Blinkit Business Problem statement

1. Sales Performance Analysis:

- **Overall Sales Tracking:** The dashboard should provide a high-level overview of total sales (1,201,681) and average sales (141.0), allowing Blinkit to monitor its overall business performance.

- **Sales Trends Over Time:** The "Outlet Establishment" chart should show sales trends over the years, helping identify growth patterns, seasonality, and the impact of new outlet openings.

- **Sales by Outlet Location:** The "Outlet Location" section should break down sales by Tier 1, Tier 2, and Tier 3 cities, enabling Blinkit to understand regional performance and allocate resources effectively.

- **Sales by Outlet Type:** The "Outlet Type" table should compare the performance of different store formats (Grocery, Supermarket), highlighting which formats are most successful in terms of sales, average rating, and item visibility.

2. Product Analysis:

- **Item-Level Sales:** The dashboard should track the number of items sold (8,523) and provides insights into the sales performance of different item types (Fruits, Snacks, Household, etc.).

- **Product Popularity:** By analysing sales data for different item types, Blinkit can identify its best-selling products and make informed decisions about inventory management and product assortment.

- **Customer Preferences:** The "Average Rating" (3.97) provides feedback on customer satisfaction with the products offered, helping Blinkit understand customer preferences and identify areas for improvement.

3. Operational Efficiency:

- **Outlet Performance:** By comparing average sales across different outlet types and locations, Blinkit can identify high-performing and low-performing outlets and take appropriate action.

- **Impact of Outlet Size:** The "Outlet Size" chart helps analyse the relationship between store size and sales performance, informing decisions about store expansion and optimization.