**Methodology:**

Data Preprocessing: Cleaning and structuring raw sales data.

Exploratory Data Analysis (EDA): Using statistical and visual methods to understand trends.

Time Series Analysis: Forecasting sales patterns based on historical data.

Customer Segmentation: Clustering customers based on buying behavior.

Machine Learning Models (if applicable): Predicting demand, customer churn, or sales growth.

Expected Outcomes:

Actionable insights to improve Blinkit's sales strategy.

Recommendations for pricing, promotions, and inventory management.

A dashboard or report summarizing key metrics and trends.