **Total Columns:** 18

## Key Variables

### 1. Product Information:

- **Item\_Identifier:** Unique ID for each product.
- **Item\_Weight:** Weight of the product in kilograms (rounded to two decimal places).
- **Item\_Fat\_Content:** Indicates fat content (e.g., Low Fat, Regular).
- **Item\_Visibility:** Display area percentage allocated to the product in stores.
- **Item\_Type:** Category of the product (e.g., Dairy, Snacks).
- **Item\_MRP:** Maximum Retail Price of the product.

### 2. Outlet Information:

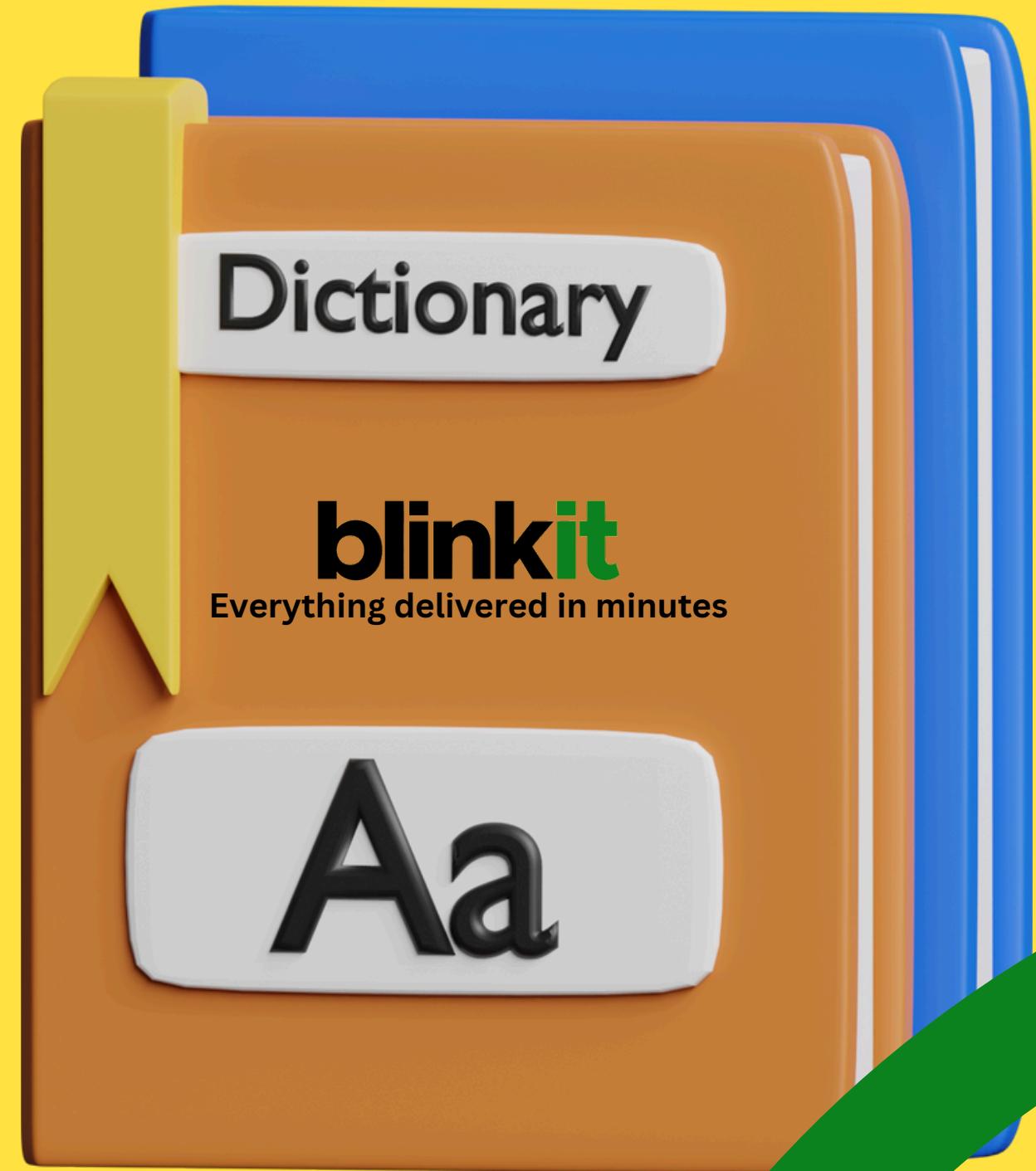
- **Outlet\_Identifier:** Unique ID for each outlet.
- **Outlet\_Establishment\_Year:** Year when the outlet was established.
- **Outlet\_Size:** Size of the outlet (Small, Medium, Large).
- **Outlet\_Location\_Type:** Type of location (e.g., Tier 1, Tier 2, Tier 3).
- **Outlet\_Type:** Category of the outlet (e.g., Grocery Store, Supermarket).

