

Project Objective:

The objective of this project is to analyze BlinkIT grocery sales data to gain insights into product performance, customer preferences, and outlet efficiency. This analysis will help optimize inventory management, pricing strategies, and sales forecasting to improve profitability and customer satisfaction.

Project Insights:

- 1. Sales Distribution** – Identifying the best-selling products and analyzing trends based on item type, fat content, and visibility.
- 2. Outlet Performance** – Evaluating sales across different outlet types, locations, and sizes to determine the most profitable outlets.
- 3. Item Characteristics Impact** – Understanding how item weight, visibility, and fat content influence sales and customer preferences.
- 4. Customer Preferences** – Analyzing product ratings to understand consumer sentiment and improve product offerings.
- 5. Time-Based Performance** – Studying sales based on outlet establishment year to assess performance trends and market growth