

E-Commerce Q&A

Q1. What was the main objective of this project?

A: The goal was to analyze Blinkit's sales dataset to identify **sales trends, high-performing outlets, and customer behavior patterns**, and to provide **data-driven recommendations** for improving revenue and outlet performance.

Q2. What tools and technologies did you use?

- **SQL** → for cleaning data and generating KPIs
- **Python (Pandas, Matplotlib, Seaborn)** → for data preprocessing & exploratory analysis
- **Excel** → to create a pivot table dashboard for quick insights
- **Power BI** → to design an interactive dashboard for deeper visualization

Q3. What key KPIs did you track?

- Total Sales (\$1.20M)
- Average Sales per Item (\$141)
- Total Items Sold (8,523)
- Average Customer Rating (3.9 ★)

Q4. What were the top insights from your analysis?

- **Tier 3 outlets** generated the highest sales (\$472K), outperforming Tier 1 outlets.
- **Medium-sized outlets** had the best performance (\$507.9K).
- **Fruits, Snacks, and Household items** were the top-selling categories.
- Customers preferred **regular fat content** items (65%+ of sales).
- Outlets with **better ratings** showed higher and more stable revenue.

Q5. What recommendations did you provide?

- Expand **Tier 3 outlets** and replicate their success in other locations.
- Increase visibility and promotions for **Fruits, Snacks, and Household categories**.
- Improve performance of low-selling categories (like Bread & Health) through targeted discounts.
- Focus on **medium-sized outlets** for scaling operations.
- Encourage customer loyalty programs to boost ratings & repeat purchases..