

Business Problem:

Analyze sales trends to identify high-performing product categories and determine which items should be promoted or restocked more frequently across different store types and locations.

KPI Requirements:

1. Total Sales: The overall revenue generated from all items sold.
2. Average Sales: The average revenue per sale.
3. Number of Items: The total count of different items sold.
4. Average Rating: The average customer rating for items sold.

Research Questions:

1. what are the Top 5 selling item categories?
2. Which outlet types sell the most?

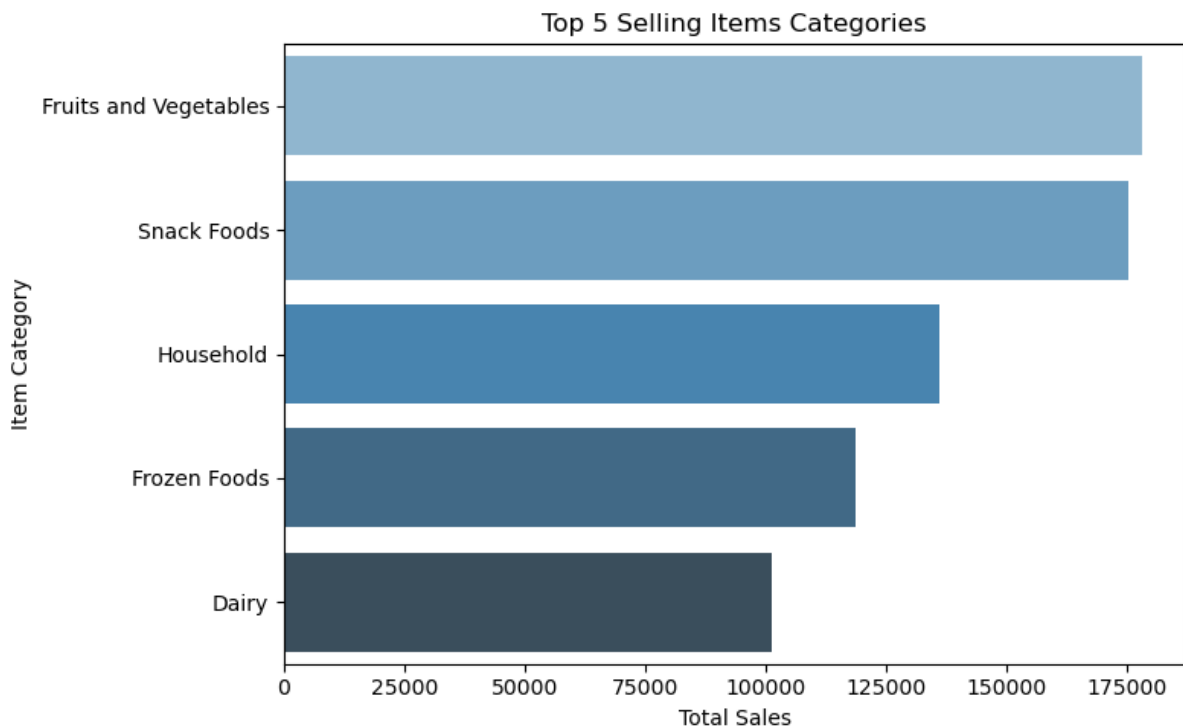
Analysis & Findings:

KPI Overview:

1. Total Sales - 1201681.72
➔ Represents total revenue generated from all item–store combinations.
2. Average Sales - 140.99281004341194
➔ Average revenue per sale — a baseline to evaluate individual category or outlet performance
3. Number of Items – 16
➔ Total number of unique products sold across all Blinkit stores
4. Average Rating - 3.965857092573038
➔ Reflects overall customer satisfaction and product performance.

1. What are the Top 5 Selling Item Categories?

- Fruits & Vegetables lead in total revenue across all store types — indicates high demand and turnover.
- Snack Foods and Household Items follow — consistently popular and shelf-stable.
- Frozen Foods and Dairy complete the top 5 — though sales are slightly dependent on outlet infrastructure.



