Blinkit Sales Dashboard - Problem Statements

1. Total Sales by Fat Content

Analyze how sales differ between products categorized as 'Low Fat' and 'Regular'. This helps determine customer preferences and the contribution of healthier options to total revenue.

2. Total Sales by Item Type

Evaluate which item categories-such as Snack Foods, Fruits and Vegetables, Dairy, etc.-contribute most to total sales. This insight is crucial for optimizing inventory and promotional strategies.

3. Fat Content by Outlet for Total Sales

Compare how fat content (Low Fat vs. Regular) performs across different outlet tiers (Tier 1, 2, 3). This will help understand regional health preferences and enable location-specific stocking decisions.

4. Total Sales by Outlet Establishments

Track historical data on outlet establishment and its correlation with sales trends over time. Helps assess the impact of new outlet openings on overall sales growth.

5. Sales by Outlet Size

Understand how sales volume varies across outlet sizes-High, Medium, and Small. Useful for determining operational efficiency and scaling potential.

6. Sales by Outlet Location

Examine sales distribution by outlet location tiers (Tier 1, Tier 2, Tier 3) to identify high-performing regions and guide future investments in infrastructure or marketing.