

Blinkit Grocery

Sales Analysis



About Us



Blinkit, formerly known as Grofers, is an Indian online grocery delivery service founded in 2013 by Albinder Dhindsa and Saurabh Kumar. The company operates on a hyperlocal model, partnering with local stores to offer a wide range of groceries and household essentials. Blinkit is known for its quick delivery times, often within minutes, leveraging advanced technology and data analytics. It has a significant presence in multiple Indian cities and has received substantial venture capital funding to support its growth and expansion. The rebranding to Blinkit in 2021 emphasized its focus on fast and reliable grocery delivery.



Problem Statement

Objective:

- To analyze the sales performance and customer behavior across different outlets and product categories.

Challenges:-

- Understanding the factors influencing sales.
- Identifying top-performing and underperforming products and outlets.
- Enhancing customer satisfaction and rating.
- Making data-driven decisions to improve overall business performance.

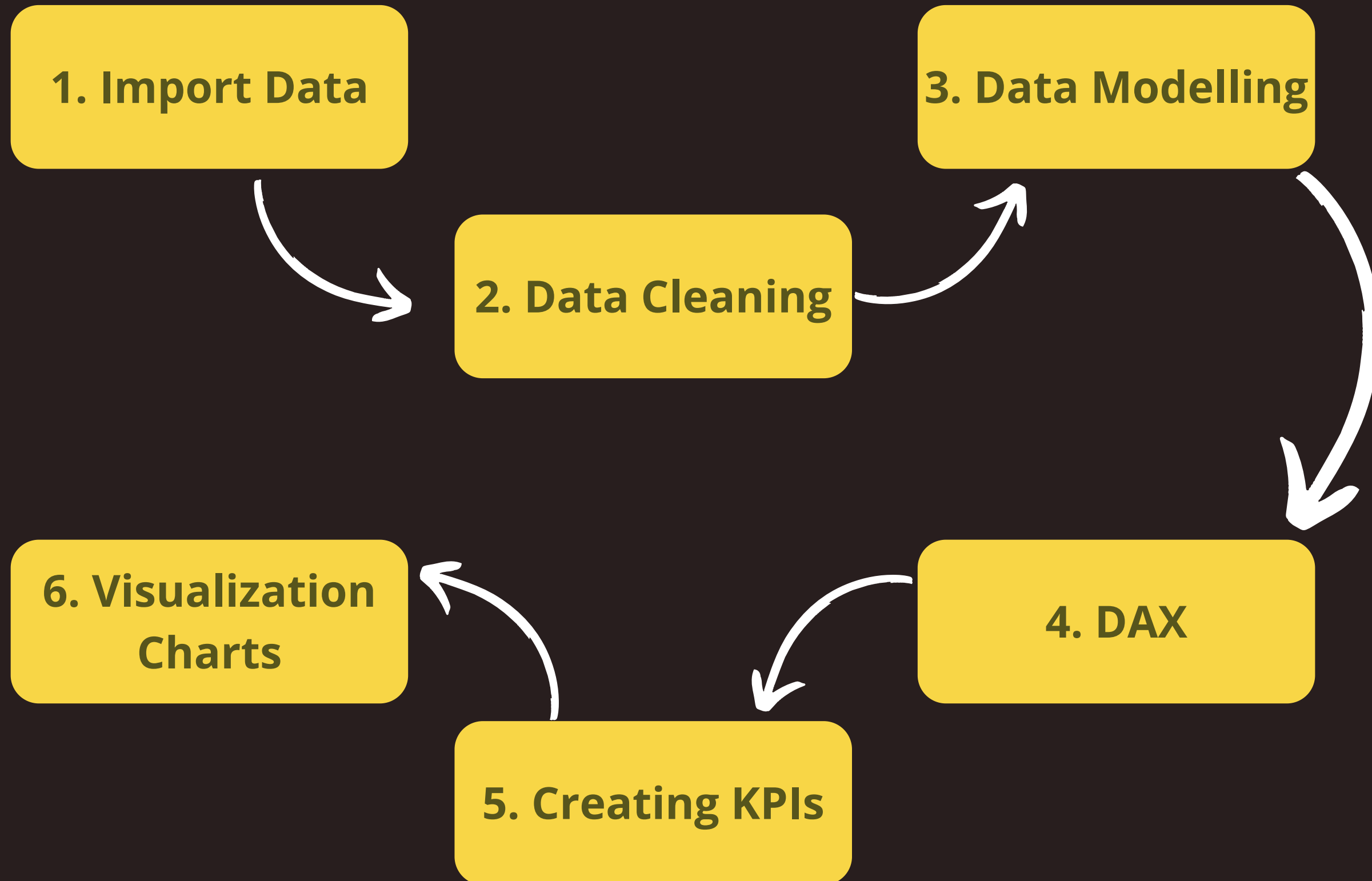


Data Dictionary

1. **Item Fat Content:** The fat content of the item (e.g., Low Fat, Regular).
2. **Item Identifier:** A unique identifier for each item.
3. **Item Type:** The category or type of the item (e.g., Dairy, Snacks).
4. **Outlet Establishment Year:** The year the outlet/store was established.
5. **Outlet Identifier:** A unique identifier for each outlet/store.
6. **Outlet Location Type:** The type of location of the outlet (e.g., Urban, Rural).
7. **Outlet Size:** The size of the outlet/store (e.g., Small, Medium, Large).
8. **Outlet Type:** The type of the outlet (e.g., Supermarket, Grocery Store).
9. **Item Visibility:** The visibility of the item in the store (a numerical value, possibly a percentage).
10. **Item Weight:** The weight of the item.
11. **Sales:** The sales figures for the item.
12. **Rating:** The rating given to the item (e.g., by customers).

Functionality Used

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Import Data



Import data from Microsoft Excel including sales report, product details and customer feedback.

Data Cleaning

- Cleaned and formatted the data to ensure accuracy and consistency.
- Removed duplicates and handled missing values.

Data Modeling

- Creating relationship between different tables to streamline data analysis
- Establish a Data Model, that support robust reporting and insights.

DAX(Data Analysis Expressions)

- Total Sales: **SUM(Sales[Amount])**
- Average Sales: **AVERAGE(Sales[Amount])**
- Count Rows: **COUNTROWS(Sales)**
- Average Ratings: **AVERAGE(CustomerFeedback[Rating])**



Creating KPIs

- Defined key performance indicators (KPIs) to measure success.
- Example KPIs: Total Sales, Average Sales, Number of Items Sold, Average Customer Rating.



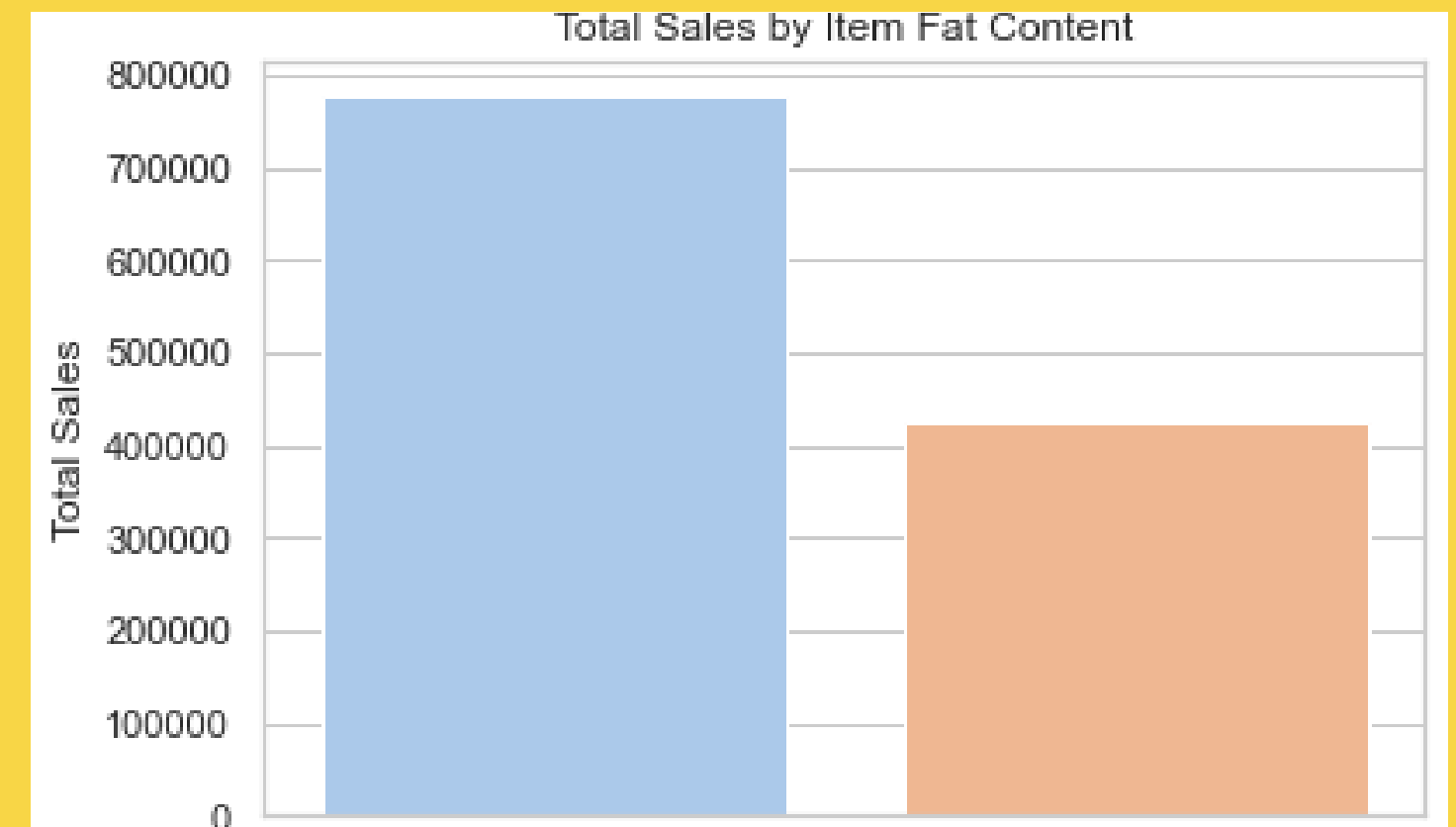
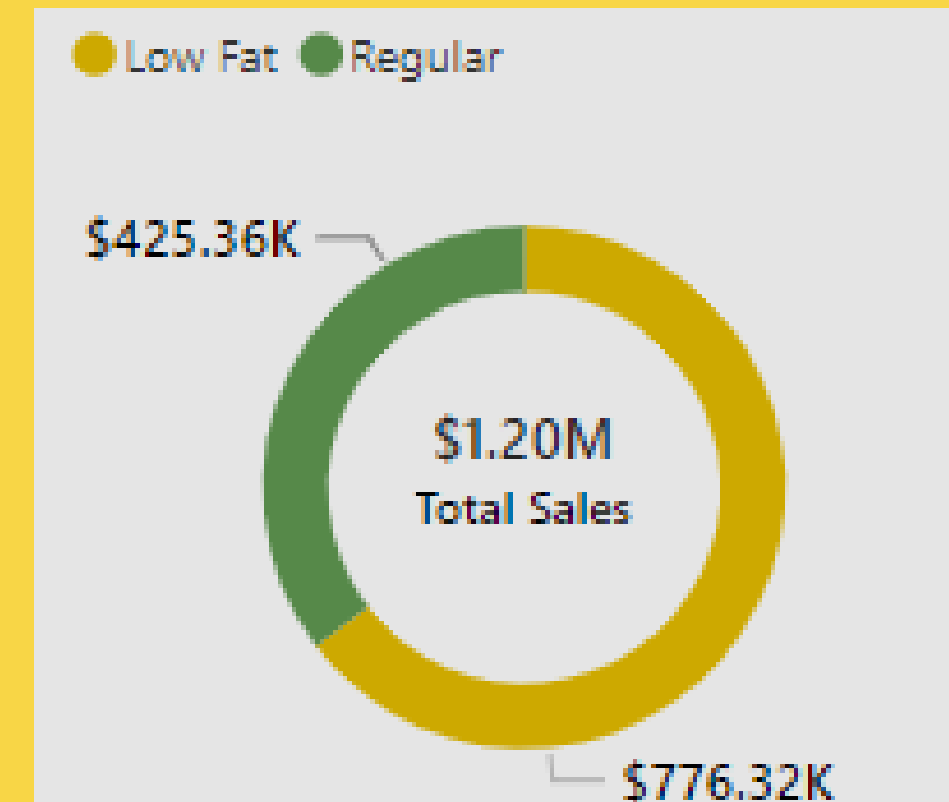


