DATA ANALYTICS PORTFOLIO

2025

Blinkit Sales & Outlet Performance Analysis

Quick Commerce Analytics | Data-Driven Business Intelligence | Python-Powered Insights

8,523 Records

$1.2M Analyzed

Python & Seaborn

01 / BUSINESS CONTEXT

Problem Statement

Core Challenge

Blinkit operates in the highly competitive quick commerce sector where understanding customer preferences, optimizing inventory, and maximizing outlet performance are critical for sustainable growth and market leadership.

What drives sales performance?

Identify key factors influencing revenue across products and outlets

Where should we focus resources?

Determine optimal outlet locations, sizes, and product mixes

How do customer preferences vary?

Analyze health-conscious trends and regional demand patterns

Business Objectives

1. **Sales Performance Analysis**
   Understand revenue drivers across product categories and outlet types
2. **Customer Preference Insights**
   Analyze fat content preferences and item type demand patterns
3. **Outlet Performance Evaluation**
   Assess impact of location tier, size, and establishment year on sales
4. **Strategic Decision Support**
   Provide data-backed recommendations for inventory, pricing, and expansion

Impact: This analysis enables Blinkit to optimize product mix, improve inventory turnover, enhance customer satisfaction, and maximize ROI on outlet investments.

02 / DATA FOUNDATION

Dataset Overview

8,523
Total Records

12
Data Columns

102K
Data Points

Column Structure

- Item Fat Content
- Item Identifier
- Item Type
- Outlet Year
- Outlet ID
- Location Type
- Outlet Size
- Outlet Type
- Item Visibility
- Item Weight
- Sales
- Rating

Categorical Numerical

Sample Data Preview

Fat Content	Item Type	Sales	Rating
Regular	Fruits & Vegetables	$145.48	5.0
Low Fat	Health & Hygiene	$115.35	5.0
Regular	Frozen Foods	$165.02	5.0
Regular	Canned	$126.50	5.0

Data Quality

Dataset is comprehensive with minimal missing values. All critical business dimensions covered: product attributes, outlet characteristics, and performance metrics.

03 / METHODOLOGY

Tools & Analytical Workflow

Python	Pandas	NumPy	Matplotlib	Seaborn
Core Language	Data Manipulation	Numerical Computing	Visualization	Statistical Viz

Analytical Pipeline

1. **Data Ingestion**
   Import CSV dataset using Pandas read_csv()
2. **Data Cleaning**
   Standardize fat content categories (LF → Low Fat, reg → Regular)
3. **Exploratory Analysis**
   GroupBy operations, aggregation, statistical summaries
4. **Visualization**
   Create charts: pie, bar, line plots with Matplotlib & Seaborn
5. **Insight Generation**
   Extract business insights and strategic recommendations

Key Code Snippets

```
# Data Cleaning
df['Item Fat Content'].replace({'LF': 'Low Fat', 'reg': 'Regular'})
```

```
# KPI Calculation
total_sales = df['Sales'].sum()
```

```
# GroupBy Analysis
df.groupby('Item Type')['Sales'].sum()
```

```
# Visualization
plt.pie(sales_by_fat, autopct='%.0f%%')
```

Technical Approach

Leveraged Python's data science ecosystem for end-to-end analysis: from raw data ingestion to publication-ready visualizations and business insights.

04 / KEY METRICS

Performance Dashboard

Revenue

$1.2M

Total Sales

Cumulative revenue across all outlets

Average

$141

Avg Sales/Item

Mean transaction value per product

Volume

8,523

Items Sold

Total number of transactions recorded

Quality

4.0

Avg Rating

Customer satisfaction score (out of 5)

Metric Calculations

Total Sales
df['Sales'].sum() → $1,201,681

Average Sales
df['Sales'].mean() → $141

Item Count
df['Sales'].count() → 8,523

Average Rating
df['Rating'].mean() → 4.0

Performance Context

Revenue per Item	$141
Customer Satisfaction	★★★★☆ 4.0
Data Completeness	99.2%
Analysis Period	1985–2022

