

Blinkit Sales Analysis - Summary Report

Project Summary

This project involves a detailed sales and performance analysis of Blinkit, an instant delivery platform. Using Python and libraries like pandas, seaborn, and matplotlib, the data was cleaned, visualized, and insights were drawn on key performance metrics such as order trends, customer demographics, product categories, and regional sales performance.

Key Insights

- Highest sales occur in metro cities, indicating strong urban penetration.
- Majority of orders are placed by customers in the age group of 25-40.
- Categories like groceries and personal care are top-selling.
- Repeat customers form a major portion of overall revenue.
- Morning and evening time slots have the highest order volumes.

Recommendations

1. Increase marketing efforts in tier-2 cities to expand market reach.
2. Optimize delivery staff scheduling during peak hours (morning and evening).
3. Launch targeted promotions for customers aged 25-40.
4. Focus inventory and promotions around high-selling categories like groceries and personal care.
5. Develop loyalty programs to retain and reward repeat customers.