Using Different Visualization Charts

- Utilized a variety of visualization charts including bar charts, pie charts, and line charts to represent data.
- Ensured each chart provided clear and actionable insights.

Total Sales Analysis

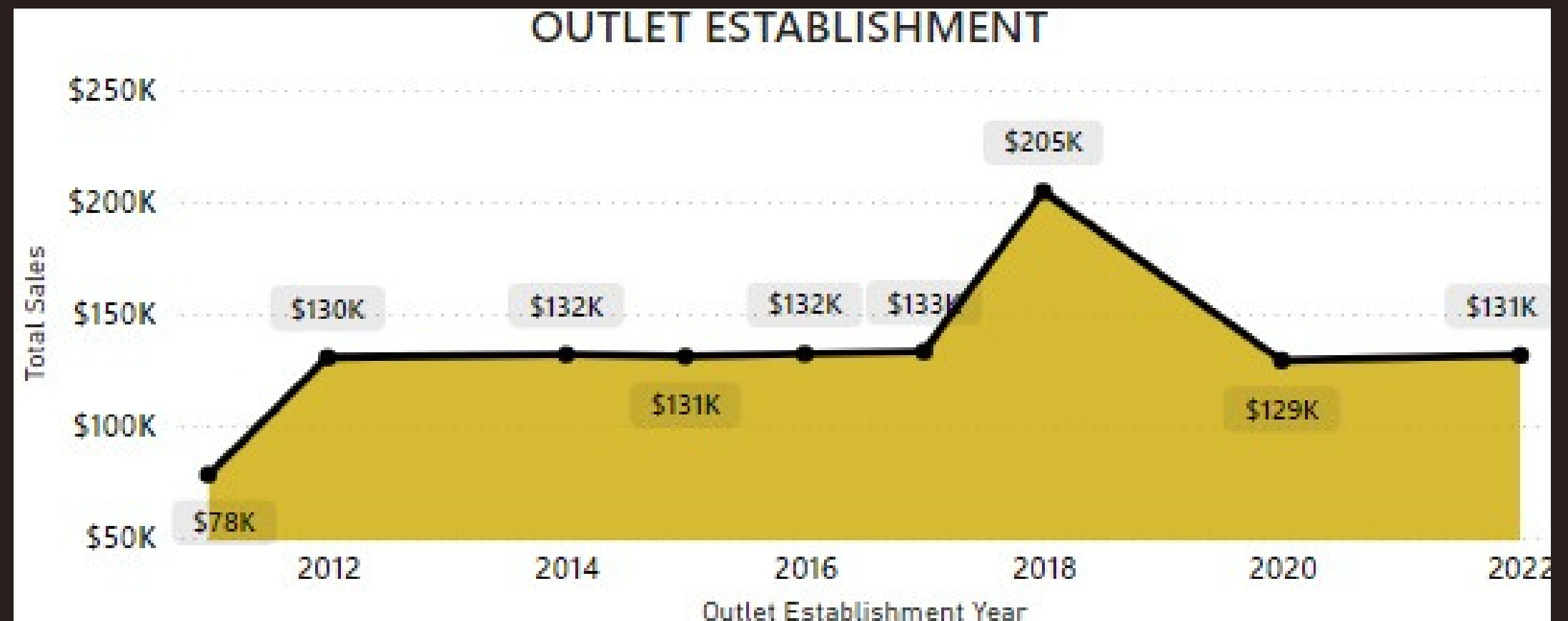
- Total sales amount to **\$1.20M**.
- Regular fat content products contributed **\$776.32K**, while low-fat products contributed **\$425.36K**.





