

# Blinkit Sales Data analysis Report

## Insights:

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	Item Fat Content	Item Identifier	Item Type	Outlet Establishment Year	Outlet Identifier	Outlet Location Type	Outlet Size	Outlet Type	Item Visibility	Item Weight	Sales	Rating
0	Regular	FDX32	Fruits and Vegetables	2012	OUT049	Tier 1	Medium	Supermarket Type1	0.100014	15.10	145.4786	5.0
1	Low Fat	NCB42	Health and Hygiene	2022	OUT018	Tier 3	Medium	Supermarket Type2	0.008596	11.80	115.3492	5.0
2	Regular	FDR28	Frozen Foods	2016	OUT046	Tier 1	Small	Supermarket Type1	0.025896	13.85	165.0210	5.0
3	Regular	FDL50	Canned	2014	OUT013	Tier 3	High	Supermarket Type1	0.042278	12.15	126.5046	5.0
4	Low Fat	DRI25	Soft Drinks	2015	OUT045	Tier 2	Small	Supermarket Type1	0.033970	19.60	55.1614	5.0
5	low fat	FDS52	Frozen Foods	2020	OUT017	Tier 2	Small	Supermarket Type1	0.005505	8.89	102.4016	5.0
6	Low Fat	NCU05	Health and Hygiene	2011	OUT010	Tier 3	Small	Grocery Store	0.098312	11.80	81.4618	5.0
7	Low Fat	NCD30	Household	2015	OUT045	Tier 2	Small	Supermarket Type1	0.026904	19.70	96.0726	5.0
8	Low Fat	FDW20	Fruits and Vegetables	2014	OUT013	Tier 3	High	Supermarket Type1	0.024129	20.75	124.1730	5.0
9	Low Fat	FDX25	Canned	2018	OUT027	Tier 3	Medium	Supermarket Type3	0.101562	NaN	181.9292	5.0

### Top selling 10

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8513	Regular	DRY23	Soft Drinks	2018	OUT027	Tier 3	Medium	Supermarket Type3	0.108568	NaN	42.9112	4.0
8514	low fat	FDA11	Baking Goods	2018	OUT027	Tier 3	Medium	Supermarket Type3	0.043029	NaN	94.7436	4.0
8515	low fat	FDK38	Canned	2018	OUT027	Tier 3	Medium	Supermarket Type3	0.053032	NaN	149.1734	4.0
8516	low fat	FDO38	Canned	2018	OUT027	Tier 3	Medium	Supermarket Type3	0.072486	NaN	78.9986	4.0
8517	low fat	FDG32	Fruits and Vegetables	2018	OUT027	Tier 3	Medium	Supermarket Type3	0.175143	NaN	222.3772	4.0
8518	low fat	NCT53	Health and Hygiene	2018	OUT027	Tier 3	Medium	Supermarket Type3	0.000000	NaN	164.5526	4.0
8519	low fat	FDN09	Snack Foods	2018	OUT027	Tier 3	Medium	Supermarket Type3	0.034706	NaN	241.6828	4.0
8520	low fat	DRE13	Soft Drinks	2018	OUT027	Tier 3	Medium	Supermarket Type3	0.027571	NaN	86.6198	4.0
8521	reg	FDT50	Dairy	2018	OUT027	Tier 3	Medium	Supermarket Type3	0.107715	NaN	97.8752	4.0
8522	reg	FDM58	Snack Foods	2018	OUT027	Tier 3	Medium	Supermarket	0.000000	NaN	112.2544	4.0

### Least selling 10

## Important numbers:

- **Total Sales:** \$1,201,681

The overall sales value across all product categories indicates consistent growth, with specific spikes in high-demand items.

- **Average Sales:** \$141.0

Daily average sales remain steady, reflecting stable customer activity and purchasing power.

- **Number of Items Sold:** 8,523

High volume of items sold points to strong product turnover and an effective delivery model.

- **Average Ratings:** 4.0

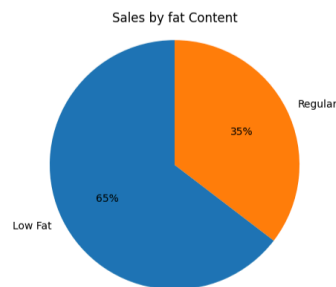
Most products maintain favorable customer ratings, showcasing good quality and customer satisfaction.

**Note:** Notable sales spikes in certain products may be attributed to successful promotions or seasonal trends. However, irregularities in delivery times and customer ratings warrant a closer look into logistics and quality control to prevent any long-term impact on customer experience.

