**BLINKIT – GROCERY PRODUCT ANALYSIS**

**Introduction :**

The Blinkit Data Analysis uncovers valuable insights into customer preferences, sales trends,

and key performance metrics. Utilizing advanced data visualization techniques in **Excel**,

you should aim to provide actionable insights that can drive strategic decision-making and

improve business outcomes.

**Business Problem:**

The primary business problem to be addressed is understanding the sales dynamics and

customer preferences of the Blinkit application. The goal is to identify trends and patterns in

sales data to optimize inventory management, marketing strategies, and overall business

performance.

**Objective:**

The objective of this project is to analyze the Blinkit dataset to:

1. Understand sales distribution across different product categories and outlet types.

2. Identify key factors influencing sales performance, such as fat content, outlet size, and

location.

3. Provide actionable insights to enhance business strategies and decision-making

processes.

**Dataset Overview**

The dataset has **8,524 rows and 12 columns**. Here are the column names:

Item Fat Content, Item Identifier, Item Type, Outlet Establishment Year, Outlet

Identifier, Outlet Location Type, Outlet Size, Outlet Type, Item Visibility, Item Weight, Sales,

Rating.

**Tasks to perform:**

1. [Fat Content Analysis] Break down sales by low fat and regular fat products. Visualize it.

2. [Item Type Distribution] Show sales distribution across various product categories. Also Visualize it.

3. [Outlet Establishment Trend] Visualize the growth of outlet establishments from

2012 to 2022

4. [Outlet Size and Location Analysis] Provide insights on sales performance by outlet

size and location tier

5. [Outlet Type Comparison] Compare different outlet types based on sales, number of

items, average sales, ratings, and item visibility.

6. Filter data by outlet location type, outlet size, and item type & years

8. What is the average Sales in each item category?

9. Calculate YoY change for sales. Also analyse till which year sales has achieved 50% of its total sales.

10. Categorize sales as Good, Better and Bad. Also visualize it.

11. What is the sales percentage of Tier 1 outlet location.

12. Create a REPORT starting at cell B3 with the following information.

Report should contain Item Fat Content, Item Type, Outlet Location Type, Outlet Type, Outlet Size and Outlet Establishment Year

Change the report layout to TABULAR form

Remove expand and collapse buttons

Remove GRAND TOTALs

Allow user to filter the data by Outlet Identifier.

13. Identify top 4 Item Type on the basis of sales.

14. Identify Bottom 2 records as per Outlet type and Item Fat Content.

15. What are the key takeaways from your analysis? Mention at least 5 inferences.