### 3. Sales Data:

- **Item\_Outlet\_Sales:** Sales of the product at the respective outlet.

### 4. Derived Fields:

- **Outlet\_Age:** Age of the outlet, calculated as 2025 - Outlet\_Establishment\_Year.
- **Price\_Tier:** Categorizes products into Low, Medium, and High based on their MRP quartiles.
- **Sales\_Per\_Item:** Average sales per item, calculated as Item\_Outlet\_Sales / Item\_Weight.
- **Outlet\_Age\_Category:** Groups outlets into categories like "Young" or "Old" based on their age.
- **Outlet\_Type\_Description:** Detailed description of outlet types (e.g., Supermarket with Full Inventory).
- **Outlet\_Location\_Description:** Detailed description of outlet locations (e.g., Urban, Suburban, Rural).



# DASHBOARD OVERVIEW

[Home](#)[Outlet Performance](#)[Product Analysis](#)[Pricing Insights](#)[Outlet Trends](#)**blinkit**Everything you need  
delivered in 10 minutes**FILTER PANEL**

Year

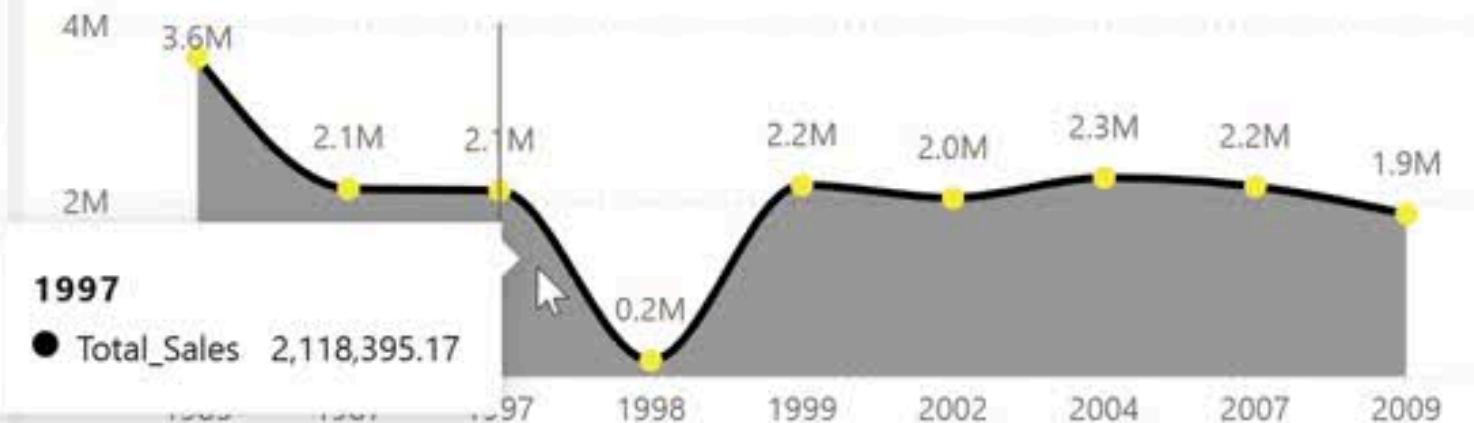
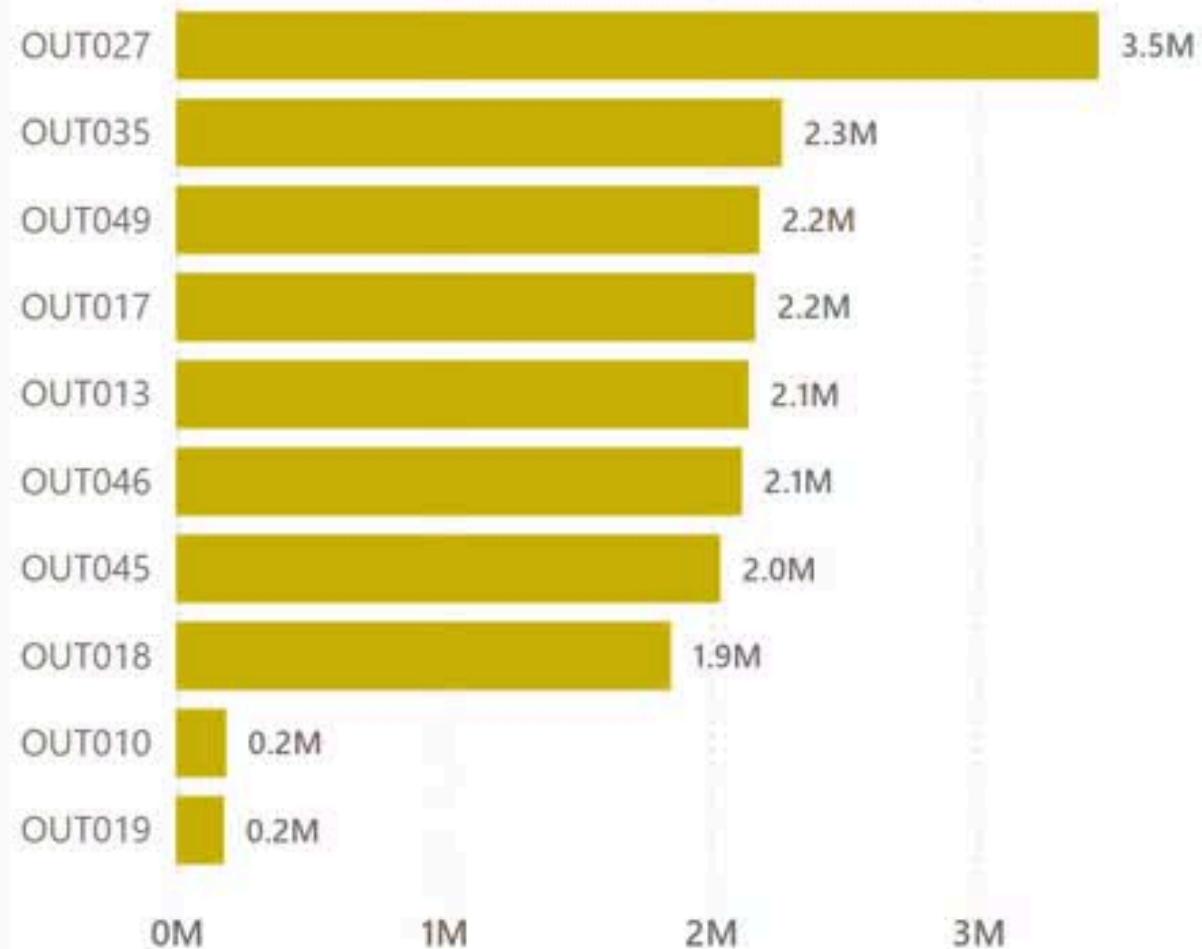
All