### **Data Cleaning and Filtering:**

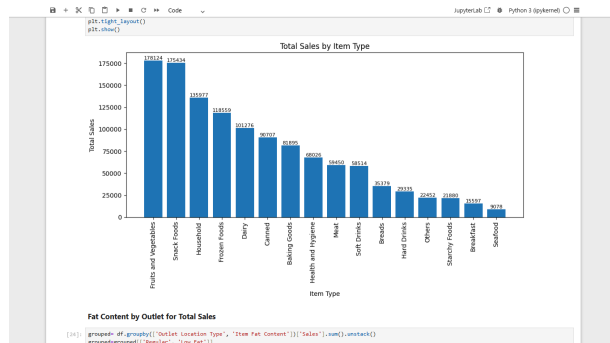
- Removed null or duplicate values in key columns like product names, sales, and ratings to ensure data accuracy.
- Filtered the dataset to focus on relevant columns, including sales amount, item quantity, and delivery time.
- Applied logical conditions to eliminate extreme outliers where necessary, ensuring the data is reliable and consistent for analysis.

### **Sales by fat contain:**



- **Category Performance Insights:** 65% of the total sales come from low-fat products, while only 35% are from regular-fat items, showing a clear customer preference for healthier options.
- **Actionable Recommendations:** Increase the variety and visibility of low-fat products and consider bundling them in health-focused offers or categories to attract health-conscious customers.

## Total sales by item type:



- **Category Performance Insights:** The top-selling categories, Fruits and Vegetables and Snack Foods, have generated sales exceeding RS. 1.75 lakh, reflecting strong consumer demand for fresh and convenient food options. In contrast, seafood sales were significantly lower at RS. 9,078, suggesting potential issues with availability, pricing, or consumer preferences.
- **Actionable Recommendations:**

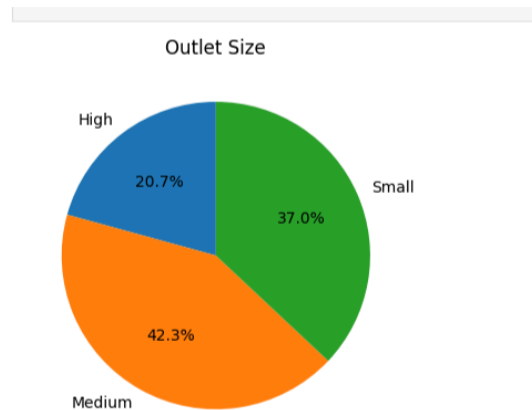
### 1. Optimize Top-Performing Categories:

- Prioritize stocking high-demand items in Fruits and Vegetables and Snack Foods.
- Offer combo deals or discounts to boost sales further.
- Ensure prominent visibility on the homepage or app to attract more customers.

### 2. Reassess Underperforming Categories:

- For seafood, evaluate the pricing strategy and product freshness.
- Analyze demand in specific zones to determine if localized offerings could improve sales.
- Consider adjusting inventory levels based on demand insights before expanding.

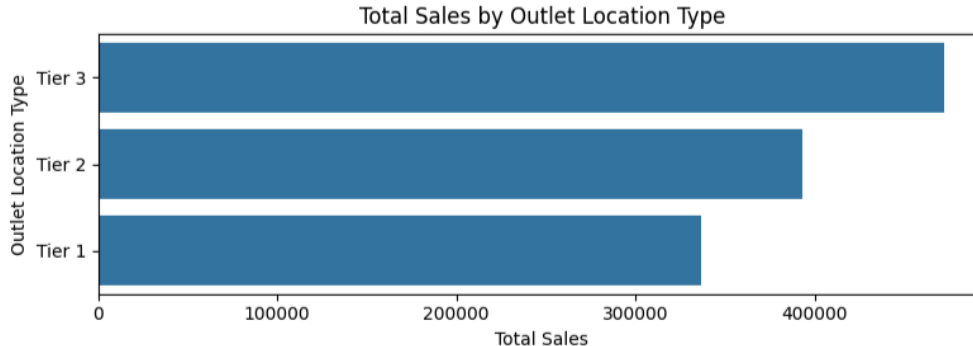
## Outlet size:



**Category Performance Insights:** Most sales come from medium-sized outlets (42.3%), followed by small (37.0%) and high-size outlets (20.7%), indicating that medium and small outlets are the backbone of operations.

**Actionable Recommendations:** Focus infrastructure and marketing efforts on medium and small outlets to maximize efficiency and sales growth; assess if high-size outlets are underutilized.

### **Total sales by outlet location type:**



Category Performance Insights: Tier 3 cities lead with over RS.40 lakhs in sales, surpassing both Tier 1 and Tier 2, showing strong growth and demand in emerging markets.

Actionable Recommendations: Increase investment, inventory, and marketing in Tier 3 cities to capitalize on high demand, while exploring ways to boost engagement in Tier 1 and Tier 2 locations.

### **Action Plan:**

1. **Promote High-Rating Products:** Boost visibility and ad budget for products with >4.5 ratings.

2. **Fix Delivery Issues:** Reassess logistics in zones with delayed deliveries.
3. **Leverage Seasonal Demand:** Prepare inventory for high-demand periods.
4. **Optimize Product Mix:** Review or discontinue low-selling or poorly rated items.
5. **Improve Data Insights:** Enhance data collection for better predictive analysis.

## Powerbi dashboard:

