Summary of BlinkIT Grocery Data

The dataset consists of **8,523** entries and **12** columns related to grocery sales across various outlets. Key attributes include:

- **Product Information**:
  - `Item Identifier`: Unique product code.
  - `Item Type`: Category (e.g., Fruits and Vegetables, Frozen Foods).
  - `Item Fat Content`: Nutritional classification (Regular, Low Fat).
  - `Item Weight`: Missing values detected (~17% missing).
- **Outlet Information**:
  - `Outlet Identifier`: Unique store code.
  - `Outlet Establishment Year`: Store opening year.
  - `Outlet Location Type`: Store location (Tier 1, 2, or 3).
  - `Outlet Size`: Small, Medium, or Large.
  - `Outlet Type`: Supermarket Type1, Type2, etc.
- **Sales Data**:
  - `Sales`: Revenue from each item.
  - `Rating`: Customer rating (out of 5).
  - `Item Visibility`: Shelf placement impact.

Recommendations

1. **Handle Missing Values**:
   - `Item Weight` has missing values (~17% missing). Use mean/median imputation or infer based on `Item Type`.
2. **Analyze Sales Performance**:
   - Identify best-performing `Item Type` and `Outlet Type` for strategic stocking.
   - Compare sales trends by `Outlet Establishment Year` to understand store performance over time.
3. **Optimize Shelf Placement**:
   - Study the impact of `Item Visibility` on `Sales` to improve product placement.
4. **Segment Outlets for Marketing**:
   - Use `Outlet Location Type` and `Outlet Size` to tailor promotions and optimize inventory.
5. **Customer Rating Insights**:
   - Correlate `Rating` with `Sales` to find top-rated items that may benefit from better marketing.