

Sales & Customer Analysis





Hello Everyone

My name is Shivani Sharma, and I've created a detailed Sales and Customer Analysis project using Microsoft Excel, focusing on Blinkit's business data.

This project provides deep insights into sales trends, customer behavior, and performance metrics through interactive dashboards and visually rich charts—showcasing the power of Excel for data storytelling

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blinkit

Blinkit, formerly known as Grofers, is India's leading instant delivery platform. With a mission to deliver groceries and daily essentials within minutes, Blinkit has revolutionized the quick commerce industry. The platform operates in multiple metropolitan cities, offering a seamless user experience, rapid fulfillment, and a wide range of product categories.

Their business success relies heavily on understanding consumer preferences, streamlining logistics, and improving customer satisfaction through innovation, technology, and analytics.



overview

This project focuses on performing a comprehensive analysis of Blinkit's sales performance, customer ratings, and inventory distribution using Excel. The analysis aims to identify performance trends, discover areas of improvement, and deliver actionable insights through KPIs and visual dashboards.



Strategic impact & business value 📖

The insights derived from this analysis can significantly contribute to Blinkit's continued growth by:

- 1. Identifying high-performing product categories**
- 2. Understanding the impact of fat content on consumer choice**
- 3. Enhancing inventory and supply chain decisions**
- 4. Evaluating outlet performance based on type, size, and location**
- 5. Driving customer satisfaction through product ratings analysis**
- 6. Guiding market expansion and regional planning strategies**
- 7. Enabling personalized marketing campaigns for diverse customer segments**

This data-driven approach empowers Blinkit to make informed decisions and maintain a competitive edge in the quick commerce industry.



Business Requirements and problem statement 📄

The objective is to analyze Blinkit's operational and sales data to uncover:

Product performance and customer preferences

Trends across outlet types and locations

Metrics related to customer satisfaction (ratings)

**Insights to improve sales, reduce inefficiencies, and enhance customer
experience**



Key performance indicators (KPIs)

KPI.	Description
Total Sales:	Total revenue generated from all items sold
Average Sales:	Average revenue per sale
Number of Items:	Total number of unique items sold
Average Rating:	Overall average customer rating of sold products

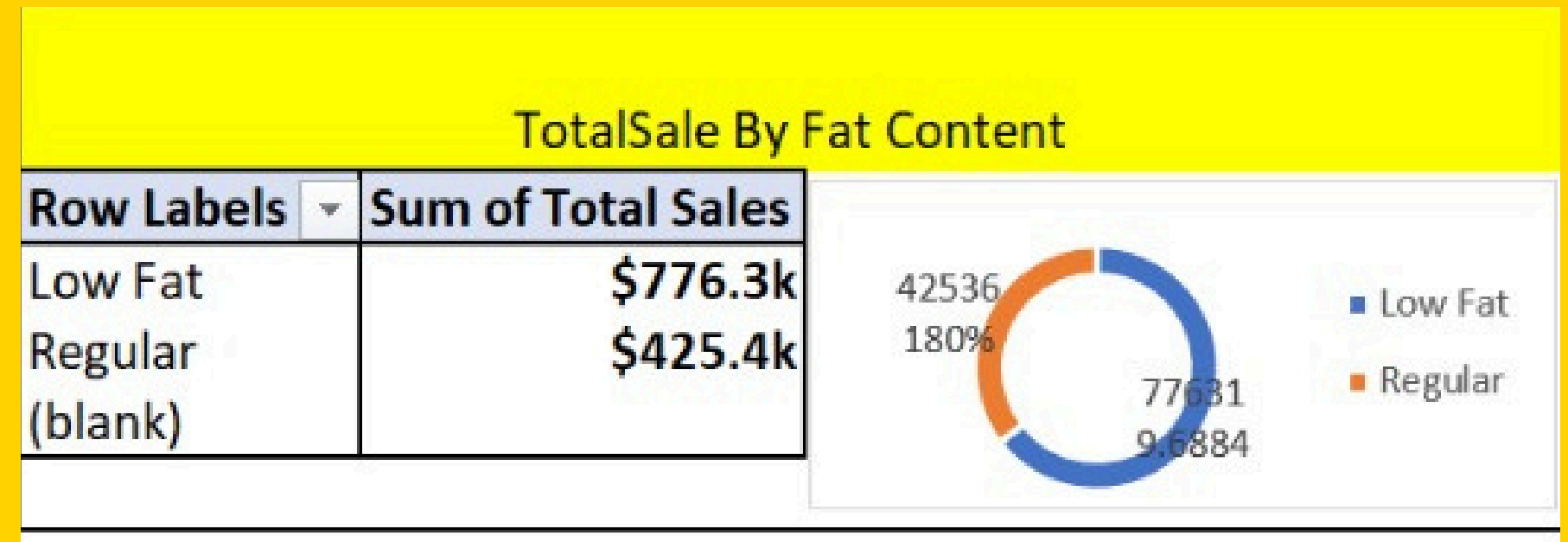
These KPIs form the foundation for deeper analytical insights and visual dashboards.



