Blinkit Sales Analysis-Report

Blinkit—a fast-moving delivery giant—wants to understand one simple truth:
What's truly driving their sales, and where are they losing opportunities?

To answer this, we built a Power BI dashboard that acts like a *digital microscope*, revealing patterns hidden beneath thousands of transactions.

As the report opens, we see the heartbeat of Blinkit's operations:

- $1.20 million in total sales

- 8,523 items sold

- 3.9 customer rating

But these numbers only begin the story.

Chapter 1: The Product Puzzle

The first insight emerges from fat content.

Consumers aren't shy—they prefer regular-fat items far more than low-fat alternatives, contributing almost double the sales.
This tells us something important: customers prioritize taste and convenience over health labels.

Then the item-type analysis adds more color.

Products like fruits, vegetables, snacks, and household essentials dominate sales.
These are the items customers rely on daily, showing that Blinkit's demand is fueled by everyday necessities rather than niche products.

Chapter 2: The Outlet Story

Next, we examine Blinkit's outlets.

Surprisingly, medium-sized outlets emerge as the champions.
They strike the perfect balance—large enough for inventory, yet small enough to stay efficient.

But the real twist comes from the geography:

- Tier 3 locations generate the highest sales, followed by Tier 2 and Tier 1.

This reveals an untapped truth:
Small-city customers rely heavily on Blinkit for quick deliveries, possibly due to fewer offline alternatives.

The outlet establishment chart shows the journey over time—old outlets peak early, dip later, and newer outlets after 2015 recover strongly.
This suggests Blinkit has become smarter and more adaptive over the years, fine-tuning its operations with experience.

Chapter 3: Outlet Types – Not All Stores Are Equal

The matrix card tells a different side of the story.

- Supermarket Type 1 dominates sales by a large margin, outperforming grocery stores and other supermarket types.

Grocery stores, although holding a huge number of items, aren't able to convert that into high sales.
This signals that inventory volume doesn't directly translate to revenue—placement, customers, and visibility matter more.

The Final Picture

By the end of this dashboard, the story becomes clear:

Blinkit's growth is shaped by
what they sell,
where they sell,
and how efficiently each outlet type operates.

This report brings all these strands together—allowing Blinkit to identify what works, what doesn't, and where the biggest opportunities lie.

Business Recommendations for Blinkit

Based on the insights, here are practical, data-backed recommendations:

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1. Boost Focus on High-Demand Categories

- Increase inventory for snacks, fruits, vegetables, dairy, and household goods.

- Run targeted promotions for these categories to drive even higher volume.

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2. Strengthen Tier 3 Location Strategy

Since Tier 3 is the strongest performer:

- Expand the number of outlets in Tier 3 cities.

- Improve delivery fleet support in these regions.

- Launch location-specific offers for local customer preferences.

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3. Scale Medium-Sized Outlets

Medium outlets generate maximum revenue.
Blinkit should:

- Replicate the successful layout + inventory models from these outlets.

- Convert underperforming small outlets into medium outlets where feasible.

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4. Re-evaluate Grocery Store Strategy

Grocery stores have high item count but low sales.

Recommendations:

- Improve product placement and visibility.

- Enhance in-store branding on the platform.

- Train partners on stocking fast-moving items.

- Introduce combo deals for essentials.

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5. Improve Regular vs Low-Fat Product Balance

Since regular-fat items perform better:

- Promote low-fat products to health-conscious customers with discounts.

- Improve placement of low-fat items in-app to increase discovery.

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6. Strengthen Newer Outlets with Data-Driven Insights

Outlets established after 2015 show better performance.

- Use performance data from new outlets to redesign older outlet processes.

- Close or re-strategize consistently low-performing outlets.

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7. Focus on Customer Rating Improvement

Avg. rating is 3.9, indicating room for growth.

- Feedback loop for low-rated orders

- Faster delivery windows

- Clearly highlight product quality indicators

- Reduce stock-outs and missing items

Even a small rating increase can significantly boost customer retention.

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8. Dynamic Inventory Allocation

Use the dashboard insights to:

- Allocate high-visibility items to top-performing outlet types

- Reduce slow-moving items in low-demand regions

- Balance stock using outlet size and tier insights