Outlet Establishment Analysis

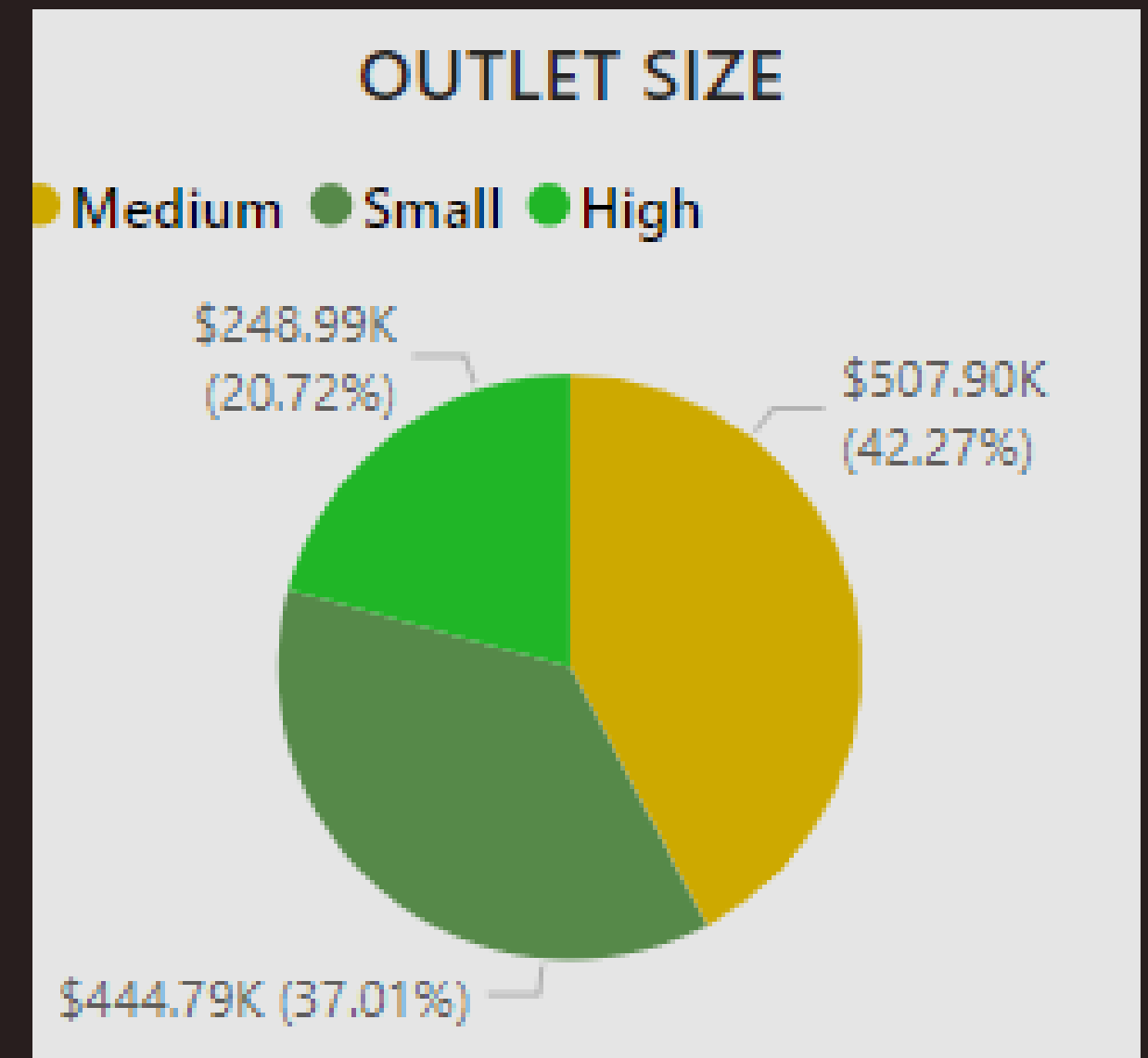
- Outlets established in 2015 and 2022 show spikes in total sales.
- Understanding the impact of new outlet establishments on overall sales.
- Maximum sale in 2018





Outlet Size Analysis

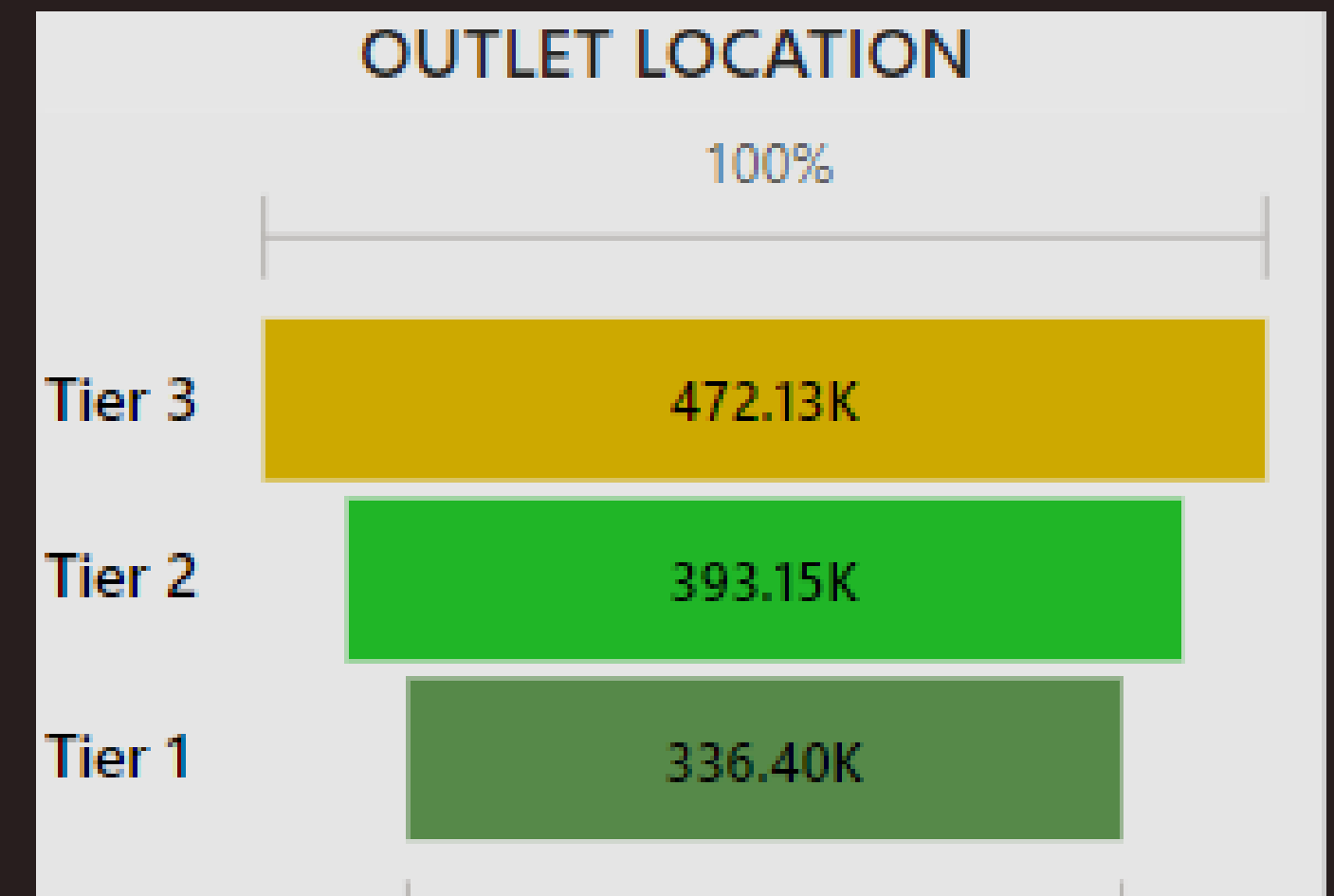
- Medium-sized outlets have the highest contribution to total sales (42.27%).
- Small and high-sized outlets also play significant roles.





