Blinkit Sales Analysis Report

1. Introduction

The Blinkit Sales Analysis project was carried out to analyze grocery sales data using Microsoft Excel. The dataset includes information on items, outlets, and sales performance. The goal of this project was to identify key insights, design interactive dashboards, and demonstrate the use of Excel features like Pivot Tables, Charts & Slicers.

2. Objectives

The key objectives of this project were:

- • To analyze sales performance across items and outlets.
- • To visualize trends using Pivot Tables and Charts.
- • To build an interactive dashboard with slicers.
- • To highlight insights on customer ratings and outlet distribution.

3. Dataset Description

The dataset consists of Blinkit grocery sales data with the following key attributes:

- • Item details: Identifier, Type, Weight, Fat Content, Visibility
- • Outlet details: Year of Establishment, Identifier, Location Type, Size, Outlet Type
- • Performance metrics: Sales and Rating

4. Dashboard Design

The dashboard was built using Excel and includes the following features:

- • Key performance indicators (KPIs): Total Sales, Average Sales, Average Rating
- • Slicers for filtering categorical fields (e.g., item type, outlet type)
- • Timeline for filtering by date fields (outlet establishment year)
- • Pivot Charts displaying sales by outlet size, type, and location

5. Insights

The analysis provided the following insights:

- • Supermarket Type1 outlets generated the highest total sales.
- • Medium-sized outlets performed better than small ones.
- • Tier 3 locations showed the highest sales contribution.
- • The majority of items had good ratings, reflecting customer satisfaction.

6. Conclusion

The Blinkit Sales Analysis project demonstrated how Excel can be used for sales data analysis, visualization, and dashboard creation. By integrating Pivot Tables, Charts & Slicers, the dashboard enables interactive exploration of sales performance. The insights derived can guide strategic decisions for outlet expansion, product focus, and customer engagement.