

DATA-DRIVEN INSIGHTS

# BlinkIT Grocery Sales Analysis

Analyzing product performance, outlet behavior, and revenue drivers to optimize inventory planning and outlet strategy across locations.



**8,523 Products**

Analyzed



**3.9/5**

Customer Rating



**\$1.20M**

in Total Sales



**15+ Categories**

Covered

# Dataset Overview

15+

## Item Categories

Product categories & fat content for targeted analysis.

3

## Outlet Sizes

Performance based on outlet size and location tier.

\$2.5M

## Sales Value

Revenue tracking and item visibility metrics.

4.2/5

## Customer Ratings

Gauge satisfaction and product reception.

 PYTHON

# Exploratory Data Analysis

01

## Data Inspection

Examined dataset structure, missing values, and consistency patterns.

02

## Data Cleaning

Handled null values, standardized categorical fields, validated numerical ranges.

03

## Feature Analysis

Analyzed sales distribution, item categories, outlet size contribution, and rating trends.





SQL

# Business Metrics Analysis

15%

## Revenue Growth

QoQ growth across all outlet types.

60%

## Location Impact

Top 3 locations drive this much of the total revenue.

40%

## Product Preference

Customer preference for low-fat vs regular products.





# Key Performance Indicators

1.20M

Total Sales

Overall revenue generated

141

Average Sales

Per transaction value

8,523

Number of Items

Products analyzed

3.9

Average Rating

Customer satisfaction  
score

# Sales Performance by Category

Our analysis reveals key contributors to overall sales, with fresh produce and snack foods leading the categories in revenue generation.



## Fruits & Vegetables

Consistently top-performing category, crucial for fresh appeal.



## Snack Foods

Strong impulse purchase driver, high volume sales.



## Dairy

Essential staple with stable and predictable demand.



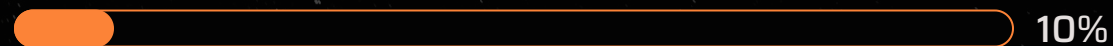
## Frozen Foods

Growing segment, catering to convenience-seeking customers.



## Beverages

Steady performer, includes a wide range of drinks.

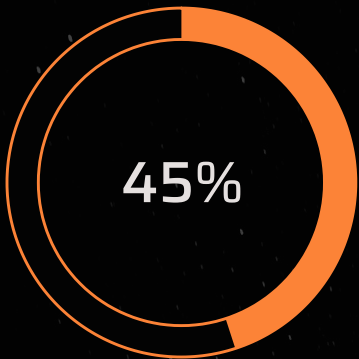


## Bakery

Niche appeal with strong local preferences.

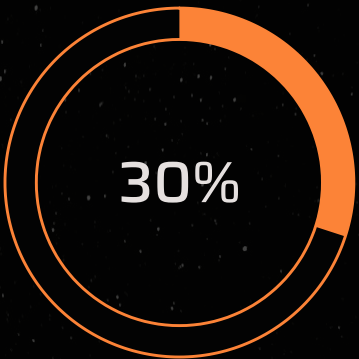
# Outlet Performance Comparison

Analyzing the sales contribution across various outlet types and sizes reveals critical insights into revenue drivers and strategic focus areas for BlinkIT.



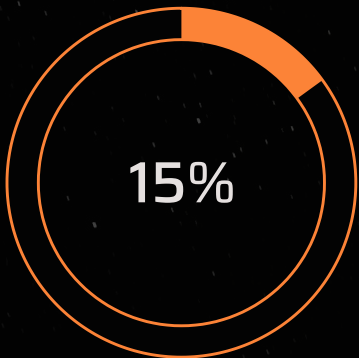
Tier 1 Locations

These premium locations consistently generate the highest revenue, indicating strong market penetration.



Tier 2 Locations

Contributing significantly, these outlets show strong potential for growth with targeted improvements.



Tier 3 Locations

While smaller, these outlets serve essential community needs and have stable local customer bases.



