

Blinkit Analysis

1. Project overview

The project highlights key business metrics such as total sales, average sales, item count, ratings, and sales breakdown by outlet type, size, location tier, fat content, and item category to support data-driven decisions for a grocery delivery business. The goal is to Understand how outlet type, size, location, item type, and fat content impact total and average sales .

2. Dataset Summary

- Rows: 12

- Columns: 8524

- Key Features:

- KPI cards showing total sales, average sales, number of items, and average rating.

- Slicer panel for Location Type, Outlet Size, and Item Type to explore specific segments.

- Handled missing values for item weight, outlet size, and ratings using reasonable defaults or averages.

3. Data Analysis Using SQL (Business Transactions)

1. TOTAL SALES

Calculates the overall revenue generated across all transactions.

Results		Messages	
	Total_Sales_Million		
1	1.20		

2. Average Sales

Measures the mean revenue earned per transaction.

Results		Messages	
	Avg_Sales		
1	140		

3. Number of items

Calculates the total number of orders placed.

Results Messages	
	No_of_Orders
1	8523

4. Average Rating

Provides the mean customer score for products, allowing the business to monitor quality and overall customer satisfaction.

Results Messages	
	Avg_Rating
1	4.0

5. Total Sales by Item Type

Breaks down revenue by product category

Results Messages		
	Item_Type	Total_Sales
1	Fruits and Vegetables	178124.08
2	Snack Foods	175433.92
3	Household	135976.53
4	Frozen Foods	118558.88
5	Dairy	101276.46
6	Canned	90706.73
7	Baking Goods	81894.74
8	Health and Hygiene	68025.84
9	Meat	59449.86
10	Soft Drinks	58514.16
11	Breads	35379.12
12	Hard Drinks	29334.68
13	Others	22451.89
14	Starchy Foods	21880.03
15	Breakfast	15596.70
16	Seafood	9077.87

6. Total Sales by Fat Content

Compares revenue between Low Fat and Regular products to understand consumer health preferences and inventory needs.

Results Messages		
	Item_Fat_Content	Total_Sales
1	Low Fat	776319.68
2	Regular	425361.80

7. Fat Content by Outlet for Total Sales

Analyzes the distribution of fat content sales across different outlet location tiers to identify regional dietary trends.

Results Messages			
	Outlet_Location_Type	Low_Fat	Regular
1	Tier 1	215047.91	121349.90
2	Tier 2	254464.77	138685.87
3	Tier 3	306806.99	165326.03

8. Total Sales by Outlet Establishment Year

Evaluates revenue based on the opening year of outlets to compare the performance of long-standing vs. newer stores.

Results Messages		
	Outlet_Establishment_Year2	Total_Sales
1	1998	204522.26
2	2000	131809.02
3	2010	132113.37
4	2011	78131.56
5	2012	130476.86
6	2015	130942.78
7	2017	133103.91
8	2020	129103.96
9	2022	131477.77

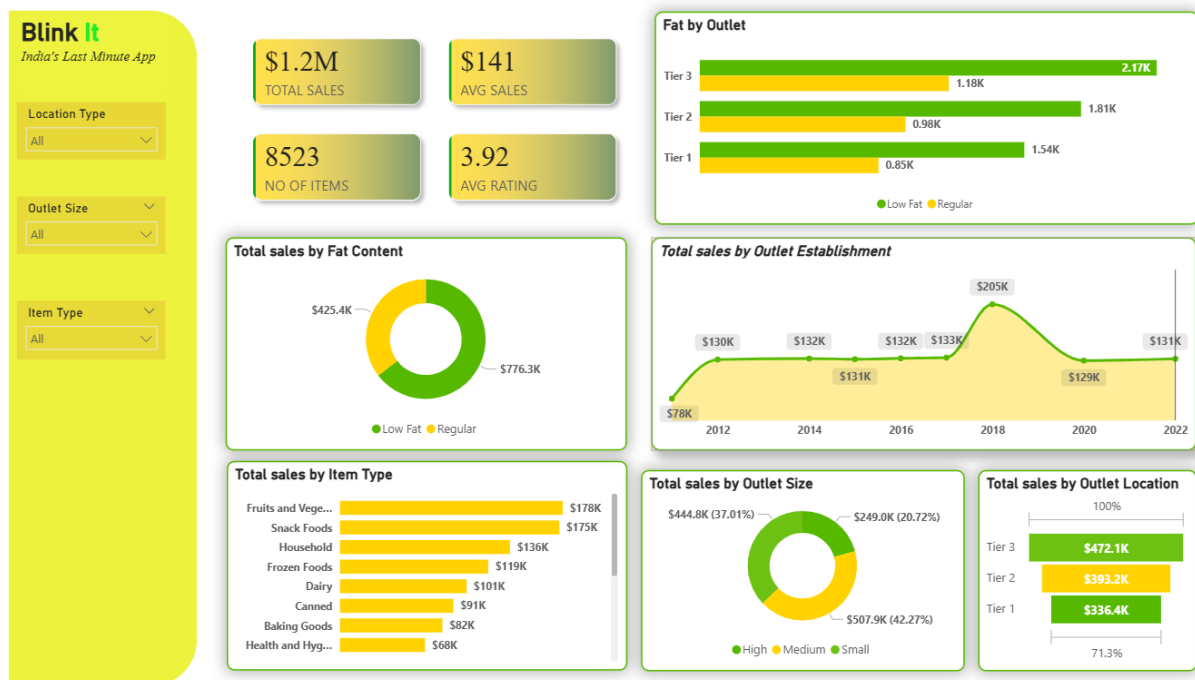
9. Sales by Outlet Location

Aggregates total revenue by geographic tier (Tier 1, 2, or 3) to pinpoint which urban or regional environments are most profitable.

Results		Messages
	Outlet_Location_Type	Total_Sales
1	Tier 3	472133.03
2	Tier 2	393150.64
3	Tier 1	336397.81

4. Dashboard in Power BI

Finally, Built an interactive dashboard in Power BI to present insights visually.



Outlet Type					
Outlet Type	Total sales	Avg sales	No of item	Avg rating	Item Visibility
Supermarket Type2	\$131.5K	\$141.7	928	3.9	56.6
Supermarket Type3	\$130.7K	\$139.8	935	3.9	54.8
Grocery Store	\$151.9K	\$140.3	1083	3.9	113.6
Supermarket Type1	\$787.5K	\$141.2	5577	3.9	338.7

5.Business Recommendations

- Focus on High-Performing Outlet Types

Shift marketing and inventory priority toward Supermarket outlets (especially the type with the highest total sales and item visibility), as they clearly drive most revenue and traffic. Use Grocery Stores mainly for niche/local coverage rather than core revenue.

- Optimize Low-Performing Outlets

Identify outlets with low sales but high visibility and review pricing, product mix, and local promotions. If performance does not improve, reduce assortment or renegotiate outlet terms to cut costs.

- Promote High-Margin Item Types

Increase shelf space and digital visibility for top-selling categories such as snack foods, fruits & vegetables, and household items. Pair these with cross-sell bundles (e.g., snacks + beverages) to raise average order value.

- Improve Customer Experience via Ratings

Since average rating is already strong, use it in marketing (“4-star+ experience”). For outlets or item types with lower ratings, investigate issues (delivery time, packaging, product quality) and create clear action plans with store managers.

- Strengthen Data-Driven Decision Making

Refresh the dashboard monthly and share it with operations, marketing, and category teams. Use scheduled review meetings to turn insights (e.g., category or outlet underperformance) into concrete actions with owners and deadlines.