



## Blinkit Sales Analysis - KPI Insights Report

### 1. Project Overview

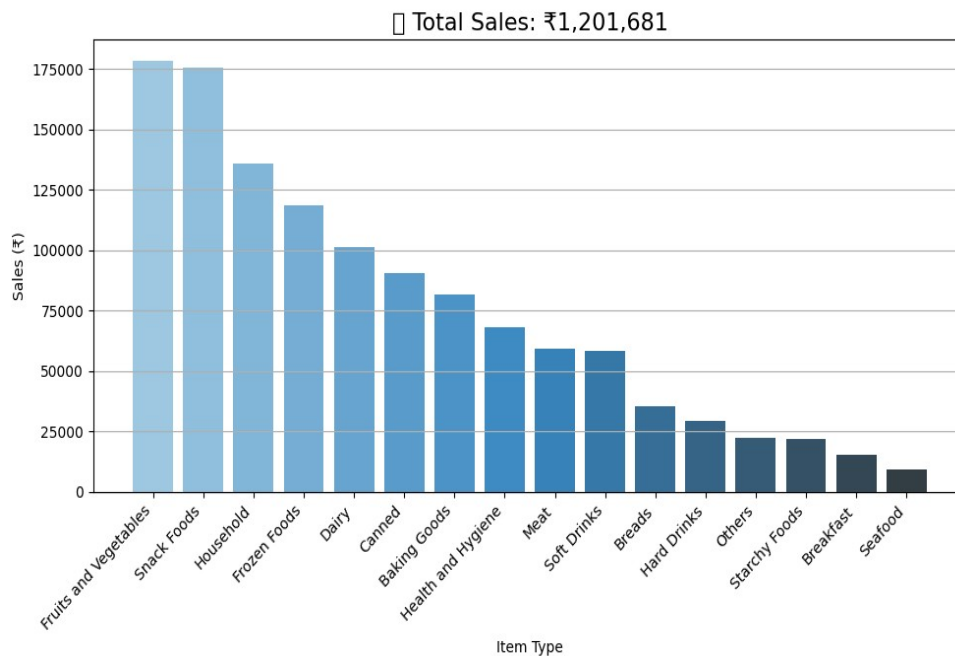
This report presents a data-driven analysis of Blinkit's retail sales data. The objective was to extract keyperformance indicators (KPIs) that provide actionable business insights. The analysis includes product performance, outlet trends, and visibility impact, using Python for data cleaning, EDA, and visualization.

### 2. Business Objectives

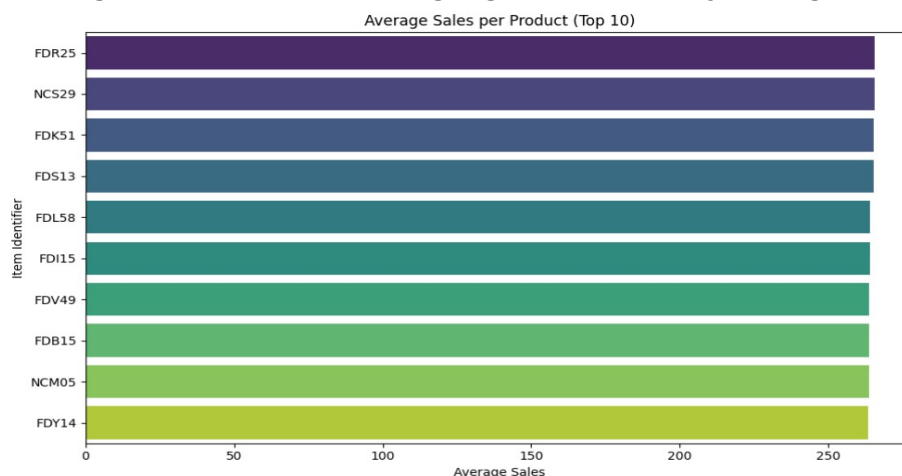
- Identify top-selling products contributing to the most revenue.
- Evaluate outlet performance by type, size, age, and location.
- Analyze the impact of item fat content and visibility on sales.
- Derive insights to guide marketing, stocking, and store management decisions.