Analytical insights & visualization

1.Total Sales by Fat Content

Chart Type: Donut Chart



Purpose: Highlights the role of fat content in driving product sales

Insight: Assists in tailoring product offerings for health-conscious consumers or indulgent markets



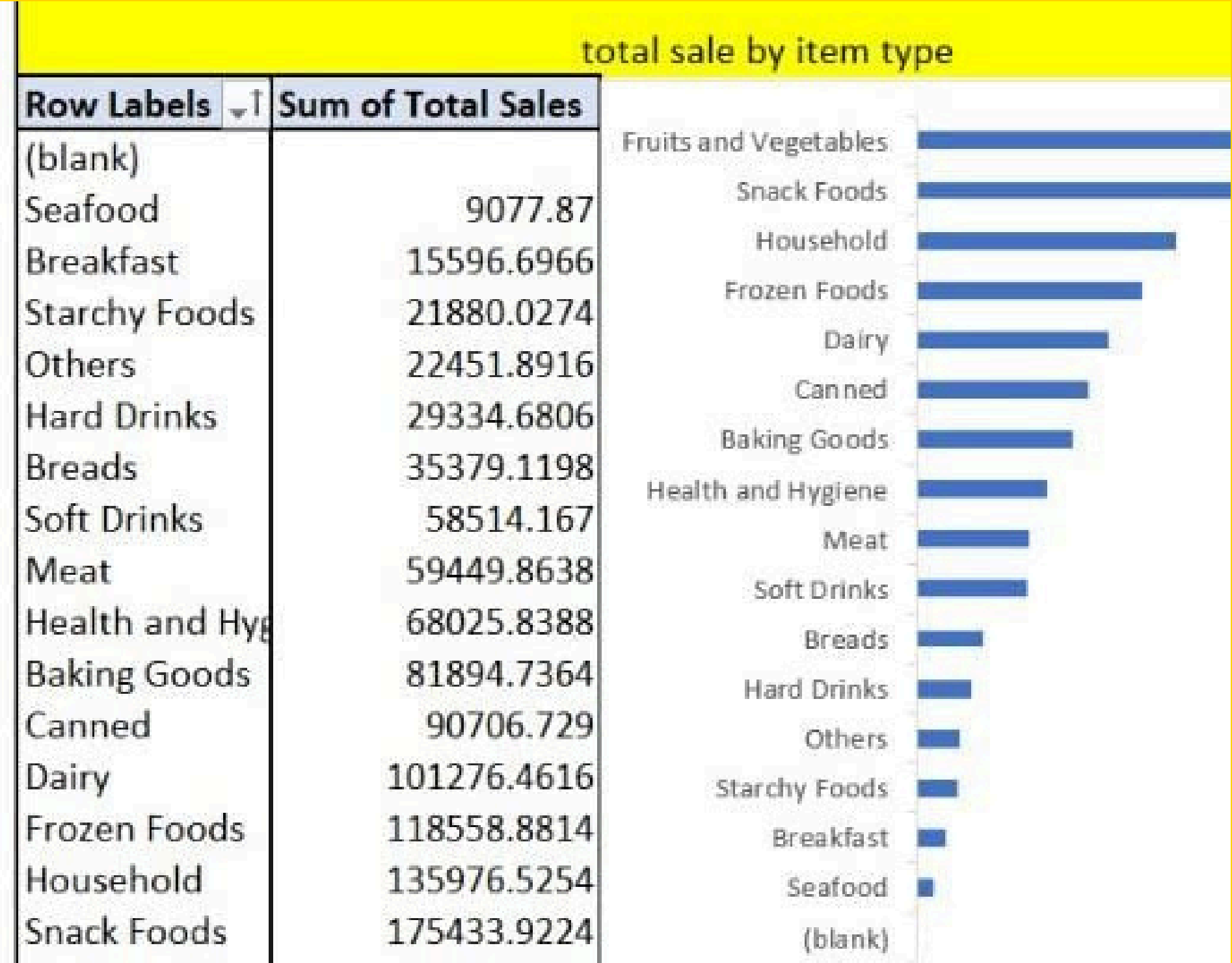


2.Total Sales by Item Type

Chart Type: Bar Chart

Purpose: Identifies best-selling item categories

Insight: Informs supply planning and targeted promotions





3.Fat Content by Outlet for Total Sales

Chart Type: Stacked Column Chart

Purpose: Compares sales across outlets based on fat content

Insight: Enables better inventory distribution by outlet location

fat content by outlet for total sale

Sum of Total S	Column Labels	
Row Labels	Regular	(blank) Low Fat
Tier 1	121349.8994	215047.9126
Tier 2	138685.8682	254464.7794
Tier 3	165326.0368	306806.9964
(blank)		



