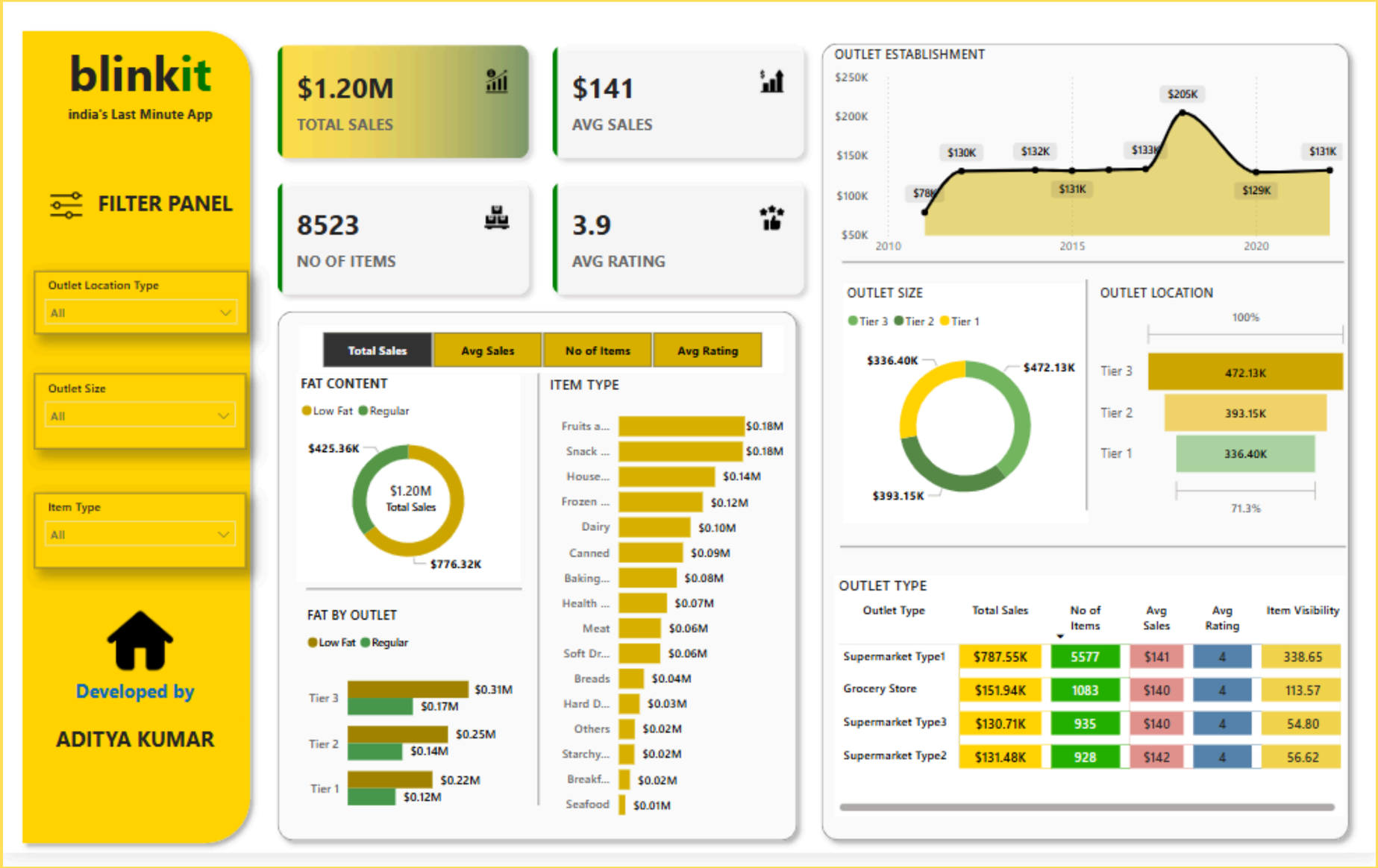
blinkit Analysis

blinkit

india’s Last Minut App

BY- Aditya kumar

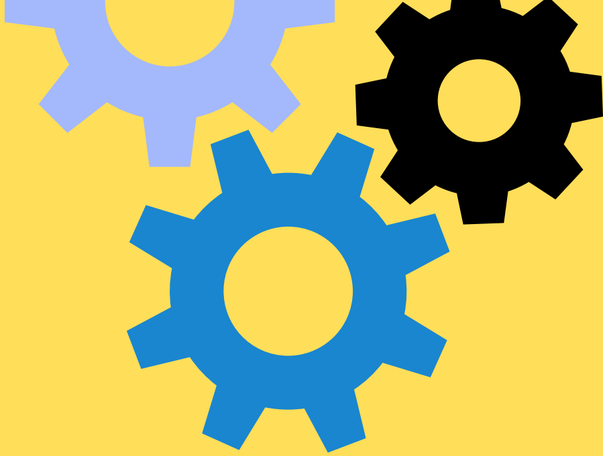
Dashboard


blinkit
india's Last Minute App
FILTER PANEL
Outlet Location Type
All
Outlet Size
All
Item Type
All
Developed by
ADITYA KUMAR
$1.20M
TOTAL SALES
$141
AVG SALES
8523
NO OF ITEMS
3.9
AVG RATING
Total Sales
Avg Sales
No of Items
Avg Rating
FAT CONTENT
Low Fat
Regular
$425.36K
$1.20M
Total Sales
$776.32K
FAT BY OUTLET
Low Fat
Regular
Tier 3
$0.31M
$0.17M
Tier 2
$0.25M
$0.14M
Tier 1
$0.22M
$0.12M
ITEM TYPE
Fruits a...
$0.18M
Snack ...
$0.18M
House...
$0.14M
Frozen ...
$0.12M
Dairy
$0.10M
Canned
$0.09M
Baking...
$0.08M
Health ...
$0.07M
Meat
$0.06M
Soft Dr...
$0.06M
Breads
$0.04M
Hard D...
$0.03M
Others
$0.02M
Starchy...
$0.02M
Breakf...
$0.02M
Seafood
$0.01M
OUTLET ESTABLISHMENT
