

Blinkit Sales Data Analysis Report

Summary of Insights from Blinkit Sales Data Analysis

1. Total Sales Performance

- **Total Sales:** \$1,201,681
- **Average Sales per Item:** \$141
- **Total Items Sold:** 8,523
- **Average Customer Rating:** 4.0

These KPIs reflect strong product turnover and consistent customer satisfaction.

2. Sales Distribution by Fat Content

- **Low Fat items** contributed to **64.6%** of total sales.
- **Regular items** accounted for the remaining **35.4%**.

This suggests a strong consumer preference for healthier product options.

3. Sales by Item Category

Top-performing categories in terms of total sales:

- **Fruits and Vegetables:** ~ \$180,000
- **Snack Foods:** ~ \$175,000
- **Household Items, Frozen Foods, and Dairy** also had significant contributions.

This highlights the dominance of perishable and convenience-focused products in consumer demand.

4. Sales by Outlet Tier & Fat Content

- **Tier 3 outlets** contributed the highest total sales (~ \$470,000), showing increased volume from lower-tier retail locations.
- Across all outlet tiers, **Low Fat** items consistently outperformed Regular ones, maintaining a dominant share.

This insight enables better inventory and promotion planning based on outlet type and product attributes.

Project Impact & Application

- Performed detailed data cleaning, transformation, and analysis using **Python (Pandas, Matplotlib)**.
- Delivered business-critical insights for **category management, customer preference trends, and regional outlet performance**.
- Enabled targeted marketing and supply chain optimization based on data-driven evidence.