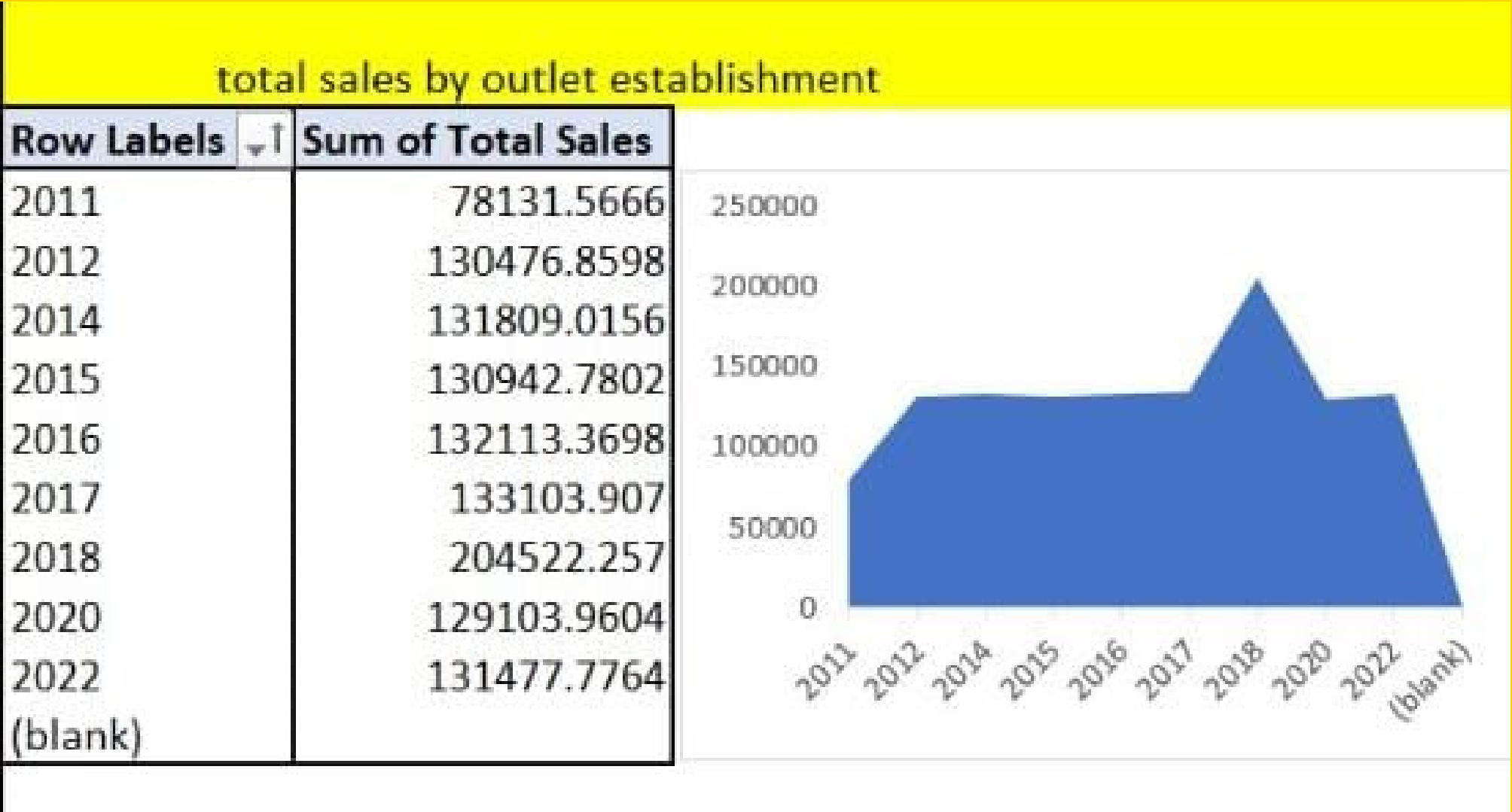
4.Total Sales by Outlet Establishment Type



