

Business Problem- Blinkit

Blinkit, a quick-commerce grocery delivery company, is experiencing inconsistent sales performance across its stores.

Management lacks clarity on:

- Which **product categories** contribute the most to revenue
- How **fat content** influences customer buying behaviour
- Which **outlet types, sizes, and locations** perform better
- How **store establishment year** impacts sales
- Whether **customer ratings align with outlet performance**

Due to scattered and unclean data, Blinkit cannot make confident decisions on:

- Inventory planning
- Outlet expansion strategy
- Product pricing
- Improving customer experience

✦ **The business needs a simple, visual-driven dashboard to quickly identify what drives sales and where improvements are required.**