

Blinkit

India's Last Minute App

FILTERS

Outlet Location...

- ☐ Tier 1
- ☐ Tier 2
- ☐ Tier 3

Outlet Size

- ☐ High
- ☐ Medium
- ☐ Small

Item Type

- ☐ Baking Goods
- ☐ Breads
- ☐ Breakfast
- ☐ Canned
- ☐ Dairy
- ☐ Frozen Foods
- ☐ Fruits and Vegeta...
- ☐ Hard Drinks
- ☐ Health and Hygie...
- ☐ Household
- ☐ Meat

\$1.20M

TOTAL SALES



141

AVG SALES



8523

NO OF ITEMS



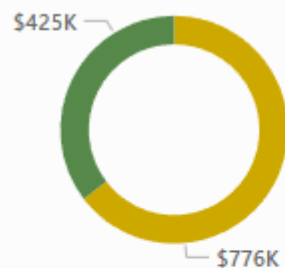
3.9

AVG RATING



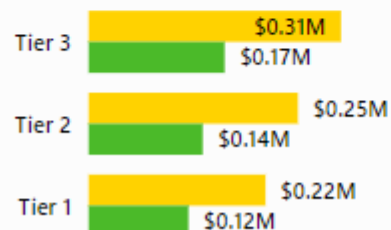
FAT CONTENT

Low Fat Regular

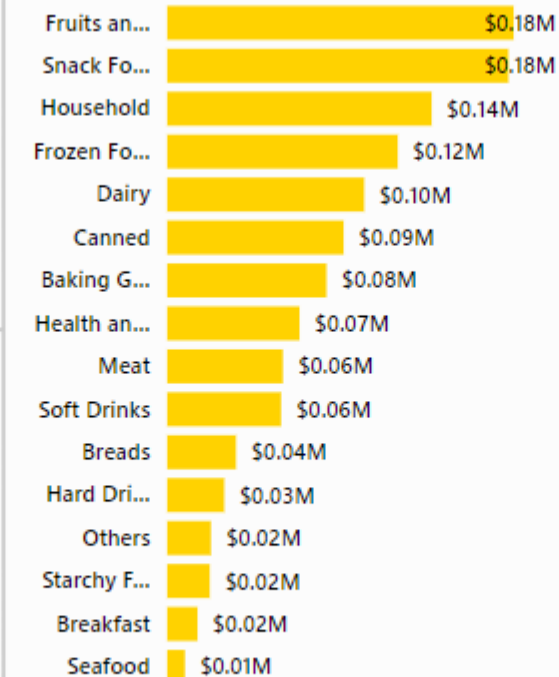


FAT BY OUTLET

Low Fat Regular



ITEM TYPE



OUTLET ESTABLISHMENT

\$250K

\$200K

\$150K

\$100K

\$50K

2012

2014

2016

2018

2020

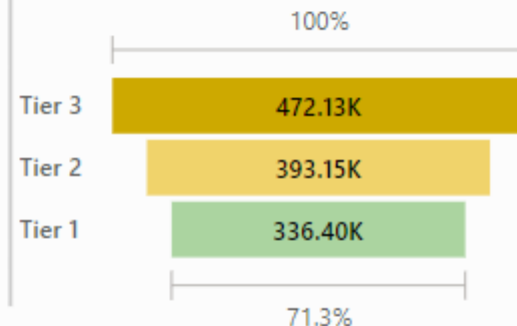
2022

OUTLET SIZE

Medium Small High



OUTLET LOCATION



OUTLET TYPE

Outlet Type	Total sales	No of Items	Avg Sales	Avg Rating	Item Visibility
Supermarket Type1	\$788K	5577	141	3.92	0.06
Grocery Store	\$152K	1083	140	3.93	0.10
Supermarket Type2	\$131K	928	142	3.93	0.06
Supermarket Type3	\$131K	935	140	3.91	0.06



blinkit Analysis

STEPS IN PROJECT

- ✓ Requirement Gathering/ Business Requirements
- ✓ Data Walkthrough
- ✓ Data Connection
- ✓ Data Cleaning / Quality Check
- ✓ Data Modeling
- ✓ Data Processing
- ✓ DAX Calculations
- ✓ Dashboard Lay outing
- ✓ Charts Development and Formatting
- ✓ Dashboard / Report Development
- ✓ Insights Generation



BUSINESS REQUIREMENT

To conduct a comprehensive analysis of Blinkit's sales performance, customer satisfaction, and inventory distribution to identify key insights and opportunities for optimization using various KPIs and visualizations in Power BI.

KPI's Requirements

1. **Total Sales:** The overall revenue generated from all items sold.
2. **Average Sales:** The average revenue per sale.
3. **Number of Items:** The total count of different items sold.
4. **Average Rating:** The average customer rating for items sold.



BUSINESS REQUIREMENT

Chart's Requirements

1. Total Sales by Fat Content:

Objective: Analyze the impact of fat content on total sales.

Additional KPI Metrics: Assess how other KPIs (Average Sales, Number of Items, Average Rating) vary with fat content.

Chart Type: Donut Chart.

2. Total Sales by Item Type:

Objective: Identify the performance of different item types in terms of total sales.

Additional KPI Metrics: Assess how other KPIs (Average Sales, Number of Items, Average Rating) vary with fat content.

Chart Type: Bar Chart.

3. Fat Content by Outlet for Total Sales:

Objective: Compare total sales across different outlets segmented by fat content.

Additional KPI Metrics: Assess how other KPIs (Average Sales, Number of Items, Average Rating) vary with fat content.

Chart Type: Stacked Column Chart.

4. Total Sales by Outlet Establishment:

Objective: Evaluate how the age or type of outlet establishment influences total sales.

Chart Type: Line Chart.





BUSINESS REQUIREMENT

Chart's Requirements

5. Sales by Outlet Size:

Objective: Analyze the correlation between outlet size and total sales.

Chart Type: Donut/ Pie Chart.

6. Sales by Outlet Location:

Objective: Assess the geographic distribution of sales across different locations.

Chart Type: Funnel Map.

7. All Metrics by Outlet Type:

Objective: Provide a comprehensive view of all key metrics (Total Sales, Average Sales, Number of Items, Average Rating) broken down by different outlet types.

Chart Type: Matrix Card.

