

Blinkit Grocery Data Analysis - Insights

Overview:

This project analyzes Blinkit's sales data to identify revenue trends, product performance, and customer purchasing behavior. The dashboard highlights key metrics, helping optimize business strategies and uncover growth opportunities.

Data Source & Tools Used:

- **Data:** Hypothetical dataset modeled on real-world sales trends
- **Tools Used:** Excel
- **Focus Areas:** Revenue trends, product performance, outlet performance, and customer behavior

Key Metrics:

- **Total Sales:** ₹1,200,000
- **Average Order Value:** ₹141
- **Customer Rating:** 4.0
- **Outlets Established:** Across multiple years, with current sales performance analyzed
- **Product Categories:** 10+ analyzed

Analysis & Insights

Revenue Trends:

- Outlets established in 2018 show the highest sales, indicating they have had time to build a strong customer base.
- Larger outlets do not necessarily generate the most revenue, smaller or mid-sized stores are performing competitively, highlighting the importance of location and operational efficiency over size.

Product Performance:

- **Best-Selling Categories:** Fruits & Vegetables and Snack Foods drive the highest revenue.
- **Underperforming Categories:** Seafood and Breakfast Items have lower sales, suggesting potential for strategic pricing or promotions.

- **Consumer Preference:** Regular-fat products outsell low-fat alternatives, indicating strong demand.

Customer Behavior:

- Supermarket-type outlets generate the highest revenue, showing strong customer reliance on these stores.

Key Insights:

- **Marketing Strategy:** Tier 1 outlets underperform compared to Tier 2 and Tier 3, highlighting room for targeted promotions.
- **Product Strategy:** Seafood and breakfast items have lower sales, suggesting the need for better pricing or bundling options.
- **Expansion Insights:** Outlets with strong past performance can serve as models for future growth.
- **Consumer Preferences:** Regular-fat products dominate sales, indicating strong demand in this category.
- **Outlet Trends:** Supermarket Type 1 has the highest revenue, making it a model for expansion.
- **Growth Potential:** Outlets established in 2018 show the strongest long-term sales performance, emphasizing the importance of location stability.