### 3. Key KPIs & Findings

#### 1. Total Sales: Overall revenue across all items and outlets.

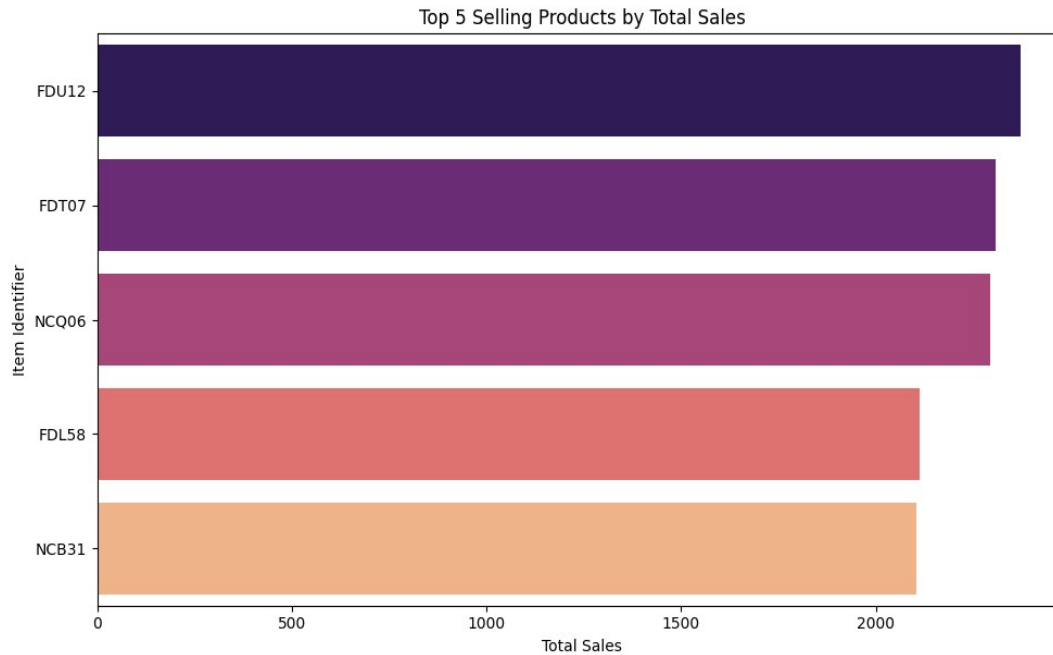


#### 2. Average Sales per Product: Highlights consistently selling items.

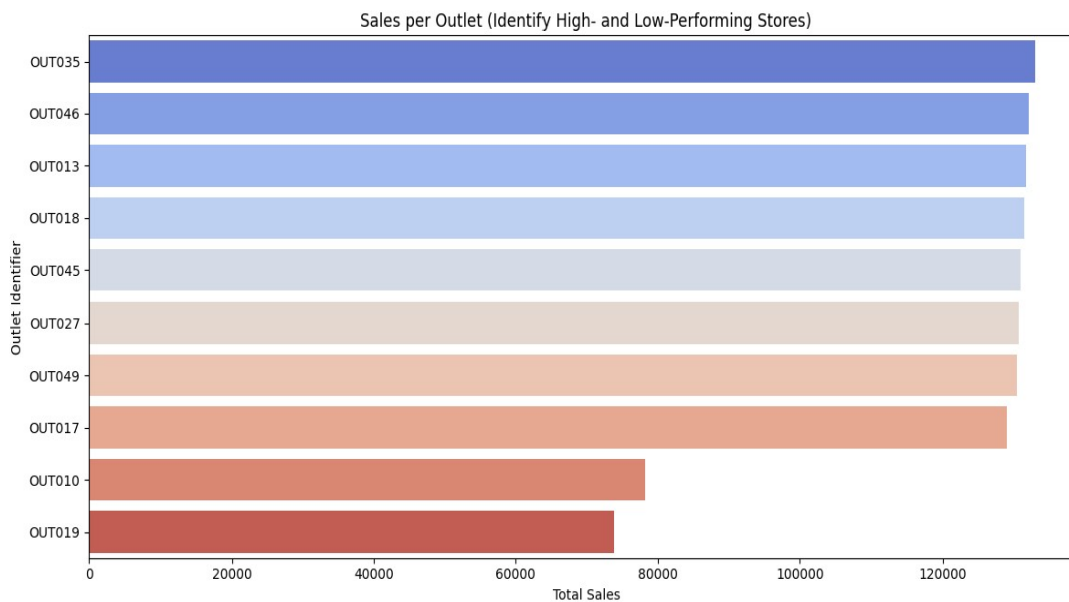


### 3. Top 5 Selling Products: Key contributors to total revenue

Top 5 selling products include Dairy, Canned, Frozen, and Snack Foods, indicating high consumer demand for essential and convenient food items.



