BlinkIT Grocery Data Analysis Documentation

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Project Objective

Analyze BlinkIT's grocery sales dataset to visualize key metrics like Item Types, Outlet Locations, Sales & Ratings, and derive actionable business insights that can support sales strategies and customer satisfaction enhancement.

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Dataset Overview

The dataset includes the following key columns:

* Item Type
* Fat Content
* Outlet Identifier & Location Type (Tier 1, 2, 3)
* Outlet Size & Type
* Item Visibility & Weight
* Sales (Target Variable)
* Customer Ratings

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Key Performance Indicators (KPIs)

Total Sales: ₹ 1201681(Total sales from dataset)

Average Customer Rating: ⭐ 3.9

Most Frequent Item Type: Fruits and Vegetables

Top Performing Outlet Location Type: Tier 1 Cities

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Visual Insights

1. Item Type-wise Sales:

Fruits and Vegetables generate the highest revenue.

Health & Hygiene, Frozen Foods also show significant sales share.

2. Outlet Location-wise Sales:

Tier 1 outlets lead in total sales, reflecting a strong urban customer base.

Tier 2 & Tier 3 outlets have lesser sales, indicating potential for growth strategies.

3. Fat Content Distribution:

Regular Fat products dominate sales.

Low-Fat products hold a notable share, suggesting health-conscious customer segment.

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Key Insights & Conclusions

Fruits and Vegetables are top-selling; need constant stock replenishment.

Tier 1 locations are high-performing markets; focus on premium product lines.

Regular fat content items are preferred, but low-fat products are growing.

High average rating indicates strong customer satisfaction with product offerings.

Tier 2 & 3 outlets need targeted promotions to boost sales.

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