

# Blinkit Sales Analysis Using Advanced Excel

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## Project Objective

Analyze Blinkit sales data using Advanced Excel to extract valuable insights about product sales, outlet performance, and customer ratings to guide business decisions.

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## Dataset Overview

Column Name	Description
Sr.No	Serial number
Item Fat Content	Fat content category of the item
Item Identifier	Unique ID of the product
Item Type	Category of the product (Dairy, Soft Drinks, etc.)
Outlet Establishment Year	Year the outlet was opened
Outlet Identifier	Unique ID for outlet
Outlet Location Type	Location Tier (Tier 1, 2, or 3)
Outlet Size	Size category of outlet (Small, Medium, Large)
Outlet Type	Type of outlet (Supermarket, Grocery Store, etc.)
Item Visibility	Percentage visibility of the product on shelf
Item Weight	Weight of the product in kilograms
Sales	Total sales amount
Rating	Customer rating (1 to 5)

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## Advanced Excel Techniques Used

- **Data Cleaning:** Standardized data using Find & Replace, handled missing values with filters and conditional formatting.
  - **Formulas & Functions:** Used SUMIFS, COUNTIFS, VLOOKUP, IF statements, and TEXT/DATE functions for data aggregation and manipulation.
  - **Pivot Tables & Slicers:** Created pivot tables summarizing sales by category, outlet, and location, with slicers for interactive filtering.
  - **Charts & Visualization:** Bar charts, pie charts, and line charts to visualize sales distribution and trends.
  - **Conditional Formatting:** Highlighted key metrics such as top sales and ratings.
  - **Data Validation:** Dropdown lists to ensure consistent data entries.
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## Key Insights

- Dairy and Beverages are the top-performing item types in terms of sales.
  - Medium-sized outlets achieve the highest average sales.
  - Tier 1 outlet locations outperform Tier 2 and Tier 3 in total sales.
  - Products with regular fat content have higher sales but slightly lower customer ratings.
  - Outlets established before the year 2000 tend to generate better sales.
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## Recommendations

- Focus marketing and promotional efforts on high-selling item types in Tier 1 outlets.
- Improve visibility for underperforming products with high potential.
- Use Excel dashboards with pivot tables and slicers for ongoing sales tracking and analysis.

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## About the Author

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