Report on Blinkit's Grocery Data Analysis

Requirements

To conduct a comprehensive analysis of Blinkit's sales performance, customer satisfaction, and inventory distribution to identify key insights and opportunities for optimizing using various KPI's and visualisations.

KPI's Requirement

1. Total Sales
2. Average Sales
3. Number of Items
4. Average Rating

Chart's Requirements

1. Total Sales by Fat Content: Analysing the impact of fat content on total sales.
2. Total Sales by Item Type: Identifying the performance of different item types in terms of total sales.
3. Fat Content by Outlet for Total Sales: Compare total sales across different outlets segmented by fat content.
4. Total Sales by Outlet Establishment: Evaluate how the age or type of outlet establishment influences total sales.
5. Sales by Outlet Size: Analysing the correlation between outlet size and total sales.
6. Sales by Outlet Location: Assessing the geographic distribution of sales across different locations.
7. All Metrics by Outlet Type: View of all key metrics (Total Sales, Average Sales, Number of Items, Average Rating) broken down by different outlet types.

Insights

1. Regular Fat products dominate the market with 65% ($776.3K) of the total revenue and low fat products account for 35% ($425.4K) of the total revenue.

2. Tier 3 outlets have the highest revenue contribution for both regular and low fat products: Regular Fat: $306.8K, Low Fat: $165.3K.

3. Regular Fat products outperform Low Fat products in revenue across all tiers. Tier 1 outlets have the lowest contribution.

4. High Revenue Categories:

    a. Focus on Fruits and Vegetables and Snack Foods to maximize sales.

    b. Low-performing categories (e.g., Seafood, Breakfast) may require optimization.

5. Outlet Size and Location:

    a. High-size outlets and Tier 3 locations are critical for revenue. Marketing efforts should prioritize these segments.

6. Outlet Type:

    a. Supermarket Type 1 is the primary contributor to sales and should remain a focus.

    b. Grocery stores and smaller supermarkets may require strategic improvements, such as increasing item offerings or targeted marketing.

7. Overall Trend:

    a. Growth: Outlet establishments have shown a general upward trend from 2011 to 2018.

    b. Peak: The highest point in the graph is in 2018 with $204.5K.

    c. Decline: After 2018, there's a notable decline in 2020.

    d. Stabilization: From 2020 to 2022, the numbers have stabilized around $130K-$133K.

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