

Problem Statement: Blinkit Sales Analysis Dashboard

Background:

Blinkit, India's Last-Minute App, aims to optimize its sales and operations by analyzing various sales metrics across different outlet sizes, locations, and item categories. The sales analysis dashboard provides an overview of total sales, average sales, number of items sold, and average ratings, along with insights into outlet establishment trends and sales distribution based on outlet type, size, and location.

Key Business Challenges:

1. Understanding Sales Performance:

- Identify key drivers behind the total sales of \$1.20M and average sales of \$141.
- Determine which item types contribute the most to revenue.

2. Outlet Performance Analysis:

- Compare performance across different outlet sizes (High, Medium, Small) and outlet locations (Tier 1, Tier 2, Tier 3).
- Assess the profitability of various supermarket types and grocery stores.

3. Customer Preferences and Trends:

- Evaluate customer buying behaviour based on item categories such as Fruits & Vegetables, Snack Foods, Dairy, and Canned Products.
- Analyze fat content preferences (Low Fat vs. Regular) and their impact on sales.

4. Operational Efficiency & Expansion Strategy:

- Identify underperforming categories and outlets for potential improvement.
- Develop data-driven strategies for expanding outlet establishments based on past trends (2011-2022).

Analytical Goals:

1. Determine the most and least profitable product categories to optimize inventory and pricing strategies.
2. Identify high-performing outlets based on sales, location, and outlet type to prioritize future investment.
3. Analyze customer preferences to personalize marketing campaigns and promotions.
4. Forecast future sales trends to guide business decisions for growth and sustainability.

Conclusion:

The dashboard provides crucial insights into sales performance, customer behaviour, and operational efficiency. By leveraging this data, Blinkit can make informed decisions to enhance revenue, optimize outlet performance, and improve customer satisfaction.