

Blinkit Sales Analysis - Project Report

Introduction

Blinkit is a quick commerce platform delivering groceries and essentials. To optimize operations and enhance customer experience, we analyzed Blinkit's sales data using Power BI and Python to uncover insights related to outlet performance, item types, fat content, and sales trends.

Abstract

This project focuses on analyzing Blinkit's grocery sales data. We visualized the performance of outlets by size, location, and type, studied the effect of fat content and item types on sales, and identified high-performing and underperforming categories. The insights can help Blinkit optimize stocking strategy and improve revenue across regions.

Tools Used

- Power BI - For interactive dashboards and data visualization
- Python (Pandas, Seaborn) - For data cleaning and preprocessing
- Jupyter Notebook - For executing Python scripts

Steps Involved

1. Data Cleaning: Handled nulls, ensured consistent formats using Python.
2. Exploratory Data Analysis (EDA):
 - Calculated total and average sales, item counts, average ratings.
 - Segmented data by fat content (Low Fat vs Regular), item type, outlet size, and tier.
3. Dashboarding in Power BI:
 - Created filterable views based on outlet type, location, and item category.
 - Added charts to show sales contribution by item type and outlet performance over years.
4. Insights:

- Tier 3 cities showed higher sales.
- Supermarket Type 1 had the largest contribution.
- Low fat items contributed more to revenue.

Conclusion

This analysis delivers actionable insights to Blinkit. The company can focus more on low fat items and optimize outlet operations based on location and type. Tier 3 markets and mid-sized outlets can be prioritized for expansion. These findings are visualized in an intuitive Power BI dashboard for better decision-making.