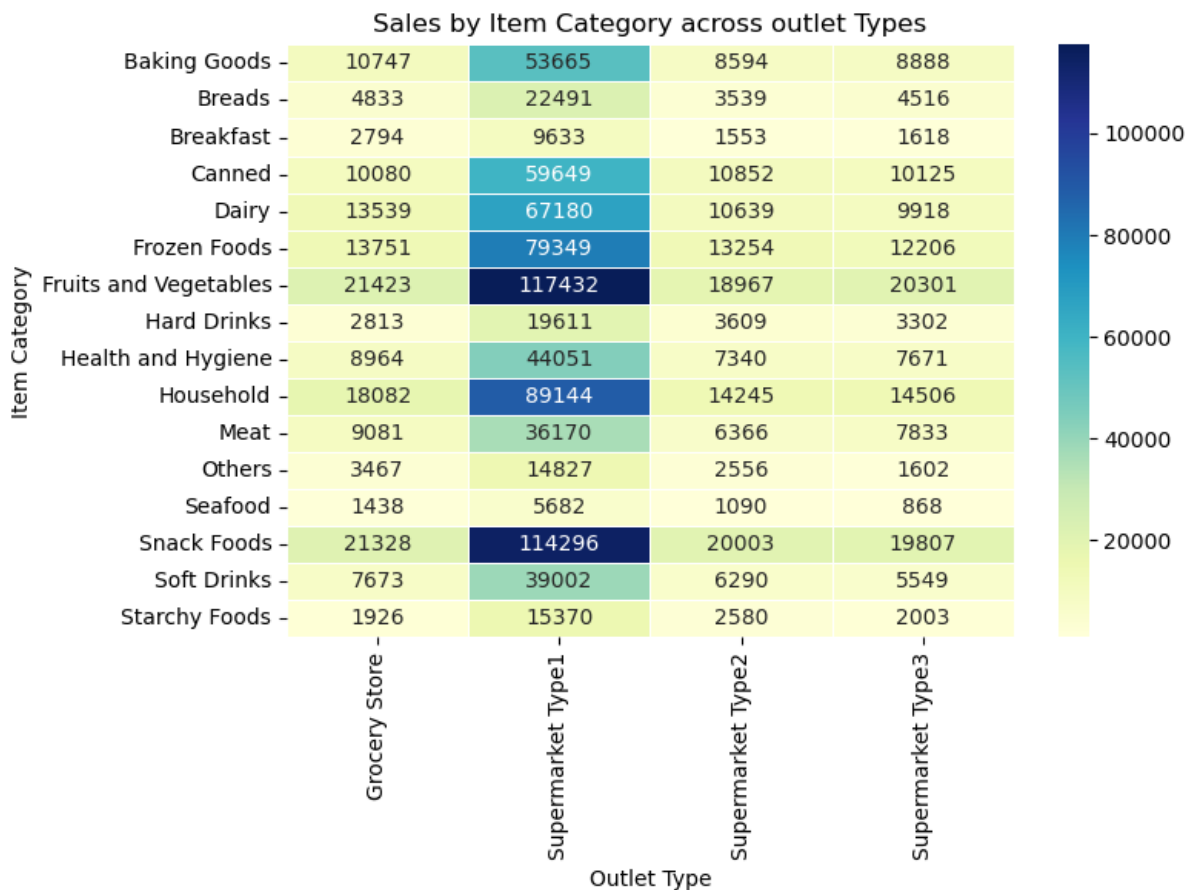
Business Insight:

→ Prioritize Fruits & Vegetables, Snacks, and Household items for restocking and promotion across all outlets.

2. Which Outlet Types Sell the Most?

1. Supermarket Type 1 dominates almost every category – it's your primary revenue engine.
2. Grocery Stores punch above their size in essentials (Fruits & Veg, Snacks, Household) but fall off for premium or freezer-dependent items.
3. Supermarket Types 2 & 3 trail T1, yet still account for meaningful sales in core perishables and snack lines.

Colour gradient confirms numeric ranking**: darkest blues correspond to the three largest figures in the entire matrix (Fruits & Veg + Snack Foods + Household in T1).



Business Insight:

→ Focus restocking and category promotions heavily on Supermarket Type 1, while tailoring focus for smaller formats.

Conclusion:

Which outlet types need restocking priority?

1. Fruits & Vegetables - Top-selling category across all outlets; restock frequently and promote aggressively.
2. Snack Foods - Second highest in sales and profit; restock often and run frequent combo or discount offers.
3. Household Items - Consistent demand across stores; plan regular restocking with seasonal promotions.
4. Frozen Foods & Dairy - Perform well in Supermarket Type 1; restock only where cold storage is available and demand supports it.

Strategic Actions You Could Draw

1. Supermarket Type 1 (Outlet Type) - Fruits & Veg, Snack Foods, Household, Frozen, Dairy (High - demand Categories) - Maintain highest inventory levels & Cross-promote Frozen with Snacks (Suggested Actions)
2. Grocery Store (Outlet Type) - Fruits & Veg, Snack Foods, Household (High - demand Categories) - Focus on fresh produce & impulse snacks & Limited freezer space ⇒ Frozen stocks cautiously(Suggested Actions)
3. Supermarket Type 2 & 3 (Outlet Type) - Fruits & Veg, Snacks (moderate), Household (moderate) (High - demand Categories) - Rebalance shelf space to mirror T1 success & Pilot promotions for Dairy & Frozen to lift sales (Suggested Actions)