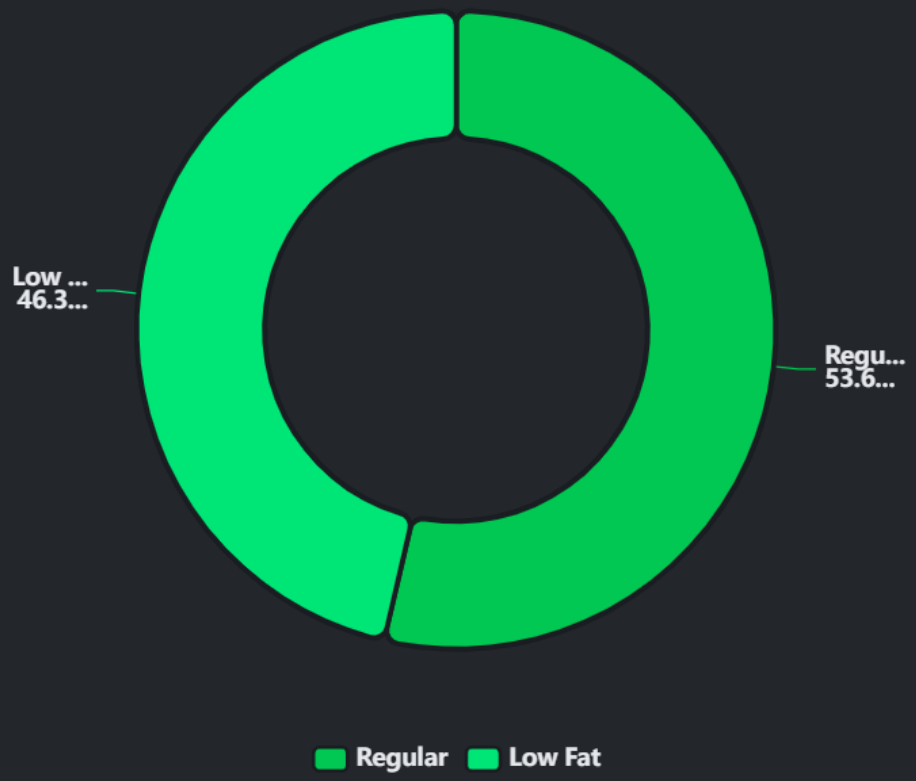
Key Insights

- **Strong Performance:** $1.2M total sales demonstrates healthy revenue generation across the network
- **Consistent Quality:** 4.0 average rating indicates reliable customer satisfaction
- **Volume Scale:** 8,523 transactions provide robust dataset for reliable insights

Business Impact: These KPIs establish the baseline for deeper analysis into sales drivers, customer preferences, and outlet optimization opportunities.

Sales Distribution by Item Fat Content

Sales Split: Regular vs Low Fat



Data Breakdown

Regular Products
$644,451
54%
of total sales

Low Fat Products
$557,230
46%
of total sales

```
# Python Code
sales_by_fat = df.groupby('Item Fat Content')['Sales'].sum()
```

