

PROBLEM STATEMENT:-Blinkit Sales analysis.

The dataset provides detailed information about grocery items, its characteristics, and the outlets where they are sold.

It includes the following key attributes:

- **Item Features:** Details such as fat content (e.g., Regular, Low Fat), item types (e.g., Fruits and Vegetables, Soft Drinks), and item visibility within stores.
- **Outlet Characteristics:** Attributes such as outlet location type (Tier 1, Tier 2, Tier 3), size (Small, Medium, High), and type (e.g., Supermarket Type1, Type2).
- **Performance Metrics:** Data on item sales, customer ratings, and outlet establishment years.

A dashboard is created to address key business questions, aiming to help the company to refine its sales strategy and enhance customer satisfaction.

Dashboard provides following insights :

1)KPI requirement

A)Total sales

B)Average sales

C)Total no. of items

D)Average rating

2)Total sales by fat content

3)Total sales by outlet type

4)Total sales by establishment type

5)Total sales by Item type

6)Total sales by outletwise fat

7)Total sales by outlet size

8)Total sales by location

Important Insights:-

- **Outlet Trends:** Data includes outlets from multiple years (e.g., 2012, 2016, 2022). Analyzing performance based on establishment years ,year 2018 had more sales.
- **Sales and Item Categories:** Sales distribution across categories like "Fruits and Vegetables," "snack foods" are high-performing segments.
- **Location Insights:** Outlets are categorized into Tier 1, Tier 2, and Tier 3 locations. In this tier3 gives us more revenue.
- **Outlet Size and Type Impact:** Comparing sales across outlet sizes (Small, Medium, High) and types. (Supermarket Type1/Type2) can provide more operational efficiencies.

Company can generate more revenue by more focusing on tier 3 cities by selling low fat items via supermarket type1/supermarket 2.