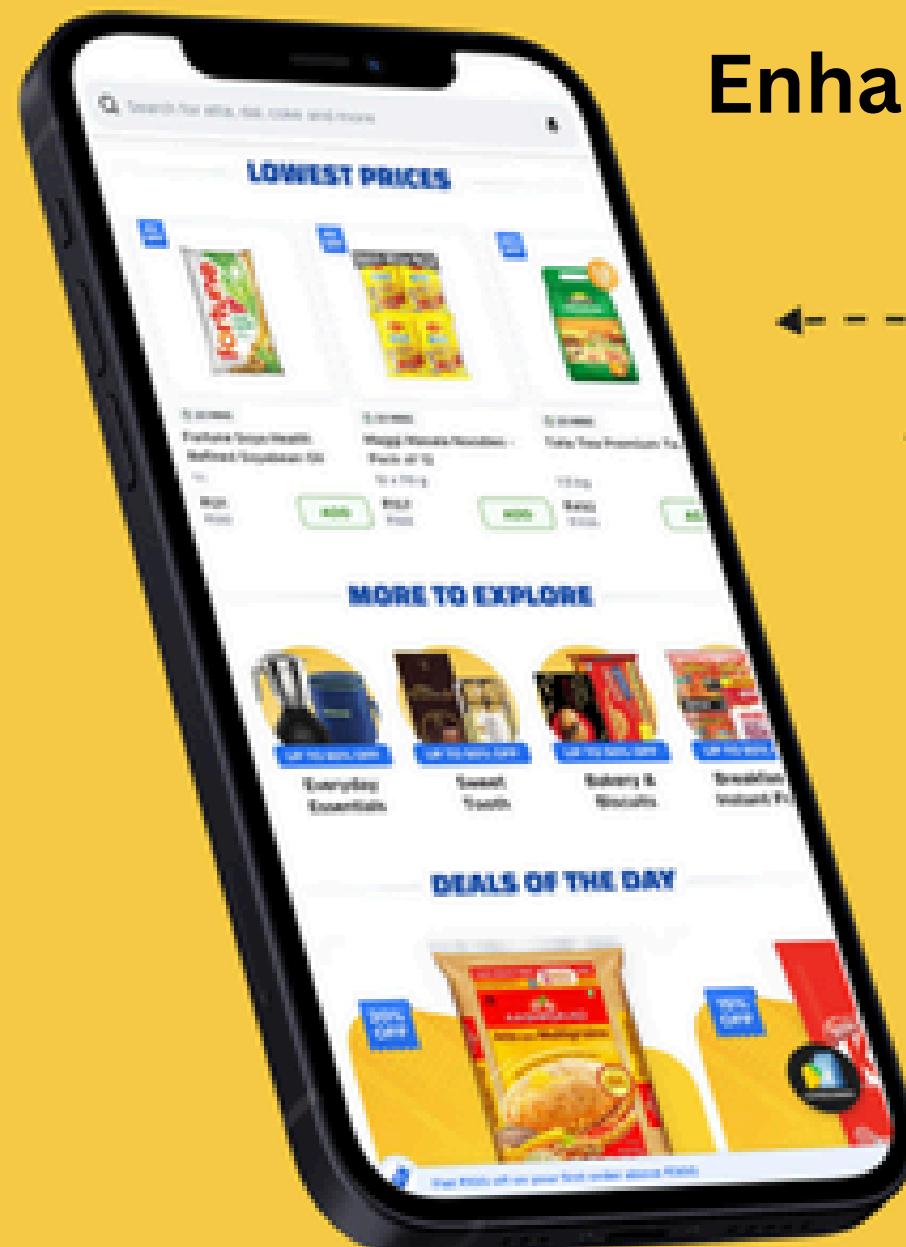




Enhancing Grocery Retail and personal growth with Data-Driven Strategies from blinkIt



Enhancing User Experience of

blinkit

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Diya Surana



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blinkit

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INTRODUCTION

- *Blinkit, a grocery retail chain operating across multiple cities, is experiencing inconsistent sales performance across its outlets and product categories. The CEO has tasked you, as a data analyst, with developing a comprehensive dashboard to identify key trends, uncover performance gaps, and highlight growth opportunities.*
- *This dashboard will serve as a strategic decision-making tool, providing clarity on what's working, what's not, and what requires immediate attention. By analyzing sales, outlet performance, and product dynamics, our insights will drive profitability, operational efficiency, and long-term success*



PROBLEM STATEMENT

How can BlinkIt refine its product selection, outlet strategies, and pricing models to enhance sales performance and maximize revenue across all locations?

OBJECTIVE

- Optimize Product Offerings: Identify high-demand and underperforming products to streamline inventory and improve sales.
- Enhance Outlet Strategies: Analyze location-wise sales trends to improve store performance and customer reach.
- Refine Pricing Strategies: Evaluate pricing effectiveness across different regions to drive profitability and competitive positioning.
- Increase Revenue: Leverage data-driven insights to implement strategic changes that maximize overall sales and customer satisfaction.



STAKEHOLDERS ENGAGEMENT

INTERNAL STAKEHOLDERS:

- *CEO: Needs an high-level overview to guide strategic decisions.*
- *Operations Team: Requires detailed performance insights by outlet and product.*
- *Marketing Team: Needs visibility into products category and pricing impact.*

EXTERNAL STAKEHOLDERS:

- *Investors: Indirectly benefits from higher profitability and efficiency.*
- *Customers: Ultimately impacted by better product availability and pricing*



DATA OVERVIEW

Summary of data used for analysis includes:

- Total Number of Column: 15
- Total Number of Rows: 8523

Product Information includes::

- **Item_Identifier** - Unique product code for each item*
- **Item_Weight** - Weight of the item (in Kg)
- **Item_Fat_Content** - Indicates the fat level of the item(Low fat,Regular)
- **Item_Visibility** - Percentage visibility of an item in a store
- **Item_Type** - Category to which an item belongs(Ex: Dairy,Meat,etc..)
- **Item_MRP** -Maximum Retail Price of the item

Sales Information includes::

- **Item_Outlet_Sales** - Total sales of the item in the outlet(Target Variable)
- **Sales_Per_Item** -Calculated variable dividing Item_Outlet_Sales by Item_MRP.

Outlet Information includes::

- **Outlet_Identifier** - Unique code of each outlet
- **Outlet_Establishment_Year** -Year the outlet was established
- **Outlet_Size** - Size of the outlet(Small,Medium,High)
- **Outlet_Location_Type** - Type of city(Urban Area,Sub-urban Area,Rural Area)
- **Outlet_Type** - Type of store(Supermarket Type 1,Supermarket Type 2,Local Grocery Store)
- **Outlet_Age** - Calculated age of the outlet derived from the Outlet_Establishment_Year.
- **Price_Tier** - Categorical variable dividing item into wide ranges of value (High,Medium,Low)
- **Outlet_Categorical_Age** - Categorized Outlet_Age into groups(Low,Moderate,High)

KEY INSIGHTS

Total Sales & Outlet Performance

- **Total Sales Performance:**

Blinkit has generated a total revenue of \$18.59 million across all its outlets.

- **Outlet Presence & Contribution**

The company operates 10 outlets, each contributing differently to overall sales performance.

- **Top Performing Outlet**

Outlet OUT027 is the highest revenue-generating store, contributing 18.58% of total sales.

This suggests strong customer demand, efficient operations, or a favorable location driving its success.

- **Lowest Performing Outlet**

Outlet OUT019 has the weakest performance, accounting for only 0.97% of total sales.

Product Analysis

- **Top-Performing Product Category**

Fruits & Vegetables lead the sales, contributing \$2.8 million to total revenue.

This indicates strong consumer demand for fresh produce, making it a key category for revenue generation.



KEY INSIGHTS

- **Lowest-Performing Product Category**

Seafood is the least-selling category, generating only \$0.1 million in sales.

Possible factors for low performance include higher pricing, limited customer demand, perishable nature, or inadequate marketing.

- **Nutritional Preferences**

Low-fat products account for 64.03% of total sales, indicating a clear consumer preference for healthier options.

Pricing Insights

- **High Price Tier Drives the Highest Average Sales**

Products categorized under the High Price Tier generate the highest average sales of \$3.7K.

- **Category-Wise Pricing – Household Items Lead in MRP**

The average MRP per category shows that Household Items have the highest average price at \$149.8 per unit.

Outlet Trends

- The outlet established in 1985 has achieved total sales of \$3.6 million.
- Outlets with 40 years of operation have recorded the highest sales of \$3.6 million.
- Small-sized outlets in suburban locations have outperformed other store formats, generating \$6.5 million in sales.



RECOMMENDATION

- **Expand Small-Sized Outlets in Suburban Areas :**

Given their strong sales performance (\$6.5M), consider opening more small-format stores in high-demand residential locations.

- **Leverage High-Performing Outlets :**

Analyze what makes outlet OUT027 (18.58% sales share) successful and replicate these strategies in underperforming outlets like OUT019 (0.97%).

- **Optimize Product Offerings :**

Fruits & Vegetables lead with \$2.8M sales, while Seafood lags at \$0.1M—adjust inventory and promotions accordingly to maximize revenue.

- **Enhance Pricing Strategies :**

Since high-tier products have the highest average sales (\$3.7K), refine pricing models to balance affordability and profitability.

- **Boost Low-Fat Product Line :**

With 64.03% of sales from low-fat items, consider expanding this category to meet growing health-conscious consumer demand.

- **Strengthen Newer Outlets :**

Older outlets (40 years) perform better (\$3.6M sales)—apply their best practices (inventory, marketing, customer engagement) to newer stores for growth.





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CONCLUSION

Blinkit has significant opportunities to optimize its operations, product offerings, and outlet strategies to drive revenue growth. By refining its pricing structure, improving inventory management, and strategically expanding in high-performing locations, the company can enhance overall profitability. A data-driven approach will be key in identifying trends, addressing underperformance, and capitalizing on customer preferences. Strengthening store formats, improving customer experience, and aligning sales strategies with demand patterns will ensure long-term success in a competitive market.

THANK YOU



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