$250K
$200K
$150K
$100K
$50K
$78K
$130K
$132K
$131K
$133K
$205K
$129K
$131K
2010
2015
2020
OUTLET SIZE
Tier 3
Tier 2
Tier 1
$336.40K
$472.13K
$393.15K
OUTLET LOCATION
100%
Tier 3
472.13K
Tier 2
393.15K
Tier 1
336.40K
71.3%
OUTLET TYPE
Outlet Type
Total Sales
No of Items
Avg Sales
Avg Rating
Item Visibility
Supermarket Type1
$787.55K
5577
$141
4
338.65
Grocery Store
$151.94K
1083
$140
4
113.57
Supermarket Type3
$130.71K
935
$140
4
54.80
Supermarket Type2
$131.48K
928
$142
4
56.62

STEPS IN POJECT

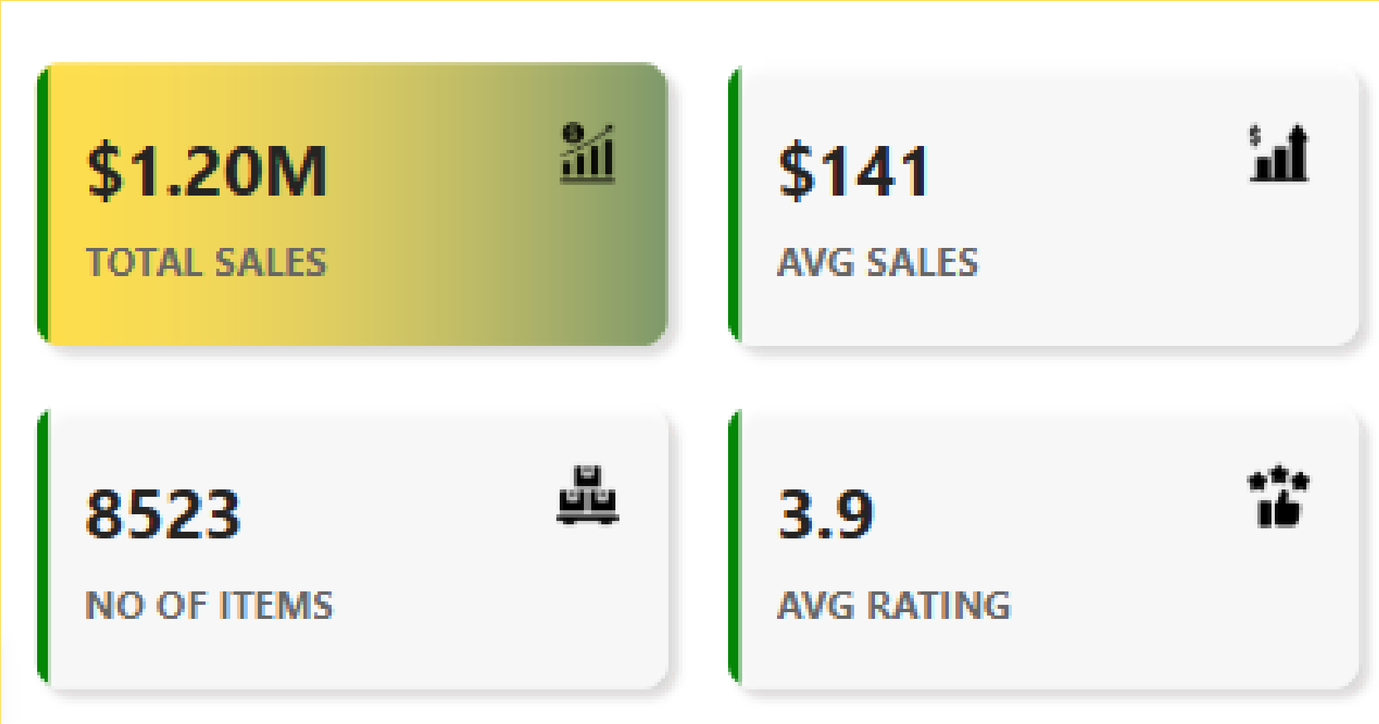
- Requirement Gathering | Business Requirement
- Data Walkthrough
- Data Connection
- Data cleaning | Quality Check
- Data Modeling
- Data Processing
- Dax Calculations
- Dashboard lay outing
- Charts Development and Formatting
- Dashboard | Report Development
- Insights Generation