Outlet Location Analysis

- Tier 3 locations have the highest sales **(\$472.13K)**, followed by Tier 2 (\$393.15K) and Tier 1 **(\$336.40K)**.
- Strategic focus on Tier 3 locations can drive more sales.





Outlet Type Analysis

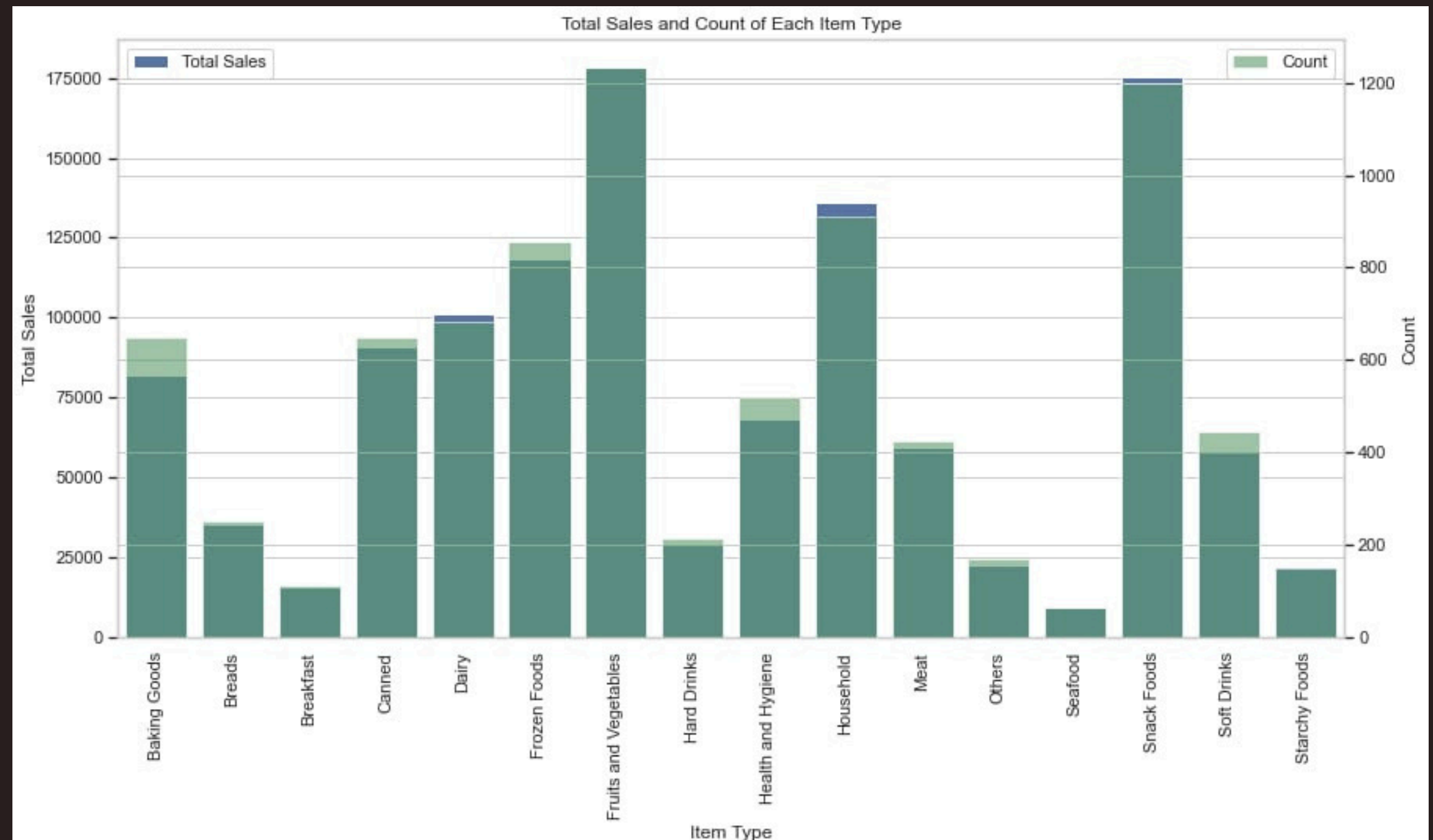
- Supermarket Type 1 has the highest total sales (**\$787.55K**) and average sales per item (**\$141**).
- Grocery stores, though smaller in total sales, maintain a consistent average rating of **3.9**.

Outlet Type	Total Sales	No of Items	Avg Sales	Avg Rating	Item Visibility
Grocery Store	\$151.94K	1083	\$140	3.9	0.10
Supermarket Type1	\$787.55K	5577	\$141	3.9	0.06
Supermarket Type2	\$131.48K	928	\$142	3.9	0.06
Supermarket Type3	\$130.71K	935	\$140	3.9	0.06