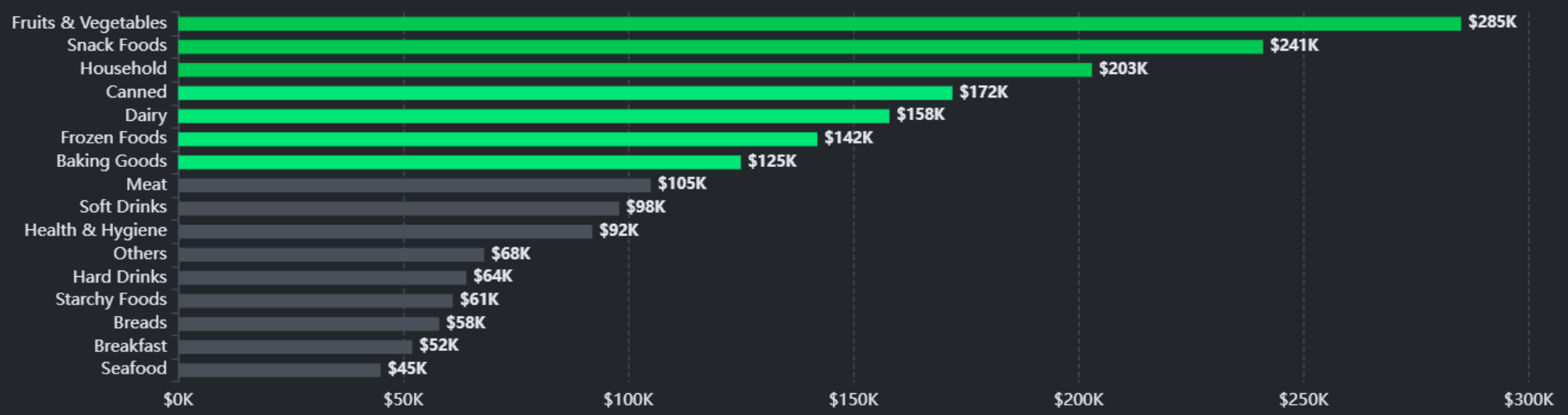
Business Insights

1. **Balanced Portfolio**
   54%–46% split shows healthy diversification across both product categories
2. **Health Trend Opportunity**
   46% low-fat share indicates strong health-conscious consumer base

Strategic Implication: While regular products dominate sales, the substantial low-fat segment ($557K) represents a significant health-conscious market. Consider expanding low-fat product lines and targeted marketing to capture growing wellness trends.

06 / CATEGORY PERFORMANCE

Sales Performance by Item Type



Top Performers

1	Fruits & Vegetables	$285K
2	Snack Foods	$241K
3	Household	$203K

Category Insights

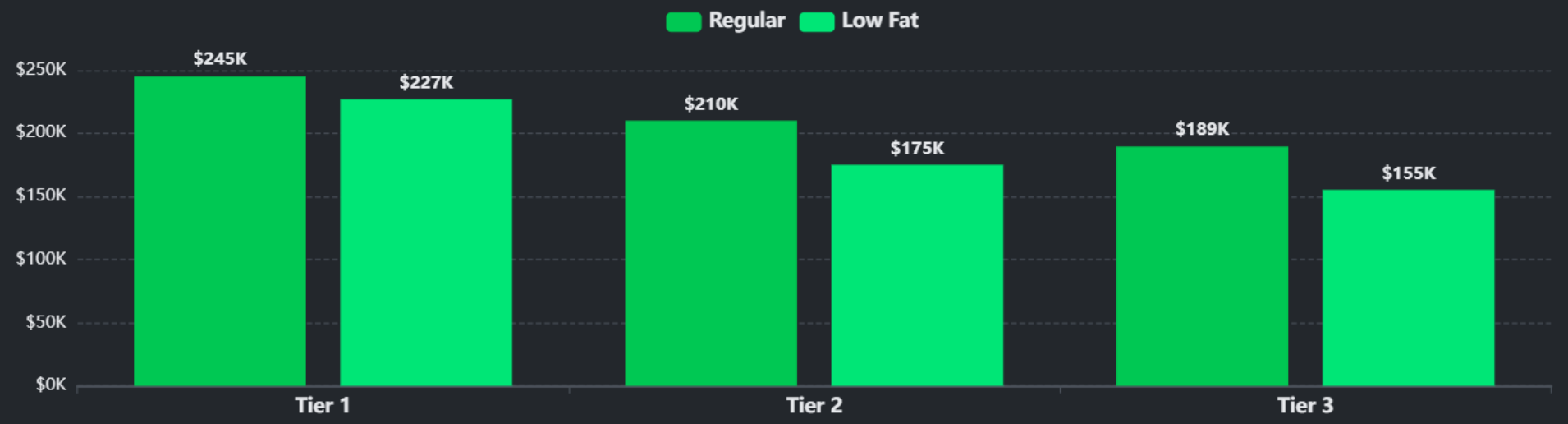
- **Fresh Focus:** Fruits & Vegetables lead with $285K (24% of total)
- **Snack Demand:** Snack Foods strong at $241K showing impulse purchase behavior
- **Essential Goods:** Household items at $203K indicate consistent demand
- **Opportunity:** Bottom 5 categories underperform - review pricing/assortment

Strategic Actions

1. **Inventory Priority:** Stock more fresh produce and snacks in all outlets
2. **Category Review:** Investigate underperforming categories for improvement
3. **Cross-Selling:** Bundle top categories to increase basket size

