**Blinkit**

**Business Intelligence Dashboard Report**

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# Introduction

This report provides an end-to-end overview and analysis of the Blinkit Business Intelligence Dashboard. The dashboard captures core business metrics including sales, marketing, operations, and customer sentiment. With over 5,000 orders, detailed revenue tracking, and customer feedback metrics, this report is intended to guide business stakeholders in data-informed decision-making.

Tools Used;  
- Power BI for data visualization  
- DAX for dynamic metrics  
- Power Query for data transformation  
- Custom visuals, tooltips, and bookmarks for interactivity

This dashboard project consolidates data from multiple sources and delivers actionable insights across 5 key verticals:  
- Executive Summary  
- Sales Performance  
- Marketing Performance  
- Operational (Delivery & Inventory) Performance  
- Customer Behavior & Feedback

# Executive Summary

The Executive Summary aggregates the primary business KPIs for the entire fiscal year.  
  
Key Metrics:  
- Total Sales Revenue: $11,009,309  
- Total Orders: 5,000  
- Total Customers: 2,172  
- Sales Profit Margin: 121.41%  
  
Observations:  
- Monthly sales and campaign revenue peaked mid-year and declined in Q4.  
- May saw a notable increase in sales and customer base.  
- Product categories like Snacks, Pet Care, and Household items performed exceptionally.  
- Delivery timeliness was at 69.4%, while damaged stock was high at 54.4%, indicating supply chain stress.  
- Average customer rating was 3.34 stars with mixed sentiment distribution.

# 3. Sales Performance

Sales performance provides granular insights into product-level sales, geographic revenue distribution, order trends, and quantity breakdowns.

Highlights:  
- Most Sold Products: Pet Treats (473 units), Toilet Cleaner (430 units), Dish Soap (397 units)  
- May Performance: Revenue grew by 8.2%, Orders up by 12.5%, Customers increased by 8.8%  
- Revenue by State showed higher earnings from southern and western regions of India.  
- Weekdays saw higher sales than weekends, especially in mid-week (Tuesday–Thursday).

# 4. Marketing Performance

Marketing efforts were analyzed through campaign revenue, spend, profit, and ROAS across channels and time periods.  
  
Summary:  
- Total Campaign Revenue: $32.19M  
- Total Campaign Spend: $16.32M  
- Campaign Profit: $15.87M  
- ROAS (Return on Ad Spend): 197.27%  
- High-performing Channels: App ($8.1M revenue), Social Media ($8M), Email ($8.2M)  
- Monthly campaign trends mirrored sales trends, peaking in mid-year with a drop in the last quarter.

# 5. Operational Performance (Delivery & Inventory)

Operational analysis highlights inventory health and delivery reliability metrics.  
  
Key Metrics:  
- Total Stock: 147,526  
- Damaged Stock: 54.4% (80,268 units)  
- Valid Stock: 45.6% (67,258 units)  
- On-Time Delivery: 69.4%, Slightly Delayed: 20.74%, Significantly Delayed: 9.86%  
  
Insights:  
- Inventory Status: Critical due to over half of the stock being damaged  
- Delivery Status: Fair, but with considerable delays  
- Delay correlation: Higher delivery time and distance observed with significantly delayed orders

# 6. Customer Behavior & Feedback

Customer sentiment was captured through ratings, feedback themes, and geographic breakdowns.  
  
Summary:  
- Total Customers: 2,172 | Average Rating: 3.34 Stars  
- Average Order Value: $2,202  
- Sentiment: 34.76% Neutral, 32.84% Positive, 32.40% Negative  
- Tamil Nadu led with a 3.37 rating; best-rated product categories included Dairy, Personal Care, and Pet Care.  
- Common complaints: Poor delivery, missing items, bad customer service (especially in Baby Care products)

# 7. Key Insights & Recommendations

Insights:  
- Inventory management needs immediate attention due to critical damage levels.  
- Marketing is cost-effective with high ROAS, suggesting room for scaling.  
- Delivery delays contribute to negative sentiment—optimization of logistics is essential.  
- Product categories like Baby Care require customer service improvement.  
- States with low ratings and revenue should be investigated for market barriers.  
  
Recommendations:  
- Improve inventory checks and damage control systems.  
- Continue scaling app and social media campaigns.  
- Use high-performing products and regions to model strategies for weaker areas.  
- Launch initiatives to improve customer satisfaction in low-rated categories.  
- Enhance delivery partner coordination to reduce delays.

# 8. Conclusion

The Blinkit dashboard offers a well-rounded snapshot of business performance. While sales and marketing operations are thriving, inventory issues and delivery delays hinder customer satisfaction. Addressing these challenges with targeted strategies will enhance overall business efficiency and customer trust.