BLINKIT SALES ANALYSIS – Summery

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Domain: **Quick Commerce and E-commerce** retail sector

Dataset Source: Kaggle

1. Report Objective

The primary goal of this Power BI solution is to analyze:

- Overall sales performance

- Impact of fat content and item type on sales

- Outlet-related performance (size, type, establishment year, location tier)

- Key customer and product metrics (rating, number of items)
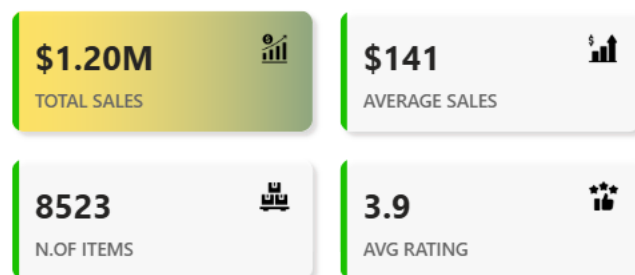
- Inventory and demand distribution

This helps identify **sales drivers**, **low-performing segments**, and **opportunities for optimization** across the business.

2. Key KPIs Displayed on the Dashboard

The top KPI cards summarize Blinkit's performance:

- **Total Sales: $1.20M** – Total revenue generated

- **Average Sales: $141** – Avg. revenue per item

- **Number of Items: 8523** – Total items sold

- **Average Rating: 3.9** – Customer satisfaction score

These KPIs help monitor overall business health and customer sentiment at a glance.
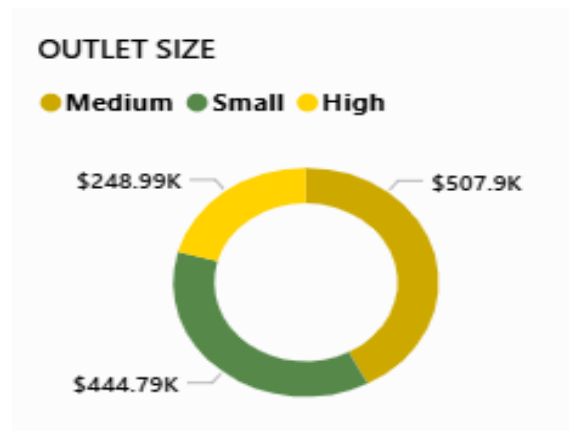
3. Visual Insights & Analysis

A. Sales by Fat Content (Donut Chart)

Objective: Understand how fat content impacts total sales.

- Regular fat products contribute around **$776K**

- Low-fat products contribute around **$425K**

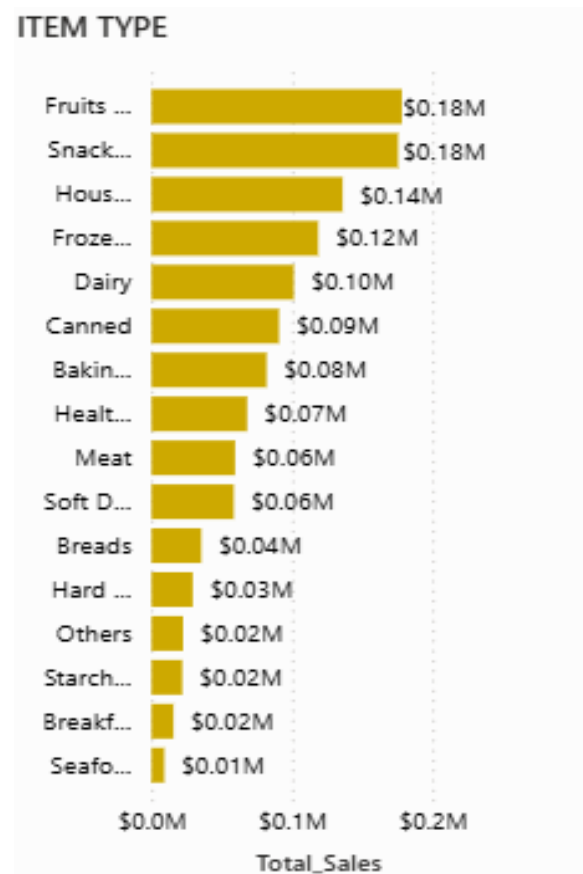**Insight:** Regular items dominate sales, implying higher consumer preference or wider availability.

OUTLET SIZE

● Medium ● Small ● High

$248.99K

$507.9K

$444.79K

4. Sales by Item Type (Bar Chart)

Objective: Measure performance of product categories.

Top-selling categories:

- **Fruits & Vegetables** – ~$180K

- **Snack Foods** – ~$180K

- **Household items** – ~$140K

- **Frozen Foods, Dairy, Canned Goods** also significant

Insight: The business relies heavily on fast-moving consumables and essentials.

ITEM TYPE

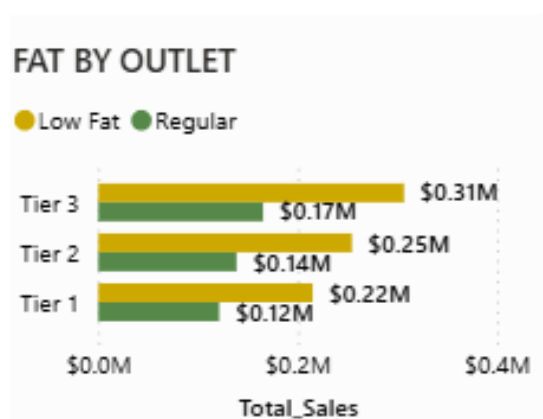| Item Type	Total_Sales
Fruits ...	$0.18M
Snack...	$0.18M
Hous...	$0.14M
Froze...	$0.12M
Dairy	$0.10M
Canned	$0.09M
Bakin...	$0.08M
Healt...	$0.07M
Meat	$0.06M
Soft D...	$0.06M
Breads	$0.04M
Hard ...	$0.03M
Others	$0.02M
Starch...	$0.02M
Breakf...	$0.02M
Seafo...	$0.01M

5.Fat Content by Outlet (Bar Chart)

Shows how low-fat and regular products perform across outlet tiers.