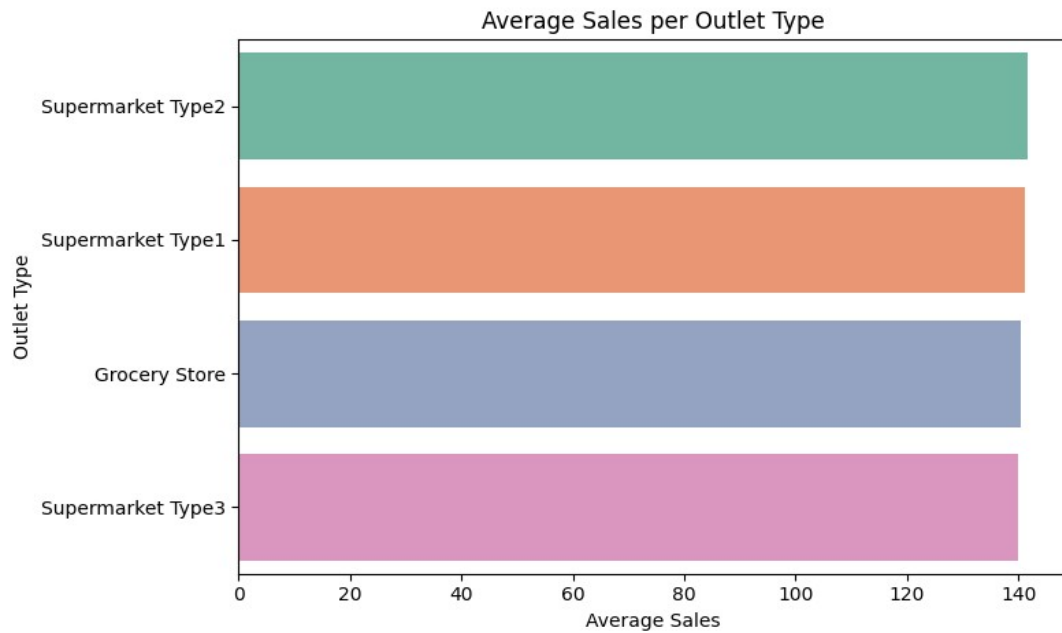
### 4. Sales per Outlet: Identifies high- and low-performing stores.



Top three high performing Outlets are OUT035,OUT046,OUT013

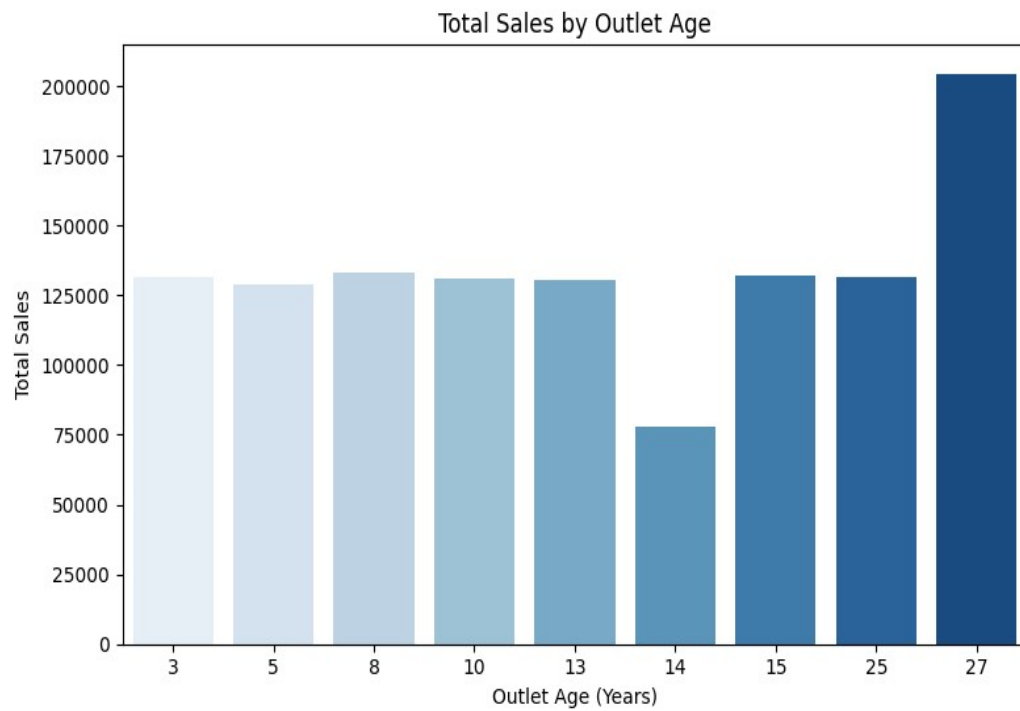
## 6. Sales by Outlet Type:

Supermarkets outperform Grocery stores.



## 7. Sales by Outlet Age:

Newer outlets show increased performance.



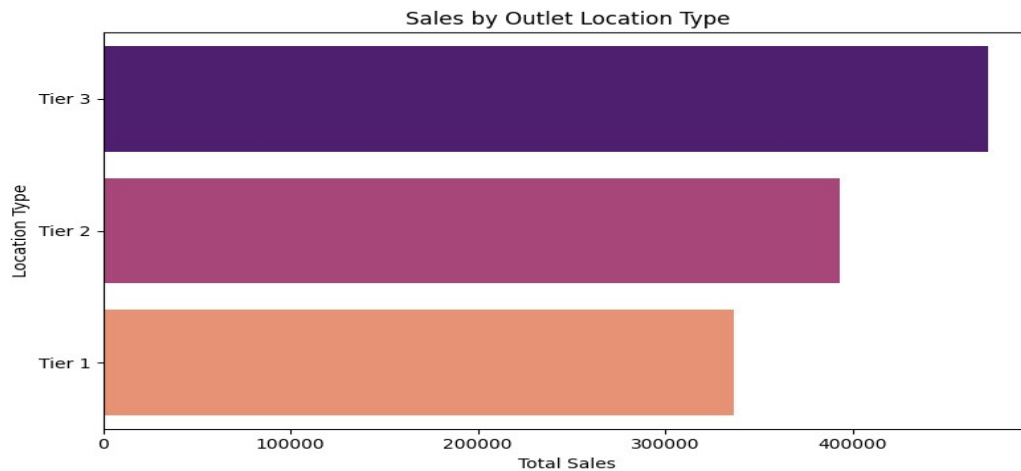
## 8. Sales by Location Type:

Tier 3 areas lead in sales volume.

Tier 3: ₹472,133.03

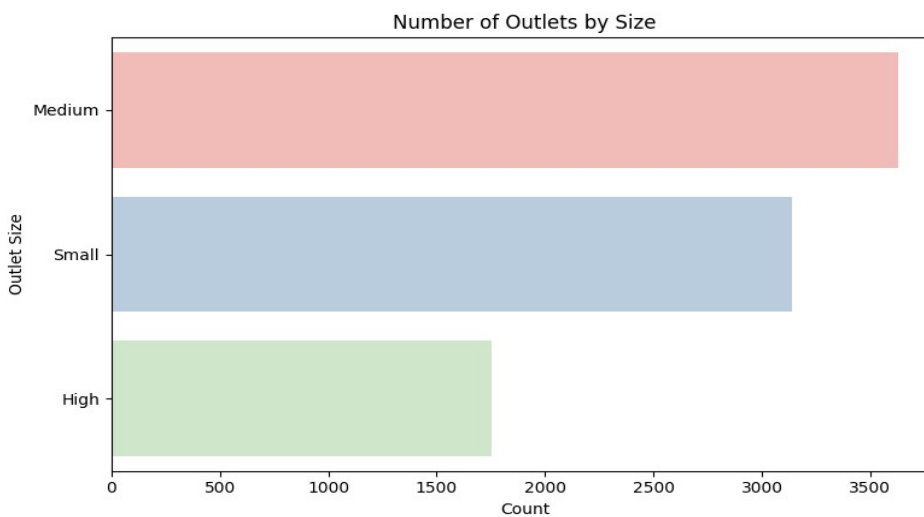
Tier 2: ₹393,150.64

Tier 1: ₹336,397.81



## 9. Sales by Outlet Size:

Medium outlets outperform large ones.