Business Requirement



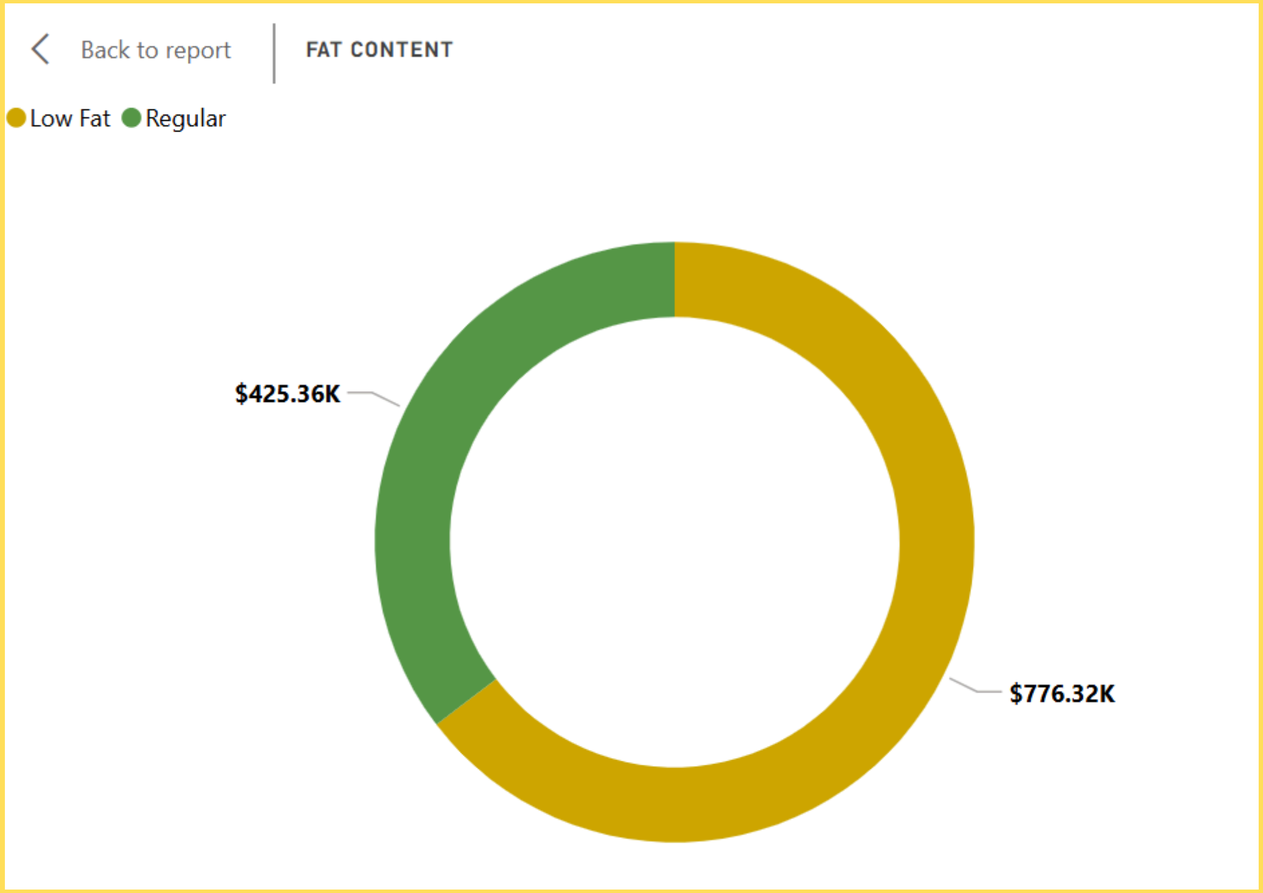
To Conduct a comprehensive analysis of Blinkit’s sales performance, customer satisfaction and inventory distribution to identify key insights and opportunities for optimization using various KPI’s and visualization in powerBI.