Item Type Analysis

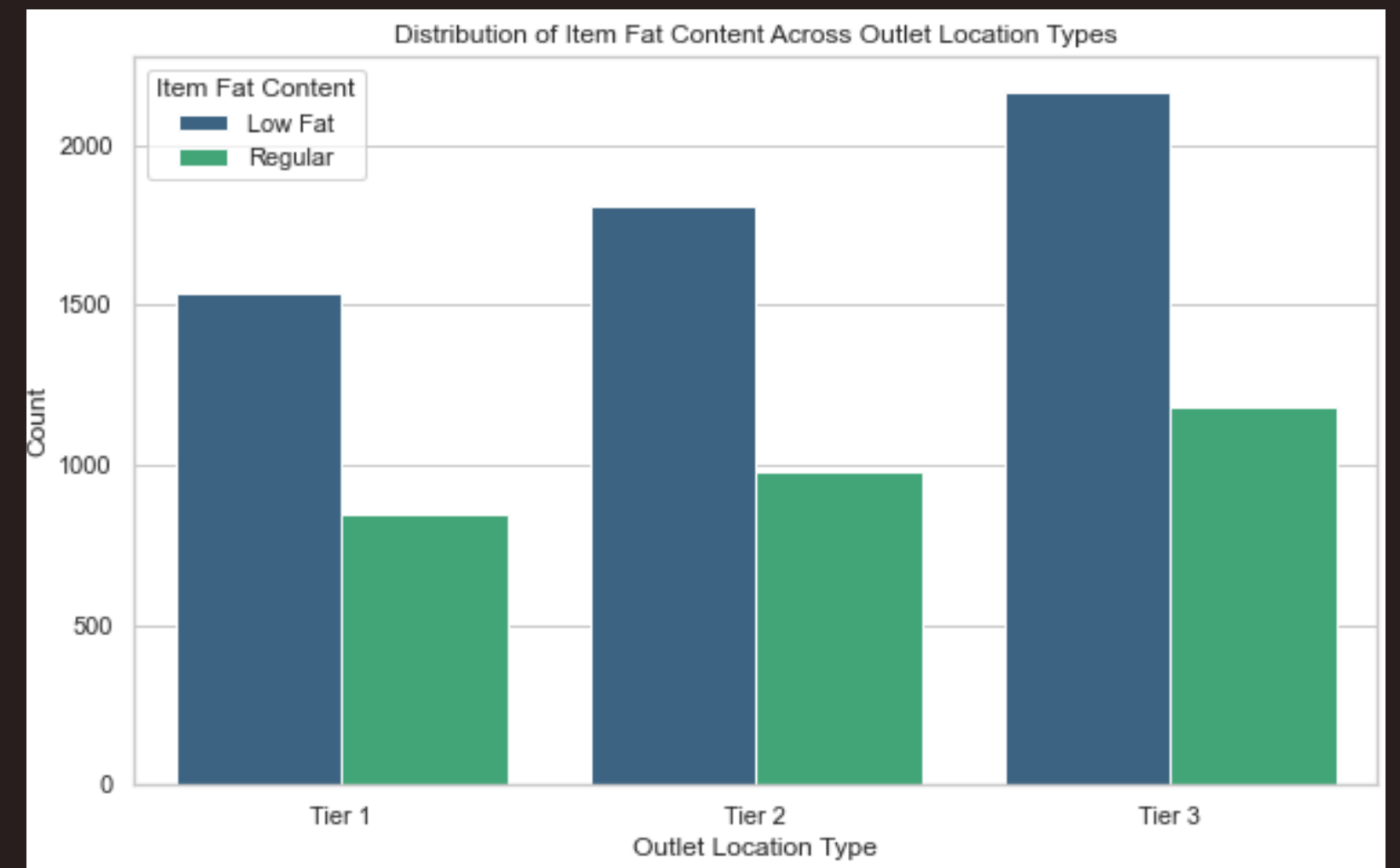
- Fruits and Vegetables and Snack Foods are top-selling categories.
- Other categories like Household, Frozen Foods, and Dairy also contribute significantly to total sales.
- Sea Food are the bottom selling categories





Fat Content by Outlet

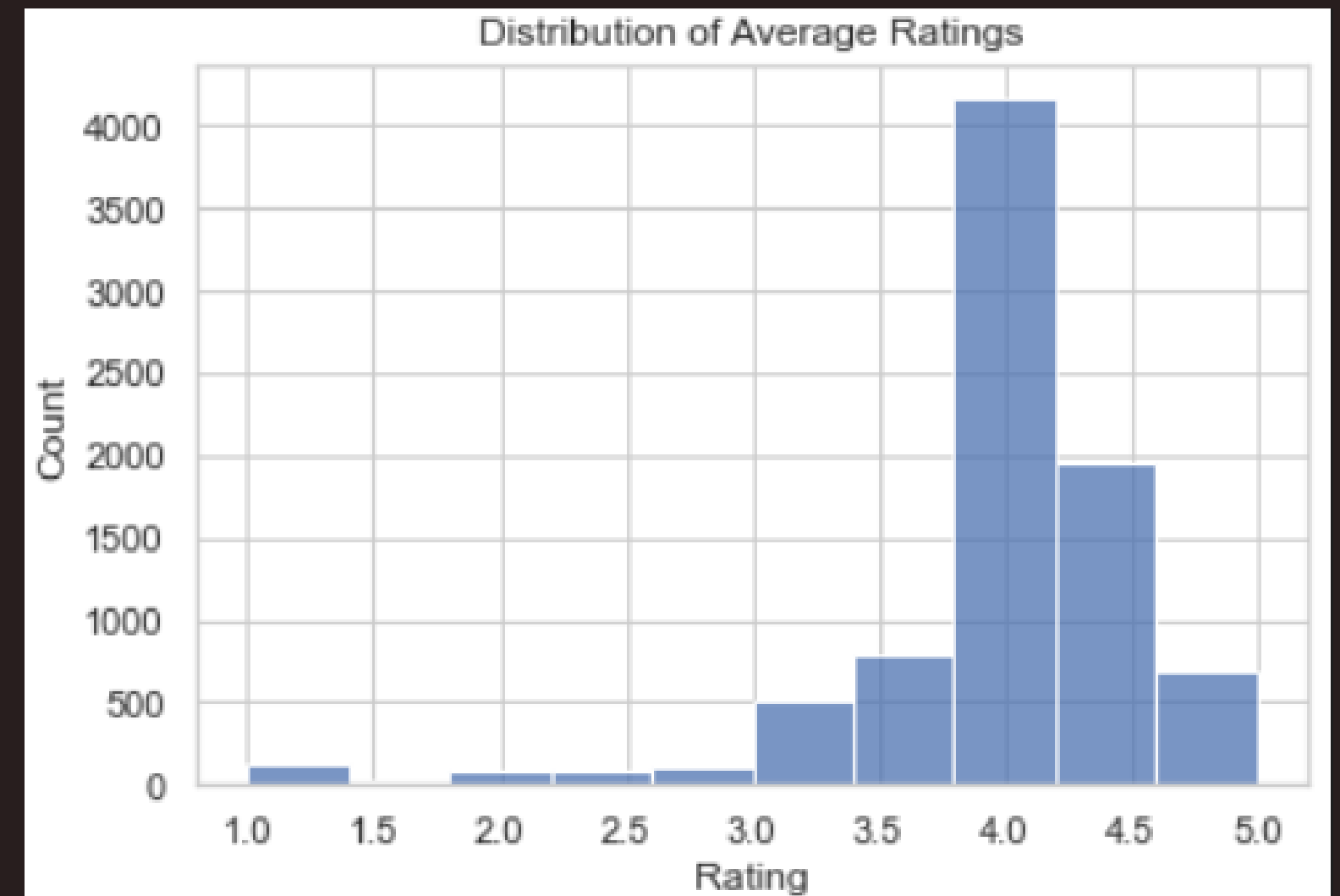
- Outlets in **Tier 3** locations have higher sales of regular fat content products.
- There is a balanced distribution of low-fat and regular fat products across Tier 1 and Tier 2 locations.





