

Blinkit Sales Analysis Report

Problem Statement (Business Requirement)

The objective of this analysis is to perform a comprehensive assessment of Blinkit's sales performance, customer satisfaction levels, and inventory distribution. The aim is to uncover actionable insights and identify key areas of opportunity using relevant performance indicators and data visualizations.

Key KPIs (Key Performance Indicators)

- **Total Sales:** Represents the total revenue generated from all product sales.
- **Average Sales:** Indicates the mean revenue per transaction or sale.
- **Number of Items Sold:** Refers to the total quantity of individual items sold across all categories.
- **Average Customer Rating:** Reflects the mean customer satisfaction score based on product reviews or feedback.

KPI-Based Analytical Objectives

- **Analysis of Total Sales by Fat Content:**
Purpose: To evaluate the influence of fat content levels on total sales performance.
Supplementary Metrics: Average Sales, Number of Items Sold, and Average Customer Rating across fat content categories.
- **Analysis of Total Sales by Item Type:**
Purpose: To assess the sales contribution of various item types.
Supplementary Metrics: Comparative analysis of Average Sales, Number of Items Sold, and Average Customer Rating by item type.
- **Comparison of Fat Content by Outlet for Total Sales:**
Purpose: To compare total sales performance across outlets categorized by fat content.
Supplementary Metrics: Variations in Average Sales, Number of Items Sold, and Average Customer Rating by outlet.
- **Evaluation of Total Sales by Outlet Establishment:**
Purpose: To determine how the age or classification of outlets influences total sales volume.
- **Assessment of Sales by Outlet Size:**
Purpose: To identify any correlations between the physical size of outlets and their respective sales performance.
- **Assessment of Sales by Outlet Location:**
Purpose: To analyze regional sales distribution and identify high-performing or underperforming locations.
- **Comprehensive Metric Overview by Outlet Type:**
Purpose: To present a consolidated view of key performance indicators (Total Sales, Average Sales, Number of Items Sold, and Average Rating) across different outlet types.