




BlinkIT Grocery Sales Analysis in Excel

Step 1: Data Cleaning & Preparation (Excel Sheet: Cleaned_Data)

Tasks:

-  *Remove duplicates:* Use "**Remove Duplicates**" in the Data tab.
 -  *Fix inconsistent values:*
 - Use =UPPER() or =PROPER() to clean Item Fat Content (e.g., convert "low fat", "LF" to "Low Fat").
 - Create a helper column to replace inconsistent category names.
 -  *Handle missing values:*
 - Use =IF(ISBLANK(cell), AVERAGE(range), cell) for missing Item Weight.
 - Replace blank Outlet Size with "Unknown" or most common value using pivot.
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Step 2: Exploratory Data Analysis (Excel Sheet: EDA)

1. Sales by Item Type

- Create a **Pivot Table**:
 - Rows: Item Type
 - Values: Average of Sales, Sum of Sales
- Add a **Bar Chart**.

2. Sales by Outlet Type

- Pivot Table:
 - Rows: Outlet Type
 - Values: Sum of Sales
- Add a **Column Chart**.

3. Fat Content Analysis

- Pivot:
 - Rows: Item Fat Content
 - Values: Average Sales, Item Count
- Use **Pie or Doughnut Chart** to visualize fat content distribution.

4. Sales by Outlet Size & Location Tier

- Group by:
 - Rows: Outlet Size and/or Outlet Location Type

- Values: Sum of Sales
 - Use **Stacked Bar Chart** for comparison.
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Step 3: Sales Pattern & Insight Analysis (Excel Sheet: Analysis)

1. High Visibility vs Low Sales

- Create a scatter plot:
 - X-axis: Item Visibility
 - Y-axis: Sales
- Add a trendline to observe correlation.

2. Correlation Checks (Basic)

- Use `=CORREL(array1, array2)`:
 - Example: Correlation between Item Weight and Sales
 - Between Visibility and Sales

3. Top Performing Items

- Use SORT and FILTER or Pivot:
 - Sort by Sales to get top 10 items.

4. Underperformers

- Filter where Item Visibility > 0.05 and Sales < 50
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Step 4: Recommendations & Summary (Excel Sheet: Insights)

Use text boxes or a summary table to highlight:

- Top 3 item types by sales.
 - Best performing outlet type.
 - Fat content category with the most sales.
 - Visibility impact analysis.
 - Key underperformers needing attention.
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Step 5: Dashboard (Excel Sheet: Dashboard)

Tips:

- Use slicers for interactivity (e.g., filter by Outlet Type, Item Type).
- Create linked charts:

- Bar Chart: Sales by Item Type
 - Pie Chart: Fat Content Distribution
 - Line Chart: Sales vs Visibility
- Use cell formulas (=SUMIFS, =AVERAGEIFS) for KPIs:
 - Total Sales
 - Average Sales per Outlet
 - % Contribution of Top 3 Item Types