** BlinkIT Grocery Sales & Inventory Analysis Dashboard**

**📝 Project Summary:**

**In this initiative, I used Excel to perform a comprehensive sales and inventory analysis on a simulated BlinkIT grocery dataset. The objective was to extract actionable business insights to optimize stock management, improve regional performance, and enable more informed decision-making.**

**🎯 Objective:**

**To identify high and low-performing products across various outlet types and locations,**

**Assess visibility against sales trends and strengthen retail strategies based on data.**

**🔧 Tools Used:**

**• Excel: Data cleaning, pivot analysis, exploratory metrics**

**• (SQL or Python may be utilized in future versions)**

**📈 Key Analyses & Insights:**

**• Sales by Item Type:  
 Fruits and Vegetables contributed the most to overall sales. Snack Foods and Soft Drinks**

**Also performed well in Tier 1 locations.**

**• Outlet Performance by Size & Type  
 Medium-sized outlets in Supermarket Type 1 settings generated significantly higher sales**

**than small outlets, particularly in Tier 1 areas.**

**• Product Visibility vs. Sales:  
 Items with limited shelf visibility typically underperformed in sales, indicating a**

**Potential opportunity to enhance product placement or visibility marketing.**

**• Outlet Age Impact:  
 Outlets older than 10 years generally exhibited more stable and higher sales, likely**

**Due to increased customer loyalty and a well-established presence.**

**• Stock Strategy Insight:  
 Certain product categories, such as Frozen Foods and Canned Items, exhibited low**

**movement in specific areas, signaling potential overstocking or mismatched demand.**

**📌 Business Value:**

**This analysis illustrates the role of a business analyst or retail consultant. It highlights how data-driven decisions can:**

**• Enhance inventory turnover**

**• Improve product visibility**

**• Increase revenue by leveraging regional and demographic preferences**.