

# BLINKIT ANALYSIS

## Questions

### **1. Total Sales by Fat Content**

Objective: Analyze the impact of fat content (Low Fat vs Regular) on total sales.

### **2. Total Sales by Item Type**

Objective: Identify performance of different item categories (e.g., Fruits, Dairy, Soft Drinks).

### **3. Fat Content by Outlet for Total Sales**

Objective: Compare sales contribution of fat content across different outlets.

### **4. Sales by Outlet Establishment Year**

Objective: Evaluate how the year of establishment influences outlet performance.

### **5. Total Sales by Outlet Size (Small/Medium/High)**

Objective: Understand how outlet size impacts total sales.

### **6. Total Sales by Outlet Type (Supermarket vs Grocery Store)**

Objective: Compare sales performance of different outlet types.

### **7. Sales Contribution by Location Type (Tier 1/2/3)**

Objective: Measure regional differences in outlet performance.

### **8. Top 10 Items by Sales**

Objective: Identify best-performing products.

### **9. Bottom 10 Items by Sales**

Objective: Highlight underperforming products.

### **10. Item Visibility Impact on Sales**

Objective: Check if higher visibility correlates with higher sales.

### **11. Relationship Between Item Weight and Sales**

Objective: Evaluate if heavier products perform differently.

### **12. Sales Distribution by Customer Ratings**

Objective: Compare sales across different rating levels.

### **13. Average Sales per Outlet**

Objective: Identify which outlets are most profitable.

### **14. Item Type Contribution by Outlet Type**

Objective: Compare which categories dominate across outlet types.

### **15. Fat Content vs Rating**

Objective: Analyze if product healthiness (low fat) correlates with better customer satisfaction.

### **16. Sales Trend by Outlet Age**

Objective: Understand whether older or newer outlets perform better.

### **17. High Visibility but Low Sales Items**

Objective: Identify products with large shelf space but poor sales.

### **18. Low Visibility but High Sales Items**

Objective: Find products succeeding despite low visibility.

### **19. Sales Variance Across Outlet Sizes & Tiers**

Objective: Evaluate combined impact of location and outlet size on sales.

### **20. Rating vs Sales Gap Analysis**

Objective: Compare items with high sales but poor ratings (and vice versa).

### **21. Item Type by Fat Content Performance**

Objective: Within each item type, compare fat content performance.

### **22. Sales Concentration Analysis**

Objective: Measure what % of total sales come from top 20% items.

### **23. Outlet Rating Impact on Sales**

Objective: Check if higher-rated outlets generate more sales.

### **24. Comparison of Supermarket Types**

Objective: Compare sales & customer satisfaction between Supermarket Type1/2/3.