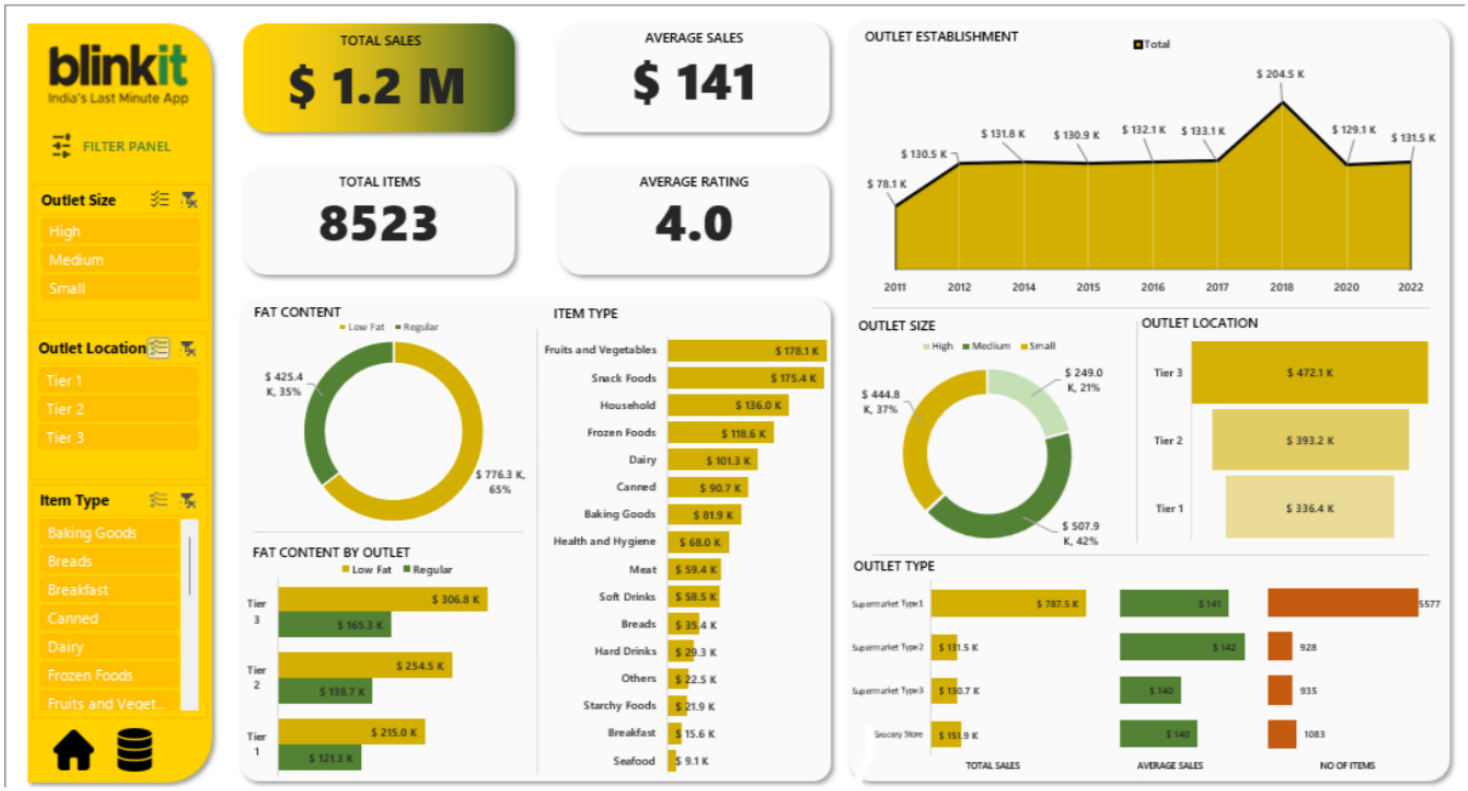
📊 Case Study: Sales & Customer Insights Analysis for Blinkit using Microsoft Excel



🧩 Background:

Blinkit, a leading last-minute grocery delivery platform in India, wanted a clear and actionable overview of its **sales performance, customer ratings, and outlet-wise distribution**. The goal was to leverage **Microsoft Excel** to analyze and visualize the data without relying on advanced BI tools.

This project demonstrates how **Excel dashboards**, when used creatively, can deliver business-critical insights efficiently and visually.

🎯 Objective:

To conduct a **comprehensive sales performance and customer satisfaction analysis** using Excel and fulfill stakeholder requirements by:

- Designing a dynamic dashboard using charts and pivot tables.
- Providing KPI-based insights on item sales, customer behavior, and outlet performance.
- Supporting strategic decisions through data-backed storytelling.

📌 Business Requirements (Defined by Stakeholders):

✅ Key KPIs:

1. **Total Sales** – Overall revenue.
2. **Average Sales** – Average value per transaction.

3. **Number of Items Sold** – Total quantity of different items sold.
4. **Average Rating** – Customer satisfaction score.

📊 Chart Requirements:

- Sales comparison by **fat content**.
- Performance across **item types**.
- Analysis of sales by **outlet size**, **location**, and **establishment year**.
- Complete view of all metrics segmented by **outlet type**.

📈 Dashboard Overview (Created in Excel):

⚡ Key Metrics:

- **Total Sales**: $1.2 Million
- **Average Sales**: $141
- **Items Sold**: 8,523
- **Average Customer Rating**: 4.0

These KPIs are visually represented using Excel's pivot charts, conditional formatting, and dynamic chart tools.

🔍 Insights Derived:

1. Item Type Performance:

- Top Categories:
  - Fruits & Vegetables: $178.1K
  - Snack Foods: $175.4K
  - Household Items: $136.0K
- Low Performance:
  - Seafood: $9.1K
  - Breads: $35.4K

📝 **Recommendation:** Consider bundling or promoting lower-selling categories. Prioritize high-sellers for stock optimization.

2. Fat Content Analysis:

- Regular Fat: 65% of Sales ($776.3K)
- Low Fat: 35% of Sales ($425.4K)

📝 **Recommendation:** While regular-fat products dominate, health trends indicate potential in expanding low-fat product lines.

3. Outlet Establishment Trends (Line Chart):

- Peak in 2018: $204.5K
- Relatively stable between 2012–2022

📝 **Recommendation:** Investigate what drove 2018 peak to replicate success.

4. Outlet Size Insights (Pie Chart):

- High Size: $507.9K (42%)

- Medium Size: $444.8K (37%)
- Small Size: $249.0K (21%)

📝 **Recommendation:** Medium-size outlets show strong potential—invest in infrastructure and visibility for this segment.

5. Outlet Location Performance (Bar Chart):

- Tier 3: $472.1K (Top Performer)
- Tier 2: $393.2K
- Tier 1: $336.4K

📝 **Recommendation:** Focus marketing in Tier 3 areas where growth potential is high.

6. Outlet Type Matrix:

- Supermarket Type 1 dominates with:
  - Total Sales: $787.5K
  - Highest item count and stable average sales

📝 **Recommendation:** Build more partnerships with this outlet type and use others as supplementary models.

🛠️ Tools & Techniques Used:

- **Software:** Microsoft Excel
- **Key Features Used:**
  - Pivot Tables & Charts
  - Donut, Line, Bar & Matrix Visualizations
  - Slicers for interactivity
  - Manual Data Cleaning & Categorization
  - Conditional Formatting for Data Highlights

🧠 Conclusion & Takeaways:

This project proves that even without advanced BI tools, **Excel alone can uncover powerful business insights** if used strategically. The dashboard helped visualize important trends, highlight areas of concern, and support informed decision-making.