Blinkit Grocery Product Analysis Using Tableau

Blinkit, a reputed online grocery store, harnesses the power of data analysis using Tableau to make informed, data-driven decisions. They utilize Tableau to track sales trends, analyze customer behavior, and identify areas for improvement. With Tableau, they can analyze sales data for specific product categories and compare sales figures across different outlets to pinpoint areas that require focused efforts for increasing sales.

Moreover, Blinkit leverages Tableau to collect and analyze data on customer behavior and preferences. They delve into purchase histories to identify frequently purchased items and explore patterns of products that are often bought together. Additionally, by tracking customer feedback, they gain valuable insights into the expectations and preferences of their customers, allowing them to enhance their offerings and optimize the grocery shopping experience.

By employing Tableau for data analysis, Blinkit gains comprehensive insights into their business operations, enabling them to make informed decisions that enhance operational efficiency and elevate customer satisfaction levels.

The table Grocery Sales is a .CSV file and has the following columns, details of which are as follows:

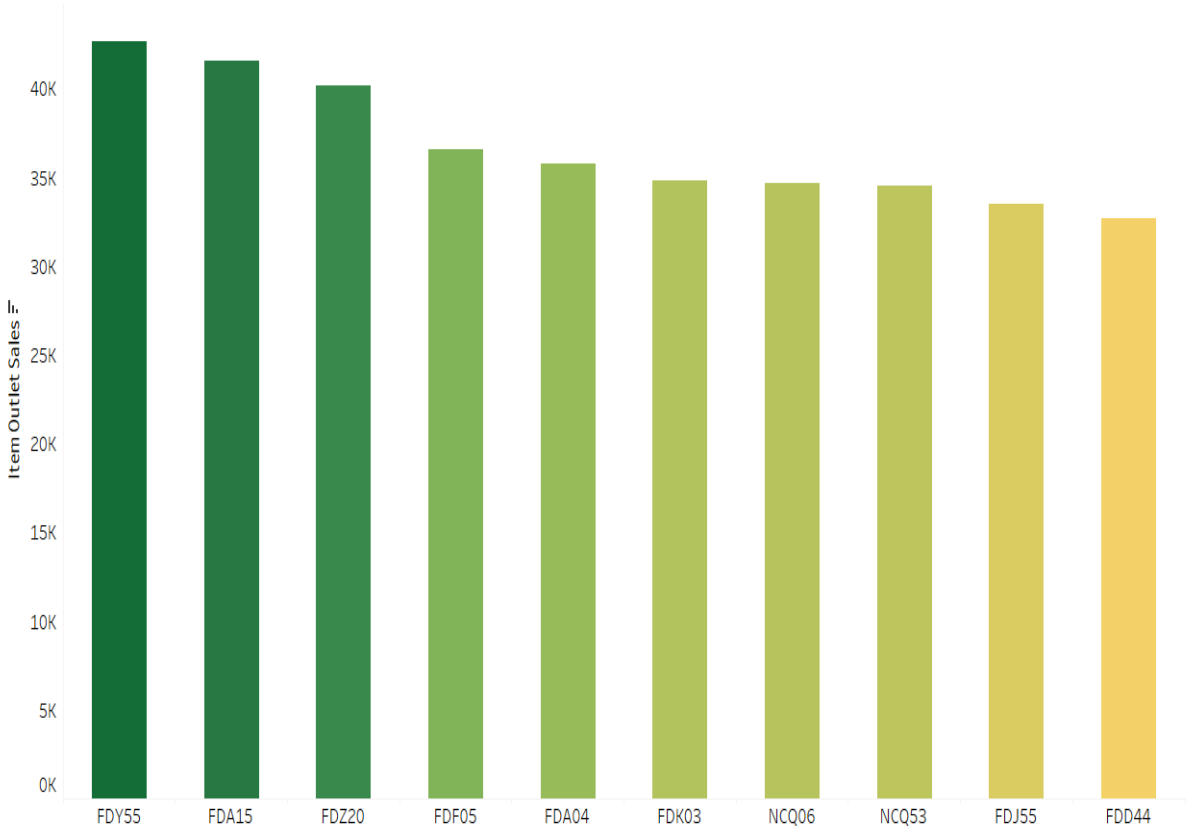
- **Item_Identifier**: A unique ID for each product in the dataset.
- **Item_Weight:** The weight of the product.
- **Item_Fat_Content:** Indicates whether the product is low fat or not.
- **Item_Visibility**: The percentage of the total display area in the store that is allocated to the specific product.
- **Item_Type**: The category or type of product.
- **Item_MRP**: The maximum retail price (list price) of the product.
- **Outlet_Identifier**: A unique ID for each store in the dataset.
- **Outlet_Establishment_Year**: The year in which the store was established.
- **Outlet_Size**: The size of the store in terms of ground area covered.
- **Outlet_Location_Type**: The type of city or region in which the store is located.
- **Outlet_Type**: Indicates whether the store is a grocery store or a supermarket.
- **Item_Outlet_Sales**: The sales of the product in the particular store. This is the outcome variable that we want to predict.