Outlet

All

Item Type

All

**18.59M**  
Total Sales**10**  
Total Outlets**15.47**  
AVG Sales Per Item**OUT027**  
Top Outlet ID**Total\_Sales by Outlet\_Establishment\_Year****Total Sales by Outlet Identifier****Total Sales by Item Type**



## 1. Total Sales and Outlet Performance

**Insight:**

- Total sales amounted to 18.59M.
- The top-performing outlet, OUT027, contributed 3.5M to sales, while OUT019 was the least performing outlet with 33.96.

## 2. Product Analysis

**Insight:**

- Fruits and Vegetables are the highest-performing category with sales of 2.82M, followed by Snack Foods at 2.73M.
- Low Fat products dominate, accounting for 64% of total sales, reflecting a strong preference for healthier options.

## 3. Pricing Insights

**Insight:**

- High-tier products have the highest sales, with an average sale of 3.4K, indicating premium products are in high demand.
- Household Items have the highest average MRP among all categories, ranging between 126–149.

## 4. Outlet Trends

**Insight:**

- Outlets established in 1985 have the highest total sales of 3.6M, outperforming newer outlets.
- Tier 3 outlets lead sales with 7.64M, followed by Tier 2 outlets at 6.47M.

## 5. Regional Sales Contribution

**Insight:**

- Rural outlets (Tier 3) outperform others in small-sized outlet categories, while medium and high outlets dominate in urban areas.

# RECOMMENDATIONS

## 1. Optimize Underperforming Outlets:

- Analyze and address factors contributing to low sales in outlets like OUT019. Possible actions include revising inventory, promotions, and customer engagement strategies.

## 2. Focus on High-Performing Categories:

- Allocate resources to Fruits and Vegetables and Snack Foods for maximizing sales. Expand these categories in underperforming outlets.

## 3. Leverage Tier 3 Success:

- Invest in marketing and operational excellence in Tier 3 regions to sustain their growth trajectory.

## 4. Promote Healthy Options:

- Given the dominance of Low-Fat Content items, consider introducing more health-conscious products and promotions targeting this trend.

## 5. Dynamic Pricing Strategy:

- Use insights from high-performing price tiers to adjust pricing models across outlets, ensuring competitive yet profitable pricing.

# CONCLUSION

The BlinkIT dashboard analysis highlights a strong performance in specific outlets, product categories, and regions. Strategic resource allocation, targeted marketing, and optimized inventory management can help enhance revenue and profitability. Addressing underperforming outlets and leveraging the growing demand for healthier options and premium products will position BlinkIT for sustainable growth.





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# THANK YOU

IF YOU HAVE ANY FURTHER  
QUESTIONS OR WOULD LIKE TO  
EXPLORE OPPORTUNITIES TO WORK  
TOGETHER, PLEASE DON'T HESITATE  
TO REACH OUT TO ME.



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