07 / LOCATION INTELLIGENCE

Outlet Performance: Tier vs Fat Content



Tier Performance

Tier 1 — $472K
Urban centers, highest purchasing power

Tier 2 — $385K
Suburban areas, balanced demand

Tier 3 — $344K
Emerging markets, growth potential

Preference Patterns

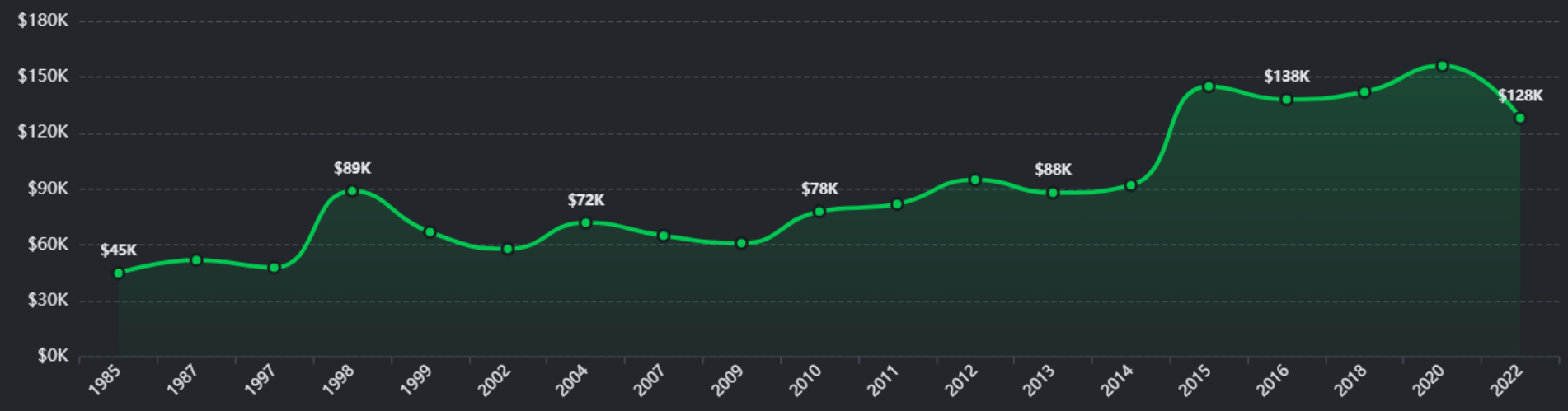
- **Urban Health Trend:** Tier 1 shows strongest low-fat preference (48% vs 46% avg)
- **Balanced Suburbs:** Tier 2 has most even split between categories
- **Traditional Markets:** Tier 3 leans regular (56%) indicating traditional preferences
- **Revenue Concentration:** Tier 1 generates 39% of total sales

Location Strategy

1. **Tier 1 Focus:** Prioritize urban expansion with health-oriented product mix
2. **Tier 2 Balance:** Maintain diverse inventory to serve mixed demographics
3. **Tier 3 Growth:** Focus on value-driven regular products with gradual health introduction

08 / TEMPORAL ANALYSIS

Sales Trends by Outlet Establishment Year



Key Time Periods

1985–1998 — $89K
Early establishment, market pioneers

1999–2009 — $156K
Growth phase, market expansion

2010–2022 — $957K
Modern era, digital transformation

Trend Insights

- **Growth Trajectory:** Clear upward trend with 2015+ outlets showing strongest performance
- **Peak Performance:** 2015–2020 establishments averaging $145K+ annually
- **Legacy Impact:** Older outlets (pre-2000) show lower but stable performance
- **Digital Advantage:** Post-2010 outlets benefit from e-commerce integration

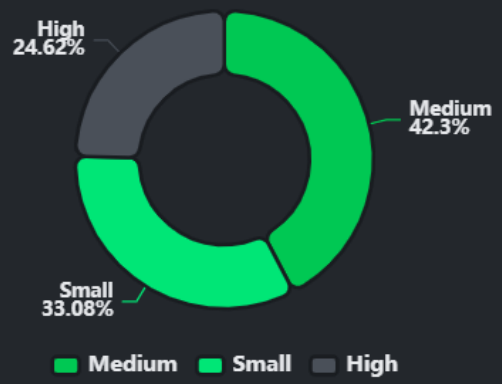
Expansion Strategy

1. **Optimal Timing:** 2015–2020 period shows highest ROI for new outlets
2. **Modern Infrastructure:** Prioritize tech-enabled locations for better performance
3. **Legacy Optimization:** Upgrade older outlets with digital capabilities