KPIs

Avg. Item MRP	Number of Item	Total Sales
141	8,523	18,591,125

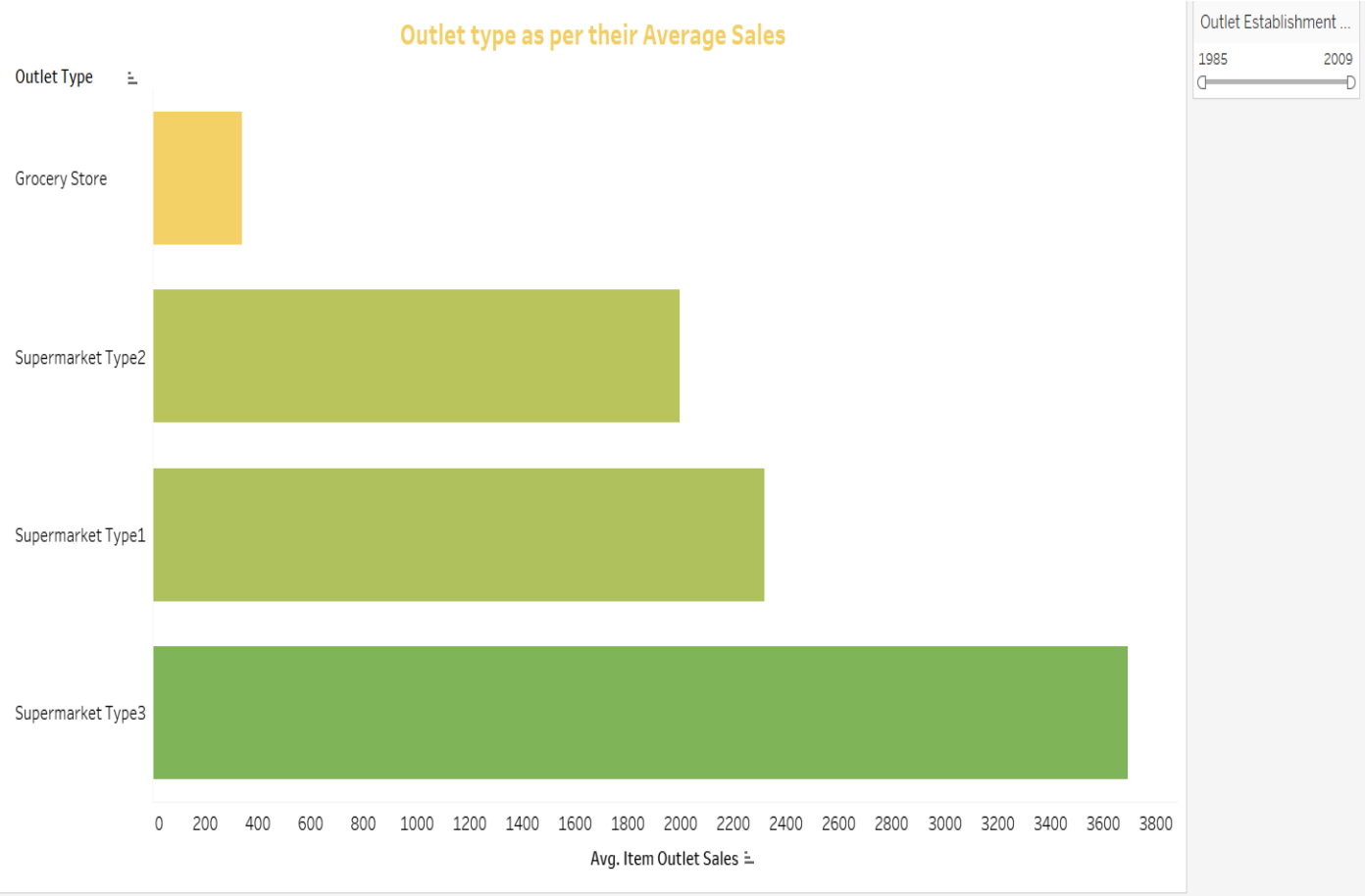
Outlet Establishment...
1985 2009

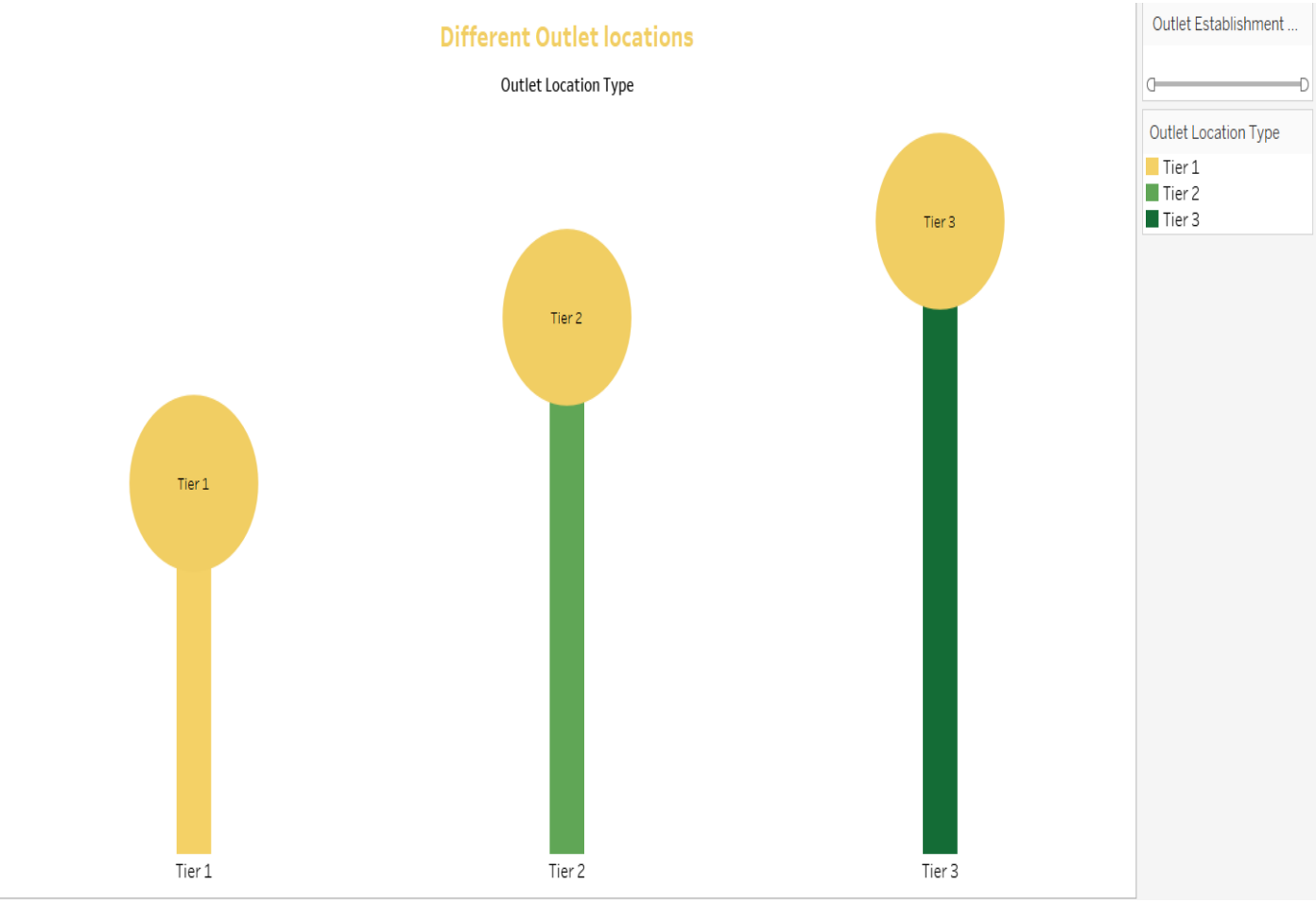
Top 10 Selling Items



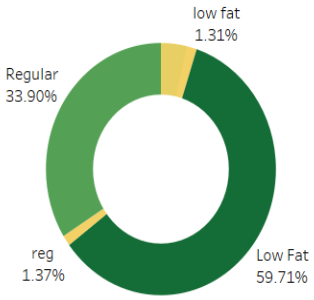
Outlet Establishment ...
1985 2009

SUM(Item Outlet Sales)
32,723 42,662


Outlet type as per their Average Sales
Outlet Type
Grocery Store
Supermarket Type2
Supermarket Type1
Supermarket Type3
0 200 400 600 800 1000 1200 1400 1600 1800 2000 2200 2400 2600 2800 3000 3200 3400 3600 3800
Avg. Item Outlet Sales
Outlet Establishment ...
1985
2009


Different Outlet locations
Outlet Location Type
Tier 1
Tier 2
Tier 3
Tier 1
Tier 2
Tier 3
Outlet Establishment ...
Outlet Location Type
Tier 1
Tier 2
Tier 3

