

blinkit Sale Analysis Insights

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BACKGROUND

The project involved analyzing Blinkit sales data to uncover insights on product performance, outlet effectiveness, and sales trends over time. Through data cleaning, modeling, and visualization in Power BI, key metrics and patterns were identified to drive strategic sales improvements.

PROJECT GOALS

- **Optimize Sales Strategy:** Identify key factors influencing Blinkit's sales across different products and outlets, using data-driven insights to enhance product offerings and maximize revenue growth.
- **Enhance Outlet Performance:** Analyze outlet-specific sales data to understand regional preferences and outlet size impact, enabling targeted strategies to boost sales and customer satisfaction across various locations.

1. IMPACT OF FAT CONTENT ON SALES:

- **Insight:** Regular fat content products outperform low-fat ones in terms of sales.
- **Improvement:** Consider increasing the variety and availability of regular fat content products or explore marketing strategies to boost the sales of low-fat options, such as health campaigns or promotions targeting health-conscious customers.

2. PERFORMANCE OF DIFFERENT ITEM TYPES:

- **Insight:** The top-selling items are Fruits, Snacks, Household items, Frozen Desserts, and Dairy products. In contrast, Breakfast and Seafood products lag in sales.
- **Improvement:** Focus on promoting underperforming categories like Breakfast and Seafood through targeted promotions, bundle deals, or by improving their visibility in the store.

3. SALES ACROSS DIFFERENT OUTLETS AND FAT CONTENT:

- **Insight:** Tier 3 outlets significantly outperform Tier 1 and Tier 2 outlets in both low-fat and regular products, with sales figures at \$0.31m and \$0.177m, respectively.
- **Improvement:** Consider expanding Tier 3 outlet locations or analyzing the factors contributing to their success, such as local demographics or pricing strategies, and applying those insights to Tier 1 and Tier 2 outlets.

4.1 INFLUENCE OF OUTLET ESTABLISHMENT AGE AND SIZE:

TIER 1

- **Insight:**
- Tier 1, medium-size outlets saw sales only in 2012.
- Tier 1, high-size outlets experienced a decline from 2016 to 2018.

4.2 INFLUENCE OF OUTLET ESTABLISHMENT AGE AND SIZE:

TIER 2

- Tier 2, high-size outlets saw sales growth from 2015 to 2020.
- Tier 2, medium-size outlets experienced a decline from 2015 to 2020.
- tier 2, smaller size outlet Sale increased from 2015 to 2017, and then decreased from 2017 to 2020.

4.3 INFLUENCE OF OUTLET ESTABLISHMENT AGE AND SIZE:

TIER 3

- **Tier 3**, high and medium-size outlets showed steady growth from 2011 to 2020, with stability from 2018-2022.
- **Tier 3**, low-size outlets only recorded sales in 2011.
- **Improvement**: Investigate the reasons behind the declining sales in certain outlet types and sizes, such as competition, customer preferences, or operational inefficiencies, and take corrective actions.

5. CORRELATION BETWEEN OUTLET SIZE AND TOTAL SALES:

- **Insight:** Medium-sized outlets generate the highest sales at \$0.51m, followed by large outlets at \$0.44m, and high-sized outlets at \$0.25m.
- **Improvement:** Given the higher sales in medium-sized outlets, consider replicating their successful elements in other outlet sizes. Focus on optimizing the layout, product range, and customer service in large and high-sized outlets to boost their performance.

6. GEOGRAPHIC DISTRIBUTION OF SALES:

- **Insight:** Tier 3 locations outperform Tier 2 and Tier 1 locations in sales.
- **Improvement:** Explore the possibility of opening more outlets in Tier 3 locations or enhancing the marketing and product offerings in Tier 1 and Tier 2 locations to increase sales.

7. COMPREHENSIVE VIEW OF KEY METRICS:

- **Insight:**

1. Total sales are highest in Supermarket Type 1.
2. The average sale is consistent across all outlet types.
3. The number of items sold is highest in Supermarket Type 1.
4. The average rating is consistent across all outlet types at 4.
5. Item visibility is highest in Grocery Stores (0.10) compared to Supermarket Types 1, 2, and 3 (0.06).

- **Improvement:** Leverage the high visibility in Grocery Stores by promoting high-margin products there. Enhance item visibility in Supermarkets to drive more sales and potentially raise the average rating further through improved customer satisfaction.

CONCLUSION:

The insights from the Blinkit sale analysis highlight opportunities for targeted improvements in product offerings, marketing strategies, and operational efficiency. By addressing the areas identified, Blinkit can optimize its sales performance across different outlets and product categories, leading to better customer satisfaction and increased revenue.

THANK YOU