Chart Type: Line Chart

Purpose: Evaluates sales performance based on outlet age/type

Insight: Helps assess long-term outlet sustainability



5.Sales by Outlet Size

Chart Type: Pie / Donut Chart

Purpose: Studies sales in relation to outlet size

Insight: Supports resource allocation and spatial planning



6.Sales by Outlet Location



Chart Type: Funnel Map

Purpose: Highlights sales concentration by geography

Insight: Useful for expansion strategies and geo- targeted marketing



7.All Metrics by Outlet Type

Chart Type: Matrix Card

Purpose: Displays KPIs across various outlet types

Insight: Identifies the most profitable and efficient outlet formats



All Metrics by Outlet Type		
Row Labels	Sum of Total Sales	(blank)
Grocery Store	\$151.9k	Supermarket Type1
Supermarket Type3	\$130.7k	Supermarket Type2
Supermarket Type2	\$131.5k	Supermarket Type3
Supermarket Type1	\$787.5k	Grocery Store
(blank)		
Row Labels	Average of Total Sales	(blank)
Grocery Store	\$140	Supermarket Type1
Supermarket Type3	\$140	Supermarket Type2
Supermarket Type2	\$142	Supermarket Type3
Supermarket Type1	\$141	Grocery Store
(blank)		
Row Labels	Count of Sr.No	(blank)
Grocery Store	1083	Supermarket Type1
Supermarket Type3	935	Supermarket Type2
Supermarket Type2	928	Supermarket Type3
Supermarket Type1	5577	Grocery Store
(blank)		

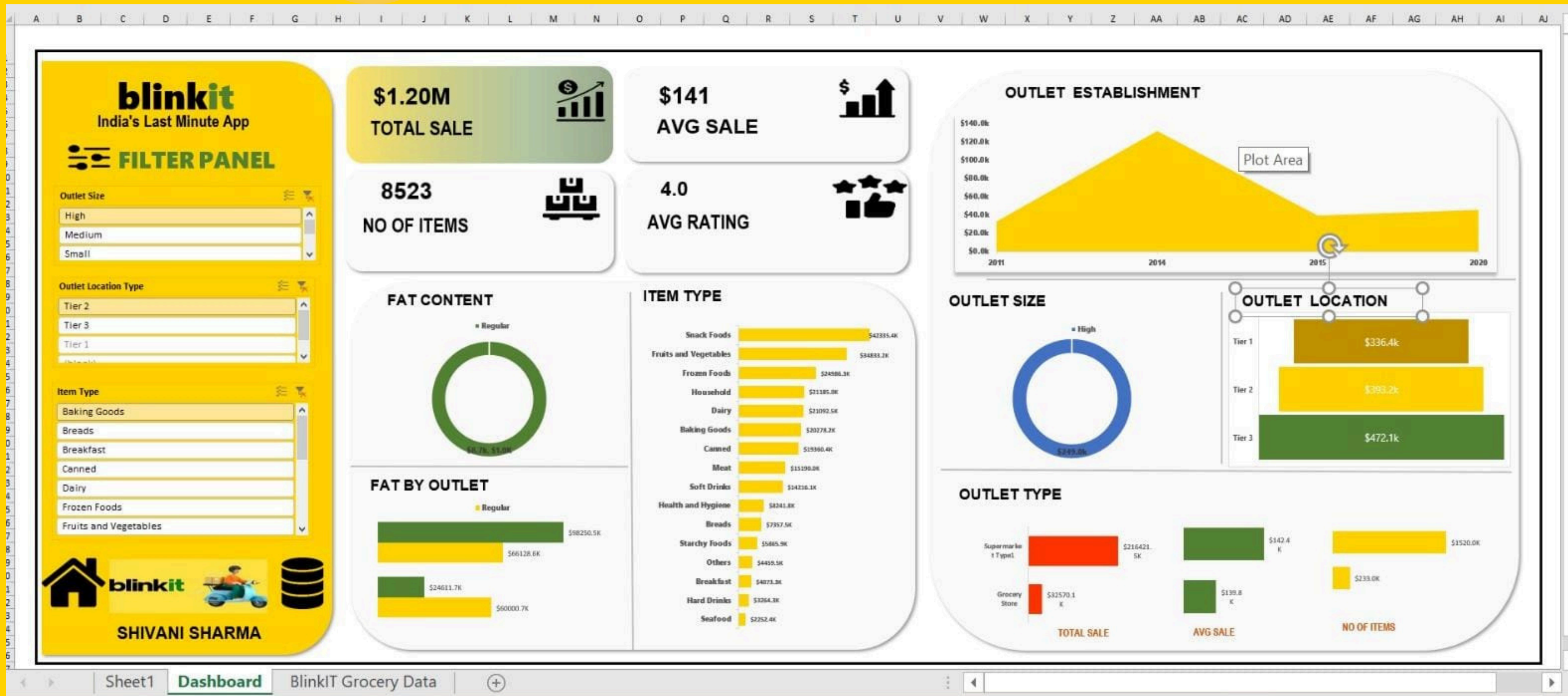


Dashboard





Using filters



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Thank you