

Project Title: Blink it – Retail Outlet Sales & Inventory Performance Analysis

Project Objectives:

1. Evaluate Retail Outlet Sales Performance:

- Measure total and average sales across outlet types, sizes, and locations.
- Identify top- and under-performing establishments based on key sales metrics.

2. Understand Product Distribution and Demand:

- Track the number and type of products available across outlets.
- Assess which product categories drive the highest inventory turnover.

3. Analyse Outlet Demographics and Performance:

- **Compare the performance of outlets based on:**
 - Size (Small, Medium, High)
 - Type (Grocery Store, Supermarket Type 1, 2, 3)
 - Tiered Locations (Tier 1, Tier 2, Tier 3)

4. Customer Satisfaction Monitoring:

- Measure and compare average customer ratings by outlet type.
- Understand if high ratings correlate with higher sales.

5. Track Establishment Growth Trends:

- Monitor sales trends based on the year of outlet establishment.
- Identify which establishment periods contributed most to revenue.

6. Assess Product Health-Focused Demand:

- Analyse Fat Content distribution (Low Fat vs Regular) across locations and outlet types.

7. Monitor Visibility and Exposure Metrics:

- Compare product visibility scores with actual sales to evaluate marketing or shelf placement effectiveness.

Key Metrics:

Metric	Value
Average Rating	3.92 stars
Total Sales	\$1.2M
Average Sales per Outlet	\$141
Total Items in Inventory	8,523 items

1. Sales by Outlet Type

- Supermarket Type 1 leads with the highest total sales at \$787K, followed by Supermarket Type 2 and Grocery Stores.
- Grocery Stores have the highest average rating (3.93), showing better customer satisfaction despite lower sales volume.

2. Sales by Outlet Size

- Medium-sized outlets contribute the highest share of sales (42.27%, ~\$508K), outperforming both small and large outlets.
- Indicates medium outlets strike a balance between scale and manageability.

3. Sales by Location Tier

- Tier 3 locations generated the highest sales (\$472K), followed by Tier 2 and Tier 1.
- Surprising trend suggesting non-metro/rural expansion is proving more profitable than traditional urban hubs.

4. Sales Trend by Establishment Year

- Steady growth seen across years, with 2017 marking a significant revenue peak (~\$205K).
- Possible expansion or product rebranding leading to performance spike.

5. Item Type Distribution

- Fruits and Vegetables lead in inventory volume, followed by Snack Foods, Household Items, and Frozen Foods.
- Strong demand trend toward fresh and daily-use essentials.

6. Fat Content Analysis

- Regular fat items constitute ~65% of inventory; Low-fat options are ~35%.

- Growing health awareness visible especially in Tier 3 locations, which stock more low-fat products.

7. Visibility vs Performance

Outlet Type	Visibility Score	Total Sales	Insights
Supermarket Type 1	338.65	\$787.5K	High visibility correlates with high sales
Supermarket Type 2	56.62	\$1.3M	Moderate visibility, excellent performance
Grocery Store	113.57	\$1.5M	Top performer with excellent ratings

- Supermarket Type 2 stands out for high sales despite low visibility – suggests loyal customer base or strong demand for select products.

Recommendations:

1. Invest more in Medium-Sized Outlets – proven to drive optimal sales efficiency.
2. Expand operations in Tier 3 locations – showing high ROI and market potential.
3. Optimize visibility for low-performing types (e.g., Supermarket Type 3) – consider in-store promotions or better product placements.
4. Increase focus on Low Fat and Health-focused items – especially in regions already showing uptake.
5. Leverage high customer ratings in Grocery Stores to market them as “trusted neighbourhood options.”