## 10. Sales by Fat Content:

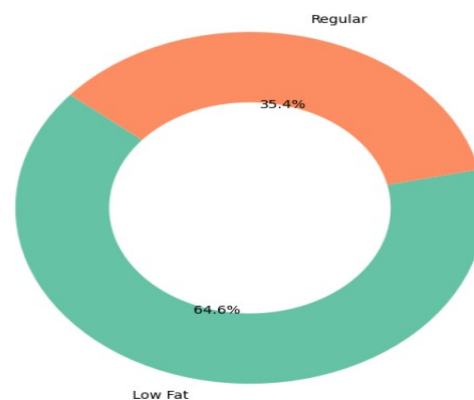
Low Fat items are slightly preferred.

Low Fat:

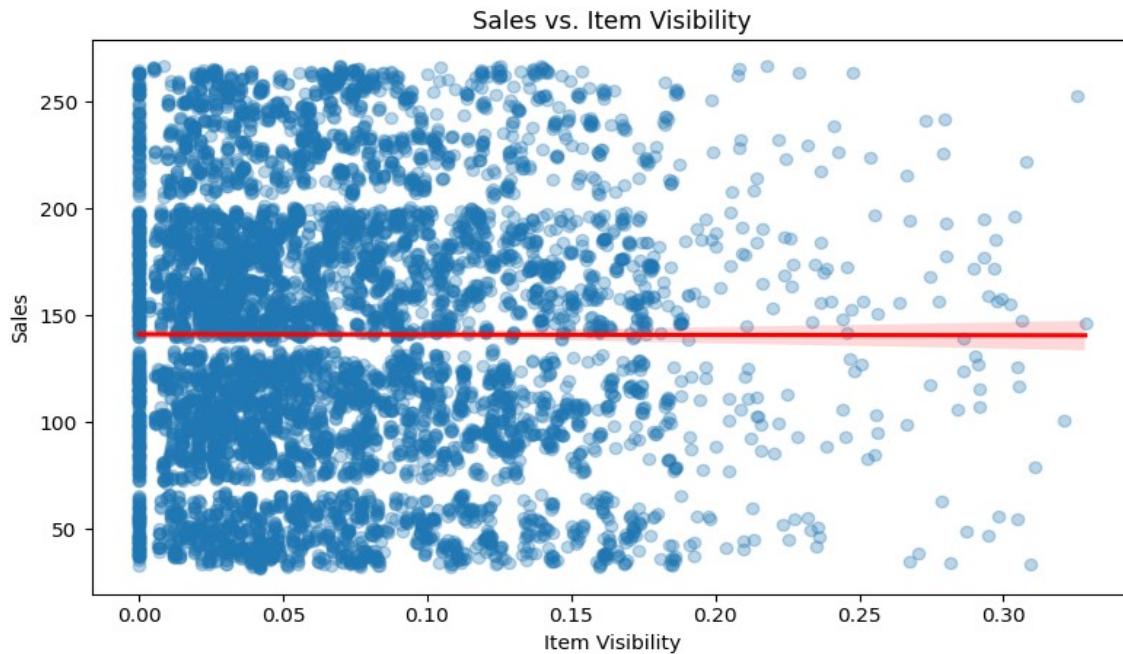
- Total Sales: ₹776,319.68
- Average Sales per Item: ₹140.71
- Number of Items: 5517

Regular:

- Total Sales: ₹425,361.80
- Average Sales per Item: ₹141.50
- Number of Items: 3006