Customer Satisfaction

- The average customer rating is 3.9.
- Focus on maintaining and improving customer satisfaction to drive repeat sales..





Key Insights and Conclusions

- **Sales Performance:**

- High sales in Tier 3 locations suggest potential for market expansion.
- Supermarket Type 1 is the top-performing outlet type.

- **Customer Preferences:**

- Regular fat content products are preferred by a majority.
- Fruits, Vegetables, and Snack Foods are popular categories.

- **Business Strategy:**

- Invest in medium-sized outlets for balanced sales.
- Improve offerings in Tier 1 locations to boost sales.
- Enhance customer service to maintain a high average rating.



Recommendations

Expansion:

- Focus on expanding in Tier 3 locations and medium-sized outlets.

- Product Strategy:

- Increase variety and availability of high-demand products.

- Customer Engagement:

- Implement loyalty programs to retain customers.
- Collect and analyze customer feedback for continuous improvement.

blinkit

India's Last Minute App

FILTER PANEL

Outlet Location Type

All

Outlet Size

All

Item Type

All

Outlet Establishm...

All

\$1.20M

TOTAL SALES



\$141

AVG SALES



8523

NO OF ITEMS



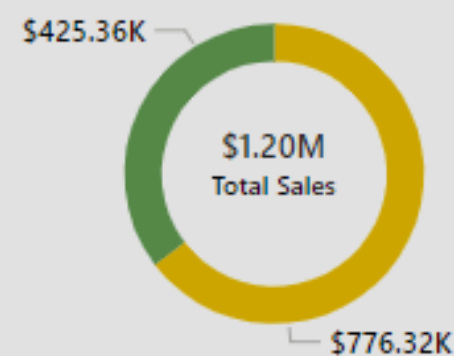
3.9

AVG RATING



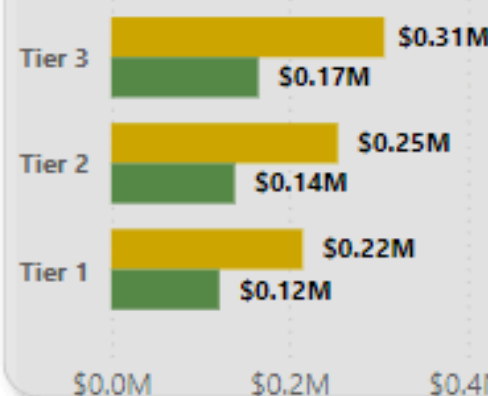
FAT CONTENT

Low Fat Regular

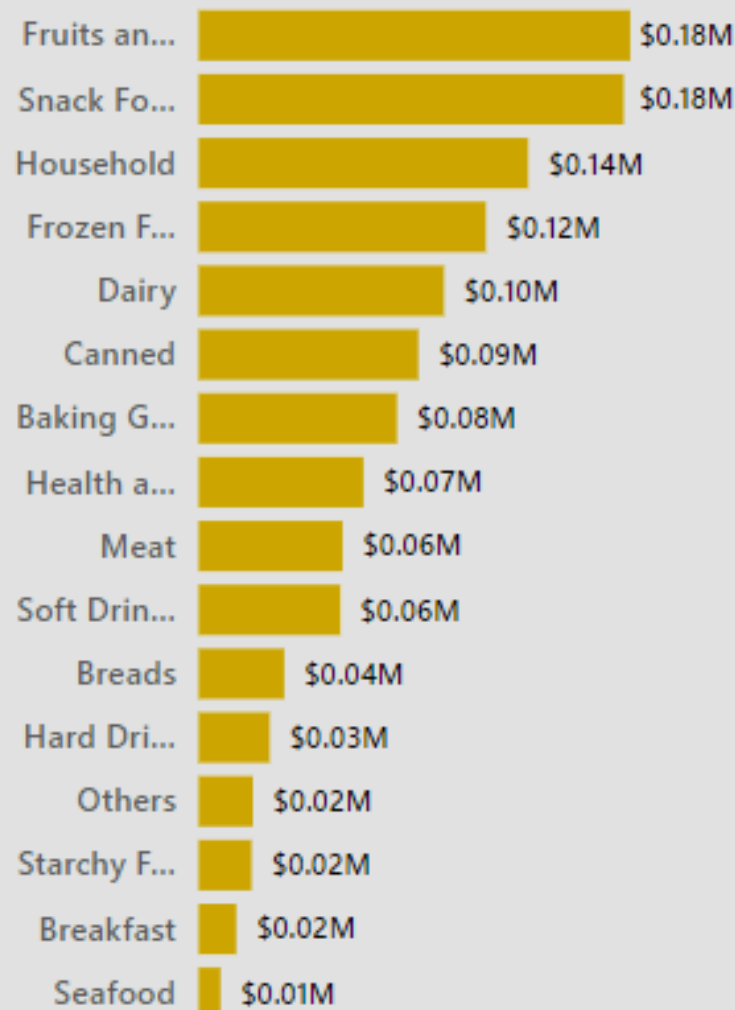


FAT BY OUTLET

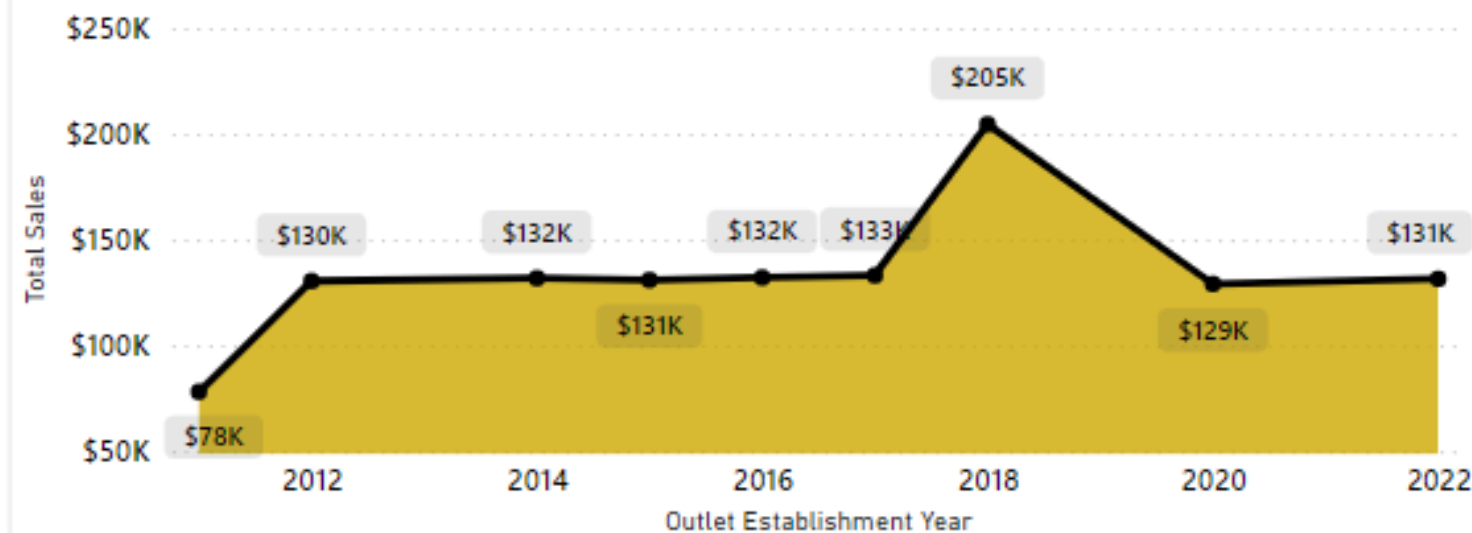
Low Fat Regular



ITEM TYPE

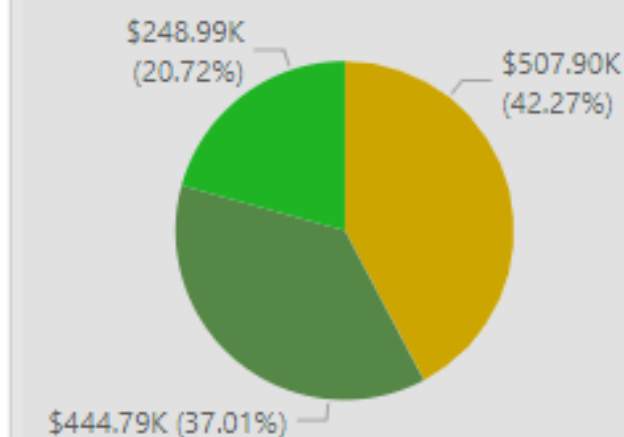


OUTLET ESTABLISHMENT

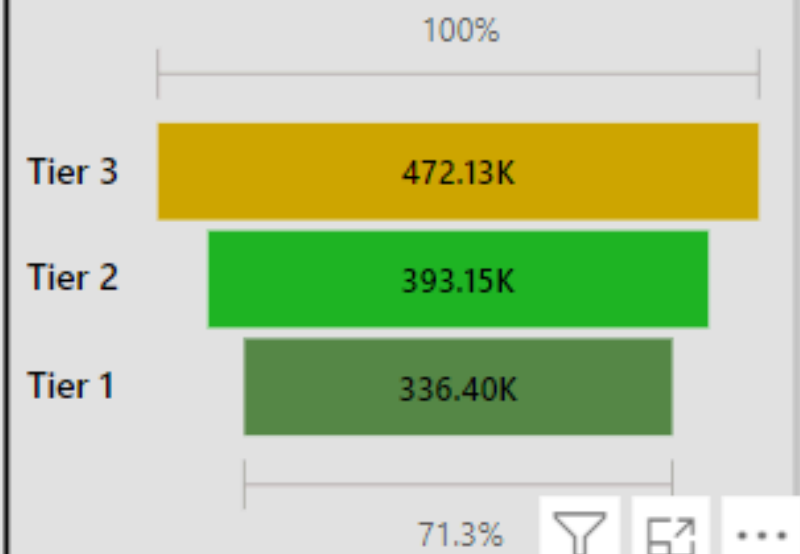


OUTLET SIZE

Medium Small High



OUTLET LOCATION



OUTLET TYPE

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Thank You!

TOOLS USED - MS EXCEL, ,POWER-BI

TECH STACK- Data Analysis, Data Scrubbing& Arrangment, ETL, Data Visualization,
Data Modelling

Presentation by : **Aastha Agarwal**