- Tier 3 yields the highest fat-content-based sales
- Tier 1 and Tier 2 follow

Insight: Tier 3 outlets might have larger customer volumes or broader product ranges.

FAT BY OUTLET

● Low Fat ● Regular

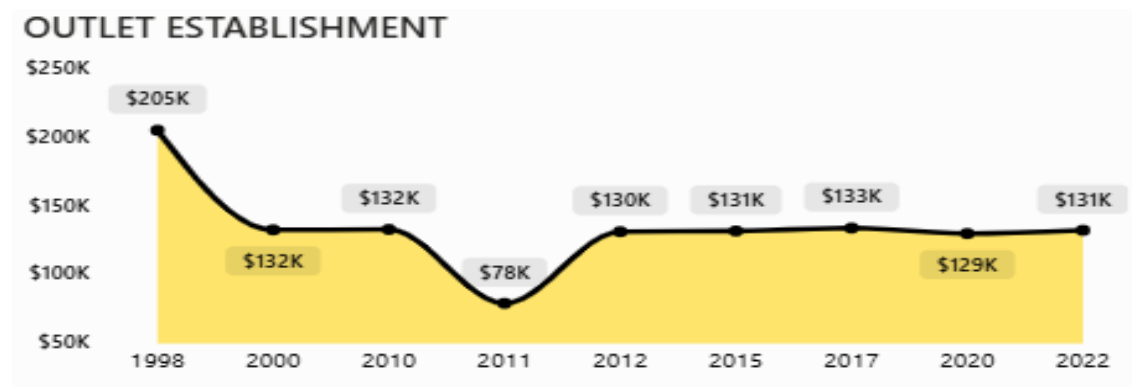| Tier	Low Fat	Regular
Tier 3	$0.31M	$0.17M
Tier 2	$0.25M	$0.14M
Tier 1	$0.22M	$0.12M

Total_Sales

6.Sales Over Establishment Years (Line Chart)

Objective: Understand how outlet age/type influences sales.

- Strong sales around **1998–2000**

- A decline around **2011**

- Sales stabilize and grow again from **2015–2022**

Insight: Newer outlets seem more efficient, possibly due to modernization and improved inventory strategies
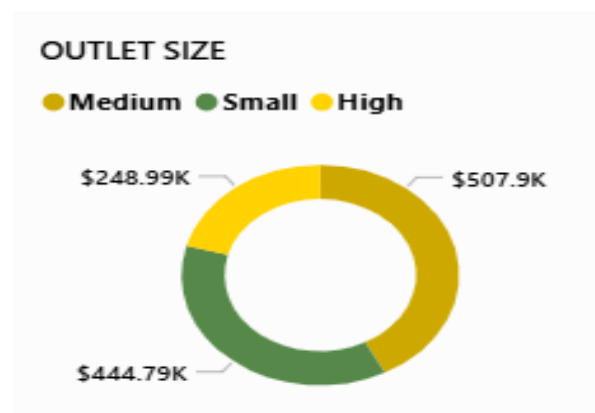

7. Sales by Outlet Size (Donut Chart)

 Objective: Study correlation between outlet size and sales.

- **Medium outlets:** ~$507K

- **Small outlets:** ~$248K

- **High-capacity outlets:** ~$444K

 Insight: Medium outlets generate the maximum revenue—possibly due to a balance of space, inventory, and customer footfall
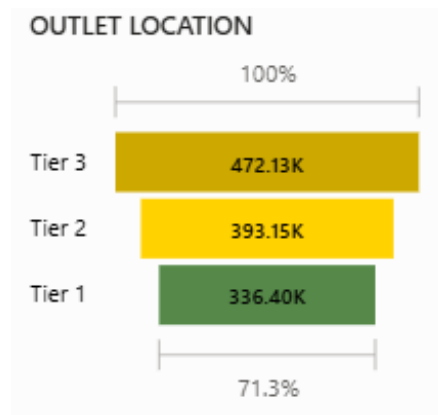
8.Sales by Outlet Location (Tier Bar Chart)

Objective: Analyze geographic distribution of sales.

- **Tier 3:** ~$472K

- **Tier 2:** ~$393K

- **Tier 1:** ~$336K

 Insight: Tier 3 areas are the biggest revenue contributors, indicating higher demand or underserved markets with less competition.

OUTLET LOCATION

	100%
Tier 3	472.13K
Tier 2	393.15K
Tier 1	336.40K

71.3%

All Metrics by Outlet Type (Matrix Card)

Objective: Provide complete breakdown of:

- Total Sales

- Number of Items

- Average Sales

- Average Rating

- Item Visibility

Sample insights:

- **Supermarket Type 1** → Highest sales (~$787K)

- **Grocery Stores** → Highest number of items (1083) but lower average sales

- **Supermarket Type 2 & 3** → Moderate performance

 Insight: Supermarket Type 1 is the strongest outlet model, while grocery stores need strategy improvements.