

**Edufyi Tech Solutions**

# Case Study (EDA)

BlinkIT, a quick commerce grocery delivery platform, wants to understand its sales, customer demand, and delivery performance over time to improve operations, product assortment, and customer satisfaction. The data analytics team has been tasked with identifying trends, product preferences, and performance metrics that can help in data-driven decision-making.

**About Dataset:**

The dataset contains 9 columns and over 3,500 rows from the years 2011 to 2024.

|  |  |
| --- | --- |
| Column | Description |
| Order ID | Unique identifier for each order. |
| Product Name | Name of the grocery product ordered. |
| Category | The category the product belongs to. |
| Quantity | Quantity ordered for the product. |
| Price | Price per unit of the product. |
| Discount | Discount applied on the product (e.g., 10%). |
| Customer City | The city where the order was delivered. |
| Delivery Time (mins) | Time taken for the order to be delivered. |
| Order Date | Date on which the order was placed. |

**Analysis Tasks:**

1. Import the Excel File
2. Show the first five records
3. Show the last five records
4. How many rows and columns?
5. Check for Null values
6. How many null values per column?
7. Check and remove duplicate values

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1. Create charts using Excel:
   1. Category vs Total Orders
   2. City vs Order Count
   3. Discount vs Quantity
   4. Year vs Revenue
   5. City vs Avg. Delivery Time

**Conclusion:**

From this case study, we aim to identify high-performing products and cities, assess delivery efficiency, analyze customer response to discounts, and explore year-wise trends. This will support BlinkIT's operational strategy and decision-making for future growth.

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