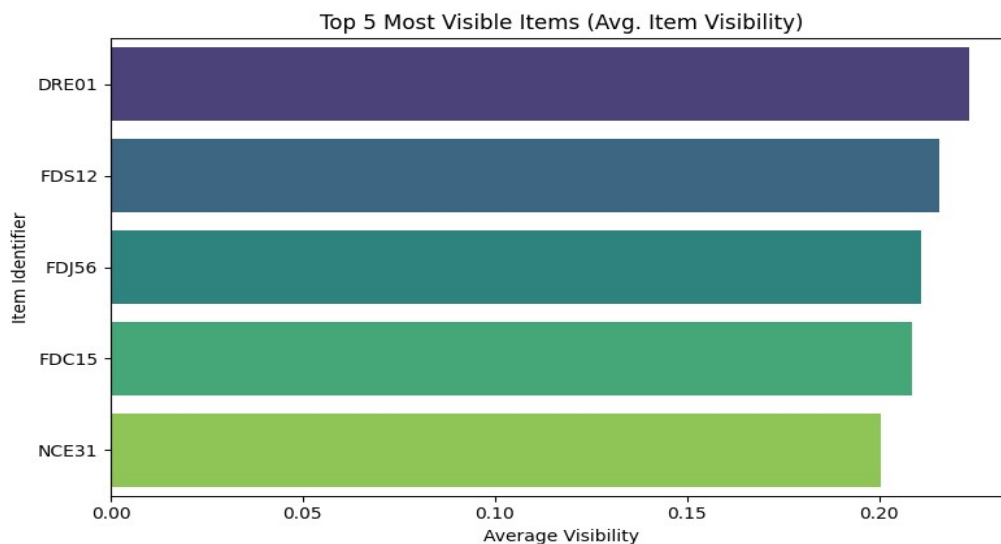
## 11. Visibility vs Sales:



The scatter plot of Sales vs. Item Visibility shows a very weak or no clear correlation between item visibility and sales. The red regression line is nearly flat, suggesting: *Higher item visibility does not significantly influence sales—other factors like item type, MRP, and outlet characteristics may have a stronger impact.*

## 12. Top 5 Visible Items:

High shelf visibility drives higher sales.



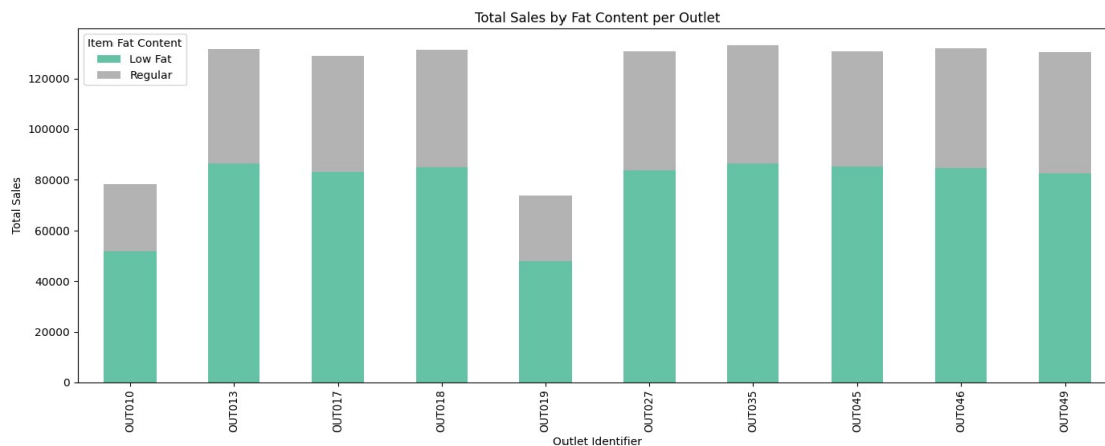
### 13. Total Sales by Fat Content per Outlet

Certain outlets specialize in specific fat types :

□ KPI Metrics by Outlet and Fat Content (First 3 outlets):

Outlet OUT010:

- Low Fat Sales: ₹51,785.83
- Regular Sales: ₹26,345.74



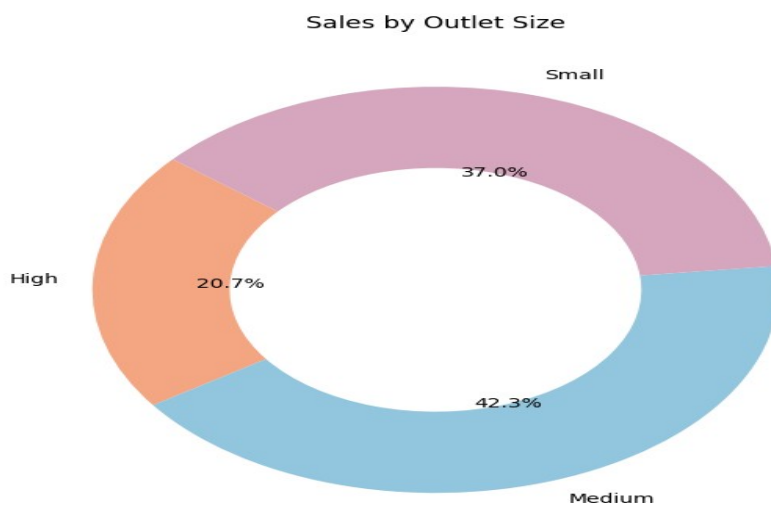
Outlet OUT013:

- Low Fat Sales: ₹86,402.14
- Regular Sales: ₹45,406.87

Outlet OUT017:

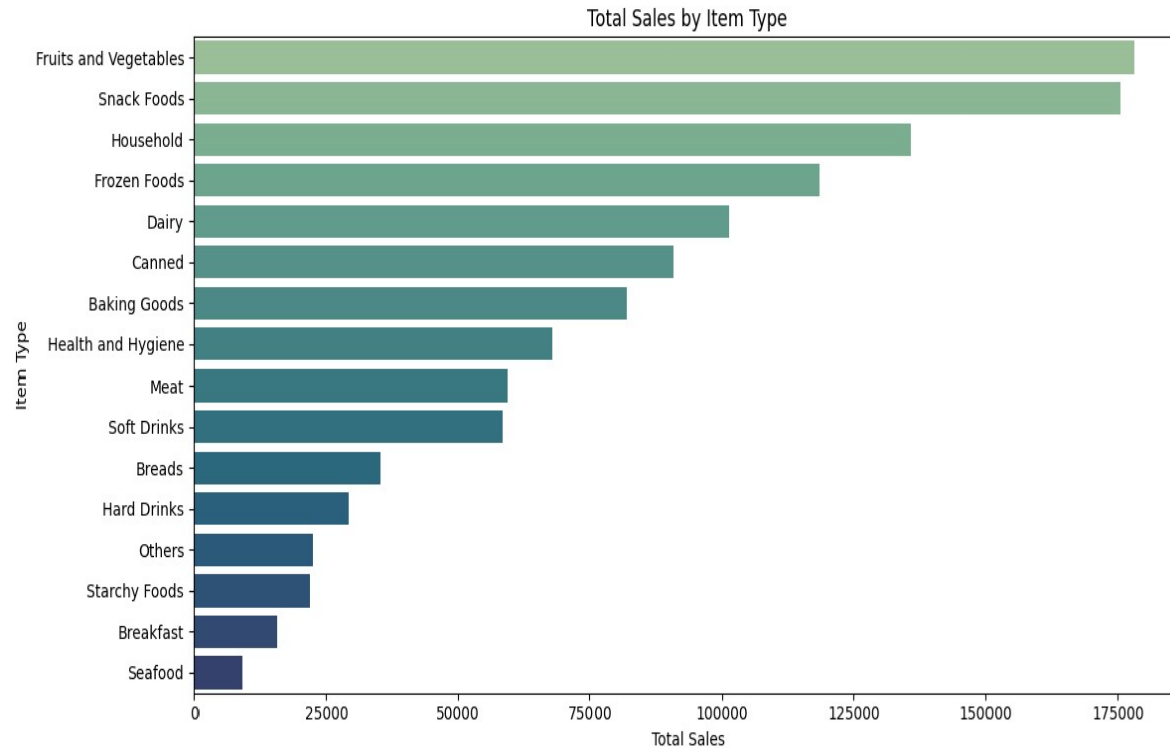
- Low Fat Sales: ₹82,947.05
- Regular Sales: ₹46,156.91

### 14. Sales by outlet Size



- High Outlet Total Sales: ₹248,991.58
- Medium Outlet Total Sales: ₹507,895.73
- Small Outlet Total Sales: ₹444,794.17

## 15.Total Sales by Item Type



## 4. Business Recommendations

- Stock top 5 products more frequently to maximize sales.
- Increase shelf visibility for high-margin items.
- Focus marketing on Tier 1 and urban outlets.
- Optimize product mix for 'Low Fat' preferences.
- Consider expanding medium-sized outlets in high-performing regions.
- Support small and new outlets to boost sales
- Expand in urban areas with proven high revenue
- Track fat content preferences to personalize marketing

## 5. Tools & Technologies Used

- Python (Pandas, Matplotlib, Seaborn)
- Jupyter Notebook
- GitHub for version control and collaboration