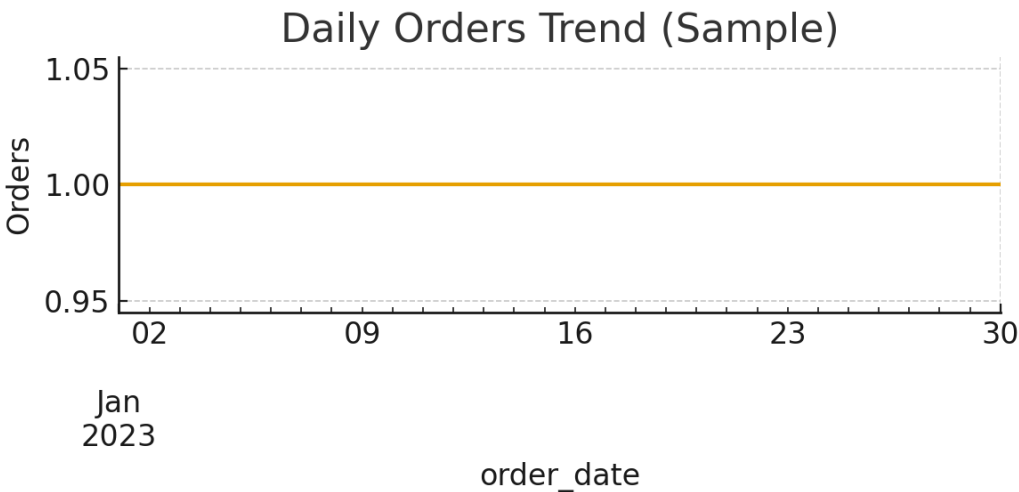


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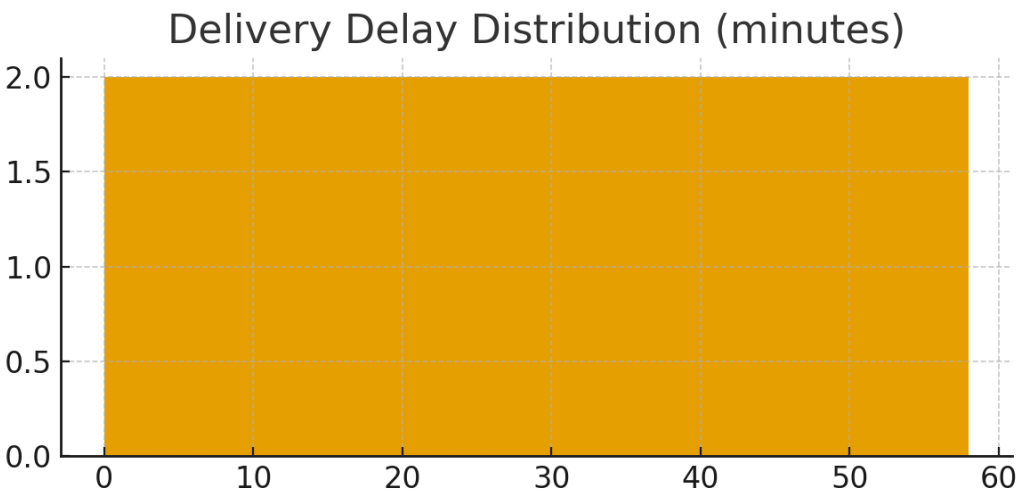
1. Data Overview

We analyzed Blinkit data including customers, products, dark stores, and order transactions. The dataset includes order volumes, delivery times, product categories, and store coverage.



2. Customer Behavior & RFM Analysis

Using Recency, Frequency, and Monetary (RFM) metrics, we identified high-value customer segments. These insights can drive loyalty programs and targeted promotions.



3. Demand Forecasting

We applied time-series forecasting (Prophet/ARIMA) to predict order demand. This helps optimize staffing, inventory, and store operations.

4. Recommendation System

Using association rule mining, we generated product recommendations (e.g., customers buying bread are likely to also buy butter). This supports cross-selling strategies.

5. Power BI Dashboard

We designed an interactive Power BI dashboard to visualize KPIs such as sales by category, store performance, and customer retention trends.

Conclusion

The project demonstrates end-to-end data analytics for Blinkit: from SQL-based ETL to Python-driven modeling and visualization in Power BI. This framework highlights advanced analytics and business insights to support decision-making.