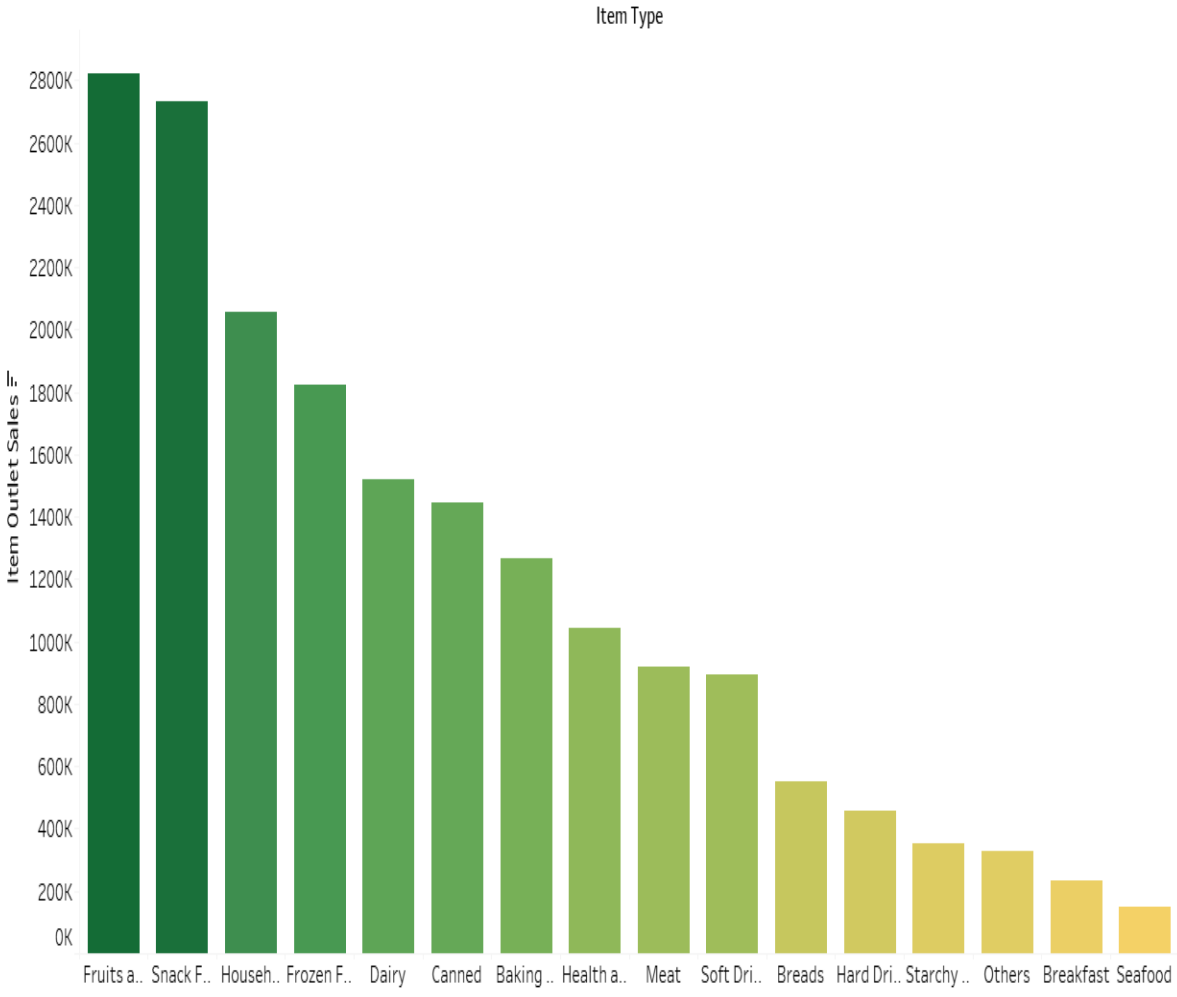
Distribution of Item fat content



Outlet Establishment ...
1985 2009

% of Total CNT(Item F...
1.31% 59.71%

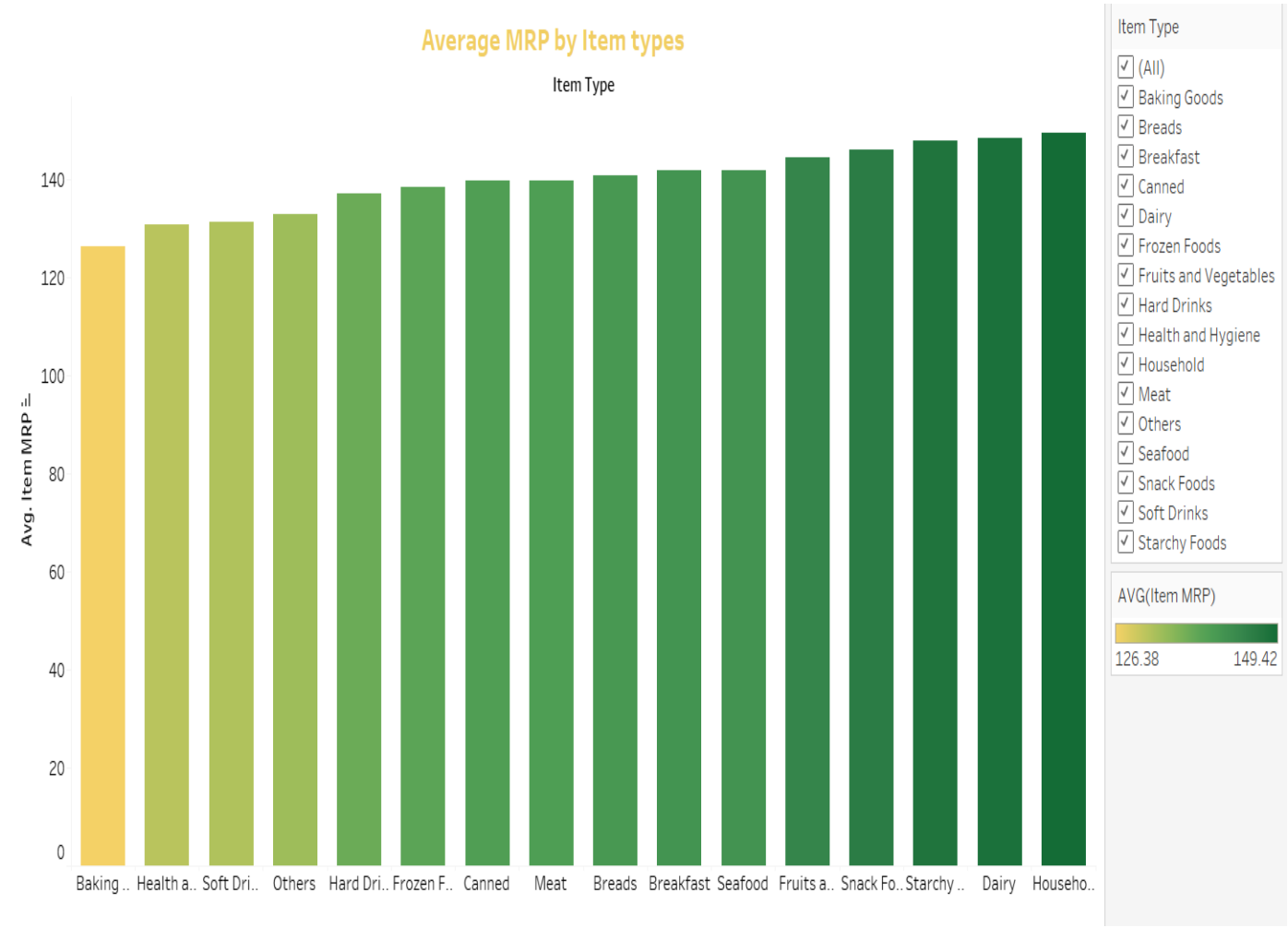
Top Selling Item types

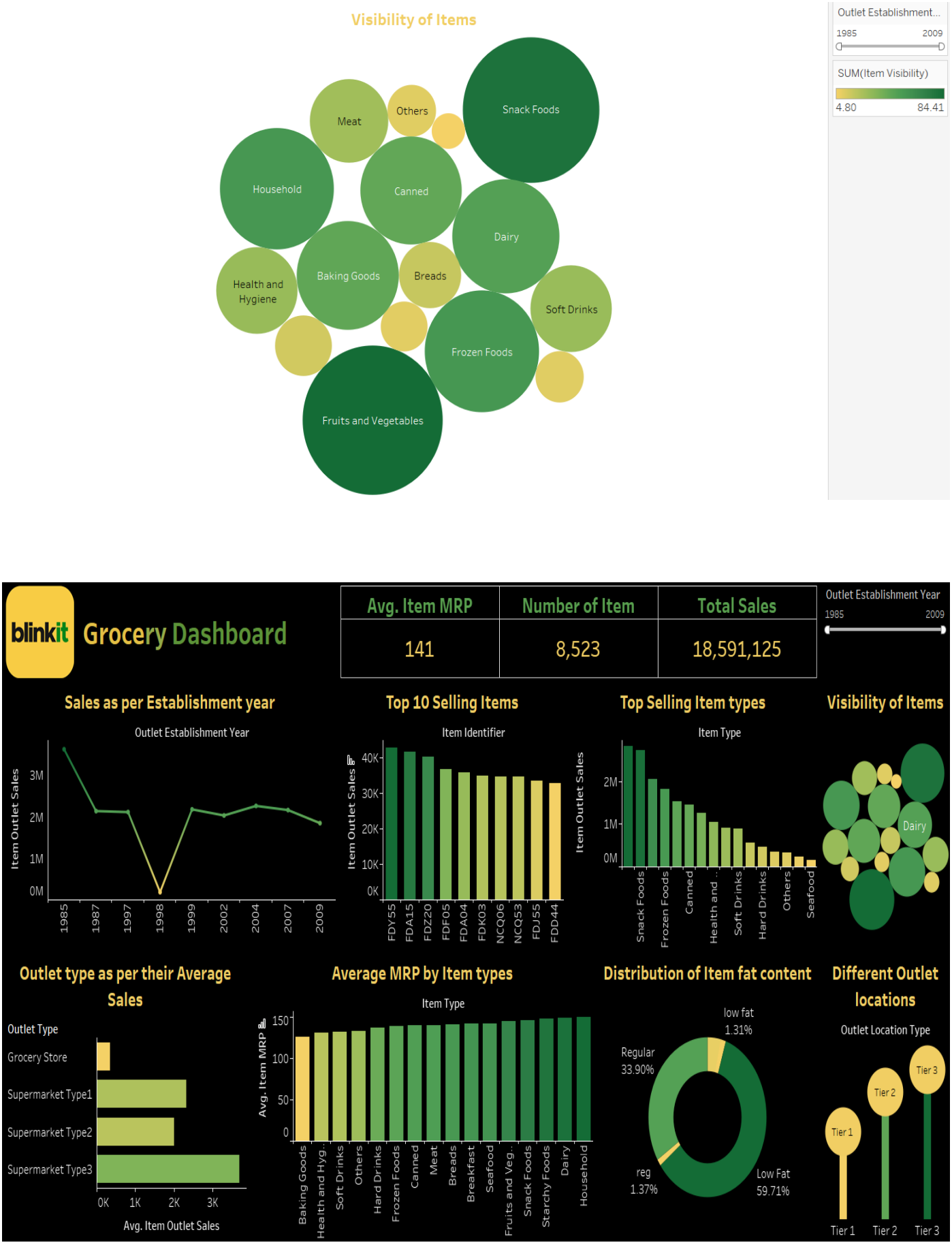


Outlet Establishment ...
1985 2009

SUM(Item Outlet Sales)
148,868 2,820,060

Sales as per Establishment year
Outlet Establishment Year
Item Outlet Sales
3500K
3000K
2500K
2000K
1500K
1000K
500K
0K
1985
1987
1997
1998
1999
2002
2004
2007
2009
Outlet Establishment ...
1985
2009
SUM(Item Outlet Sales)
188,340
3,633,620


Average MRP by Item types
Item Type
Avg. Item MRP
140
120
100
80
60
40
20
0
Baking ..
Health a..
Soft Dri..
Others
Hard Dri..
Frozen F..
Canned
Meat
Breads
Breakfast
Seafood
Fruits a..
Snack Fo..
Starchy ..
Dairy
Househo..
Item Type
(All)
Baking Goods
Breads
Breakfast
Canned
Dairy
Frozen Foods
Fruits and Vegetables
Hard Drinks
Health and Hygiene
Household
Meat
Others
Seafood
Snack Foods
Soft Drinks
Starchy Foods
AVG(Item MRP)
126.38
149.42



Explore the interactive dashboard: [View on Tableau Public]