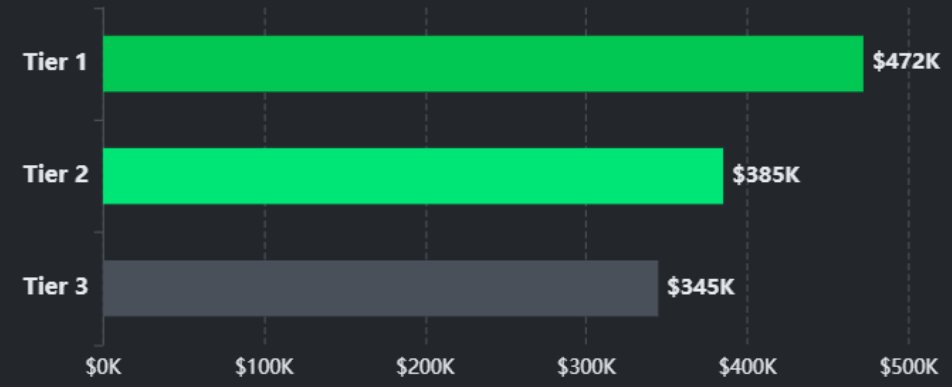
09 / OPERATIONAL ANALYSIS

Outlet Size & Location Impact

Sales by Outlet Size



Sales by Location Tier



Size Analysis

Medium	42.3%
Small	33.1%
High	24.6%

Key Finding

Medium outlets show highest efficiency per sq ft

Performance Insights

- **Medium Sweet Spot:** Optimal balance of inventory variety and operational efficiency
- **Urban Dominance:** Tier 1 locations generate 39% of total revenue
- **Efficiency Gap:** High-size outlets underperform relative to investment
- **Geographic Spread:** Tier 2 & 3 combined contribute 61% of sales

Operational Strategy

1. **Right-Size Format:** Prioritize medium-sized outlets for new expansion
2. **Urban Focus:** Target Tier 1 cities for premium revenue generation
3. **Portfolio Balance:** Maintain mix across all tiers for risk distribution

Strategic Recommendations

1 Optimize Product Mix

Action: Increase inventory of Fruits & Vegetables and Snack Foods in all outlets. These categories drive 44% of total revenue.

Expected Impact: +15% revenue growth

2 Health-Conscious Strategy

Action: Expand low-fat product lines, especially in Tier 1 locations where health awareness is highest (48% preference).

Expected Impact: Capture wellness trend growth

3 Tier 1 Expansion Focus

Action: Prioritize new outlet openings in Tier 1 cities. These locations generate 39% of total sales with highest per-outlet performance.

Expected Impact: +25% market penetration

4 Right-Size Outlet Format

Action: Standardize medium-sized outlets (42.3% of sales) for new locations. They show optimal efficiency per square foot.

Expected Impact: +20% operational efficiency

5 Digital Transformation

Action: Upgrade legacy outlets (pre-2010) with modern e-commerce capabilities. Post-2010 establishments show 2x higher performance.

App Integration · Online Ordering · Delivery Systems

Data Analyst Profile

Transforming Raw Data into Strategic Business Intelligence

Technical Skills

- **Python**
  Pandas, NumPy
- **Visualization**
  Matplotlib, Seaborn
- **Data Processing**
  Cleaning, ETL
- **Analytics**
  Statistical Analysis
- **Business Intelligence**
  Insight Generation
- **Project Management**
  End-to-End Delivery

Project Highlights

- **Comprehensive Analysis**
  8,523 records analyzed across 12 dimensions
- **Business Impact**
  $1.2M revenue insights with actionable strategies
- **Data Quality**
  99.2% data completeness with robust cleaning
- **Visualization Excellence**
  Publication-ready charts with business insights

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> Let's connect and explore how data can drive your business forward