**Blinkit Business Problem statement**

**1. Sales Performance Analysis:**

* **Overall Sales Tracking:** The dashboard should provide a high-level overview of total sales (1,201,681) and average sales (141.0), allowing Blinkit to monitor its overall business performance.
* **Sales Trends Over Time:** The "Outlet Establishment" chart should show sales trends over the years, helping identify growth patterns, seasonality, and the impact of new outlet openings.
* **Sales by Outlet Location:** The "Outlet Location" section should break down sales by Tier 1, Tier 2, and Tier 3 cities, enabling Blinkit to understand regional performance and allocate resources effectively.
* **Sales by Outlet Type:** The "Outlet Type" table should compare the performance of different store formats (Grocery, Supermarket), highlighting which formats are most successful in terms of sales, average rating, and item visibility.

**2. Product Analysis:**

* **Item-Level Sales:** The dashboard should track the number of items sold (8,523) and provides insights into the sales performance of different item types (Fruits, Snacks, Household, etc.).
* **Product Popularity:** By analysing sales data for different item types, Blinkit can identify its best-selling products and make informed decisions about inventory management and product assortment.
* **Customer Preferences:** The "Average Rating" (3.97) provides feedback on customer satisfaction with the products offered, helping Blinkit understand customer preferences and identify areas for improvement.

**3. Operational Efficiency:**

* **Outlet Performance:** By comparing average sales across different outlet types and locations, Blinkit can identify high-performing and low-performing outlets and take appropriate action.
* **Impact of Outlet Size:** The "Outlet Size" chart helps analyse the relationship between store size and sales performance, informing decisions about store expansion and optimization.