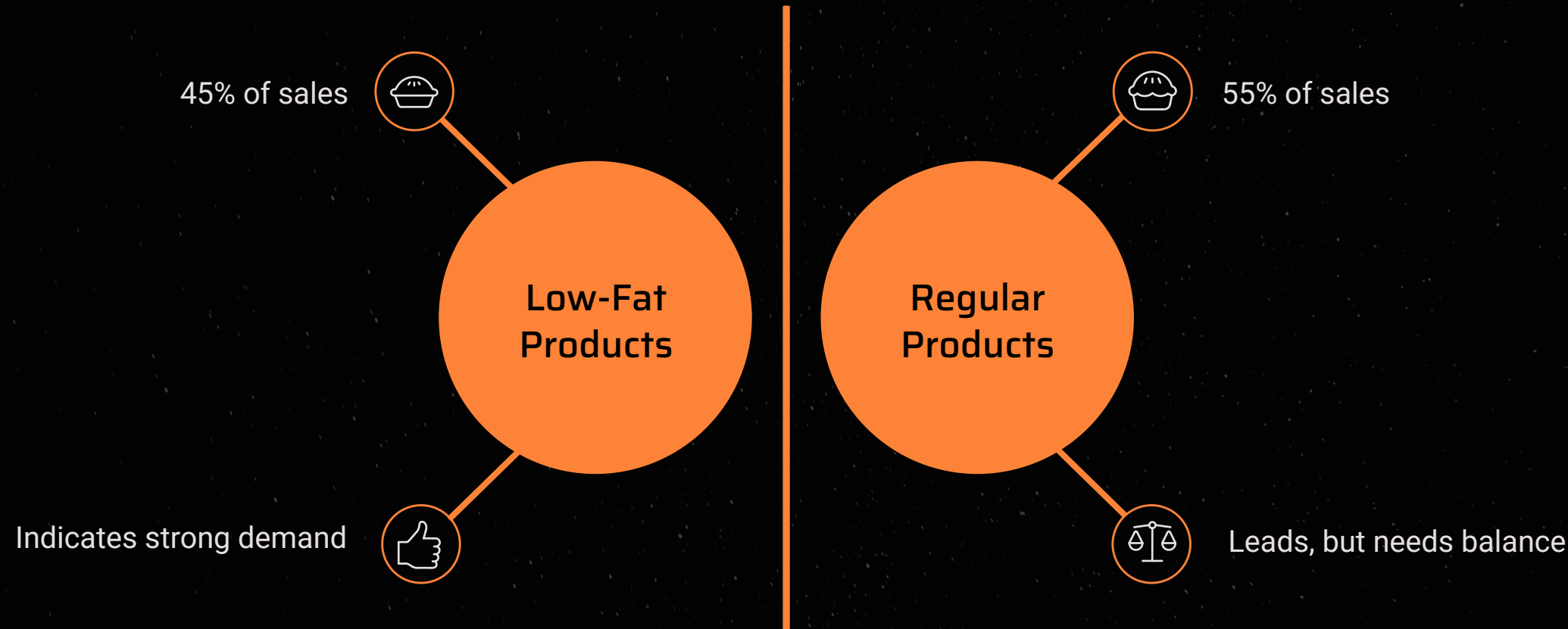
Medium Outlets

This segment provides steady sales and acts as a crucial bridge between smaller and larger formats.

Tier 1 locations clearly drive the most substantial portion of BlinkIT's overall revenue, highlighting their strategic importance.

# Product Mix Analysis: Low-Fat vs Regular

Understanding the sales distribution between low-fat and regular products is crucial for optimizing inventory and marketing strategies.



While Regular Products currently dominate sales, the significant contribution from Low-Fat Products indicates a strong consumer segment valuing healthier options. A balanced approach in inventory management and promotional efforts will be key to satisfying diverse customer preferences and maximizing overall revenue.



# Dashboard Insights

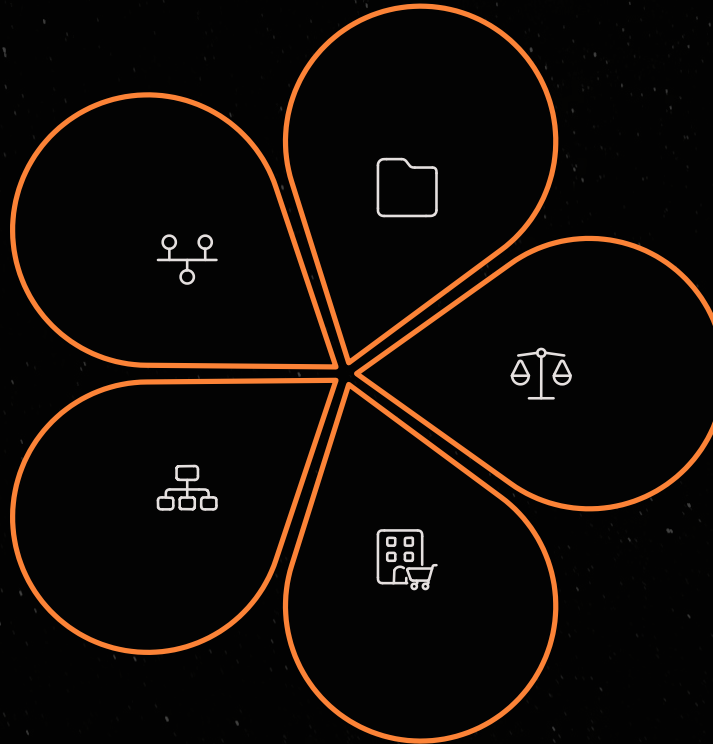
Interactive Power BI dashboard visualizes performance across multiple dimensions.

## Outlet Establishment Trends

Historical growth patterns and expansion timeline.

## Location-Wise Sales

Performance across Tier 1, 2, and 3 locations.



## Item Type Performance

Category-wise sales contribution and trends.

## Fat Content Analysis

Low-fat vs regular product performance.

## Outlet Size Distribution

Revenue by small, medium, and large outlets.



## STRATEGIC RECOMMENDATIONS

# Business Recommendations



### Expand High Performers

Focus inventory on Fruits & Vegetables and Snack Foods categories.



### Prioritize Tier 3

Tier 3 outlets contribute the highest share of total sales.



### Optimize Medium Outlets

Strong revenue contribution relative to footprint size.

# Next Steps



## Product Mix Balance

Maintain balanced low-fat and regular items for diverse preferences.



## Boost Visibility

Improve promotion for underperforming categories to drive incremental sales.



## Monitor & Optimize

Continuous tracking of KPIs to refine strategy and maximize revenue.