KPI’s Requirements



- Total sales: The overall revenue generated from all item sold.
- Average sales: The average revenue per sale.
- Number of Itmes: The total count of diffirent item sold
- Average Rating : The average customer rating for items sold

Chart’s Requirements



1. Total sales by Fat Content:

Objective: Analyze the impact of cat content on totol sales.

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

Chart Type: Donut chart

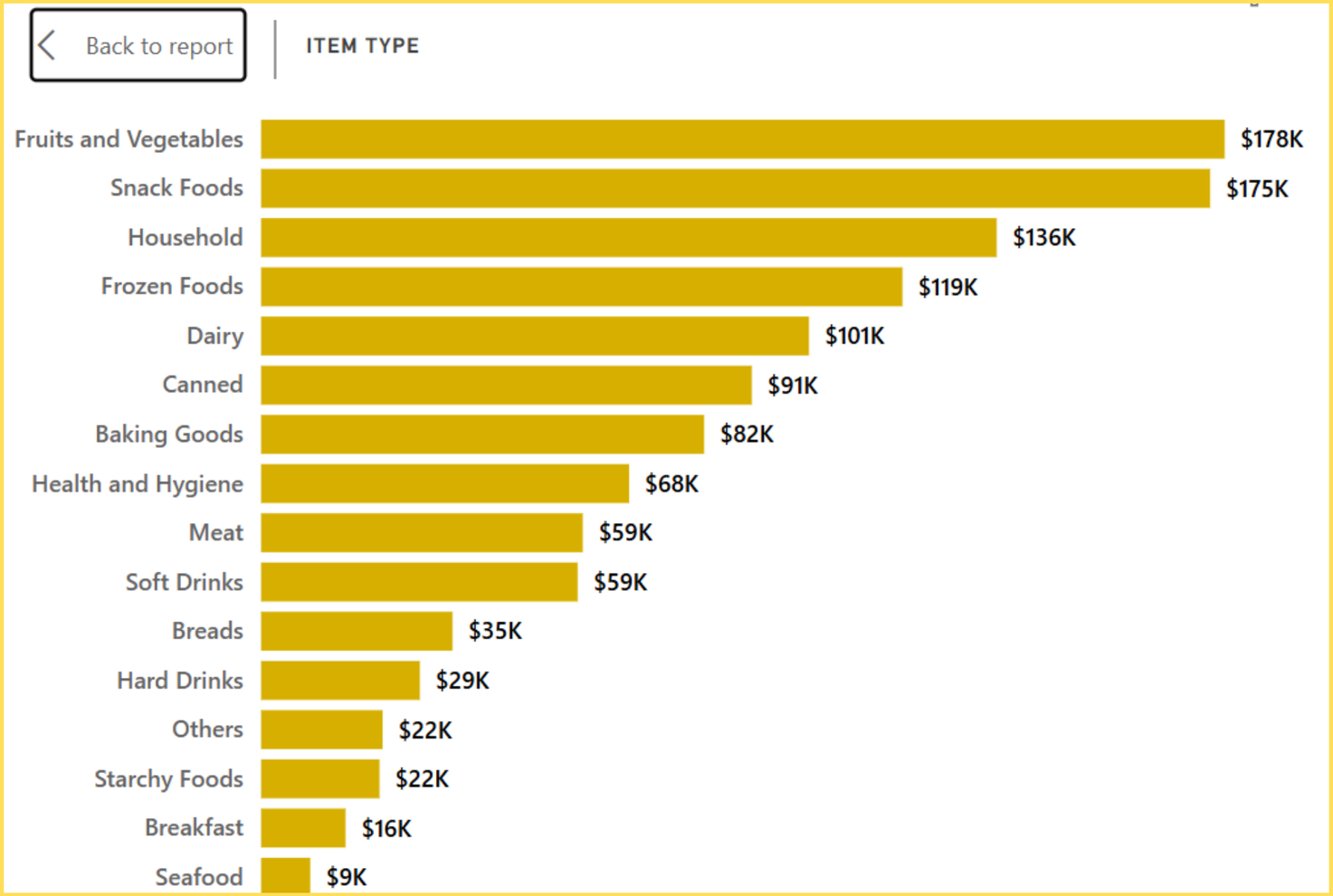
Chart’s Requirements

2.Total sales by Item Type:

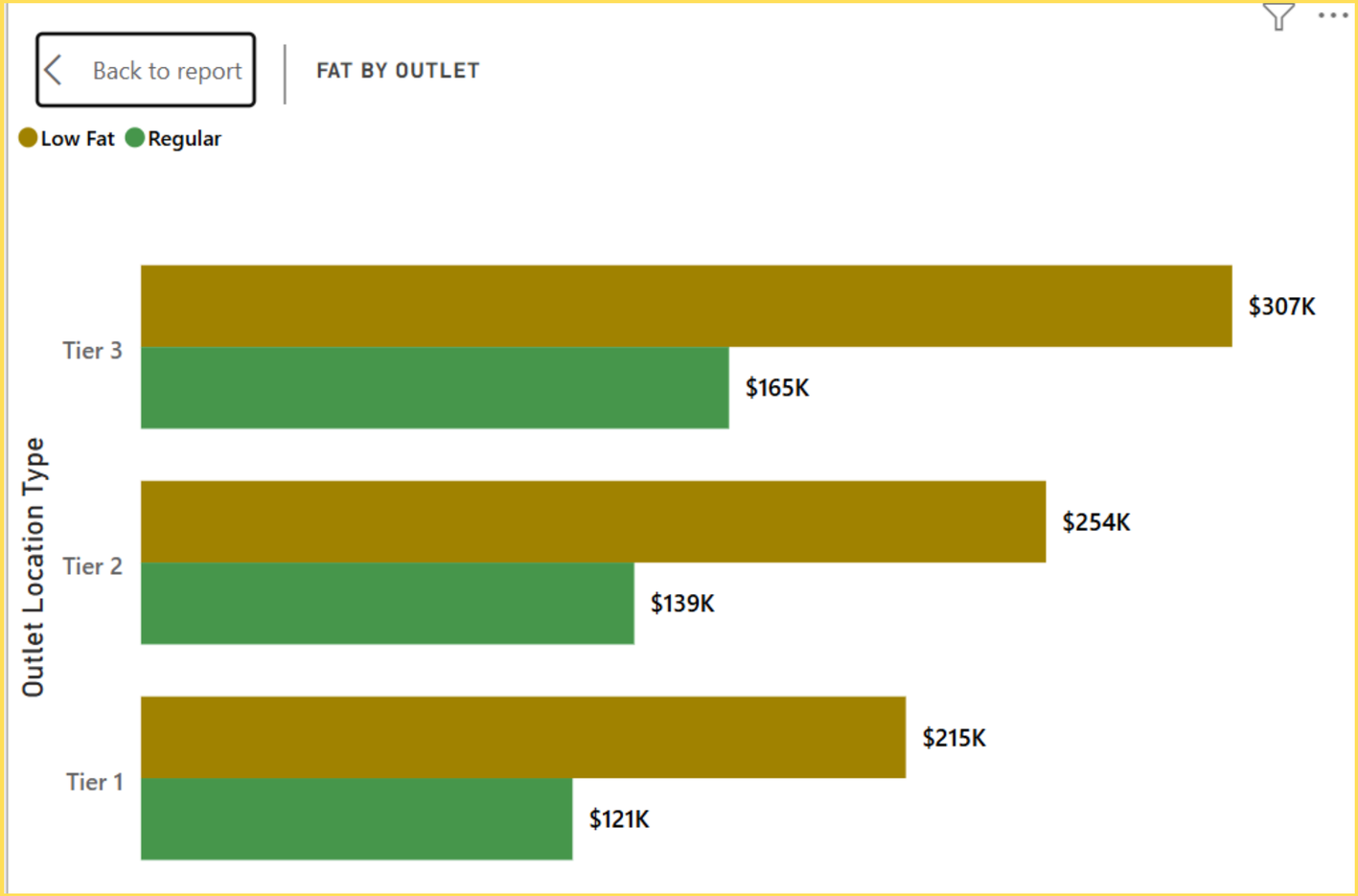
Objective: Identify the performance of diffrent item type in terms of total sales.

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

Chart Type: Bar chart



Chart’s Requirements



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 item, Average Rating) vary with fat content.

Chart Type: Stacked column chart

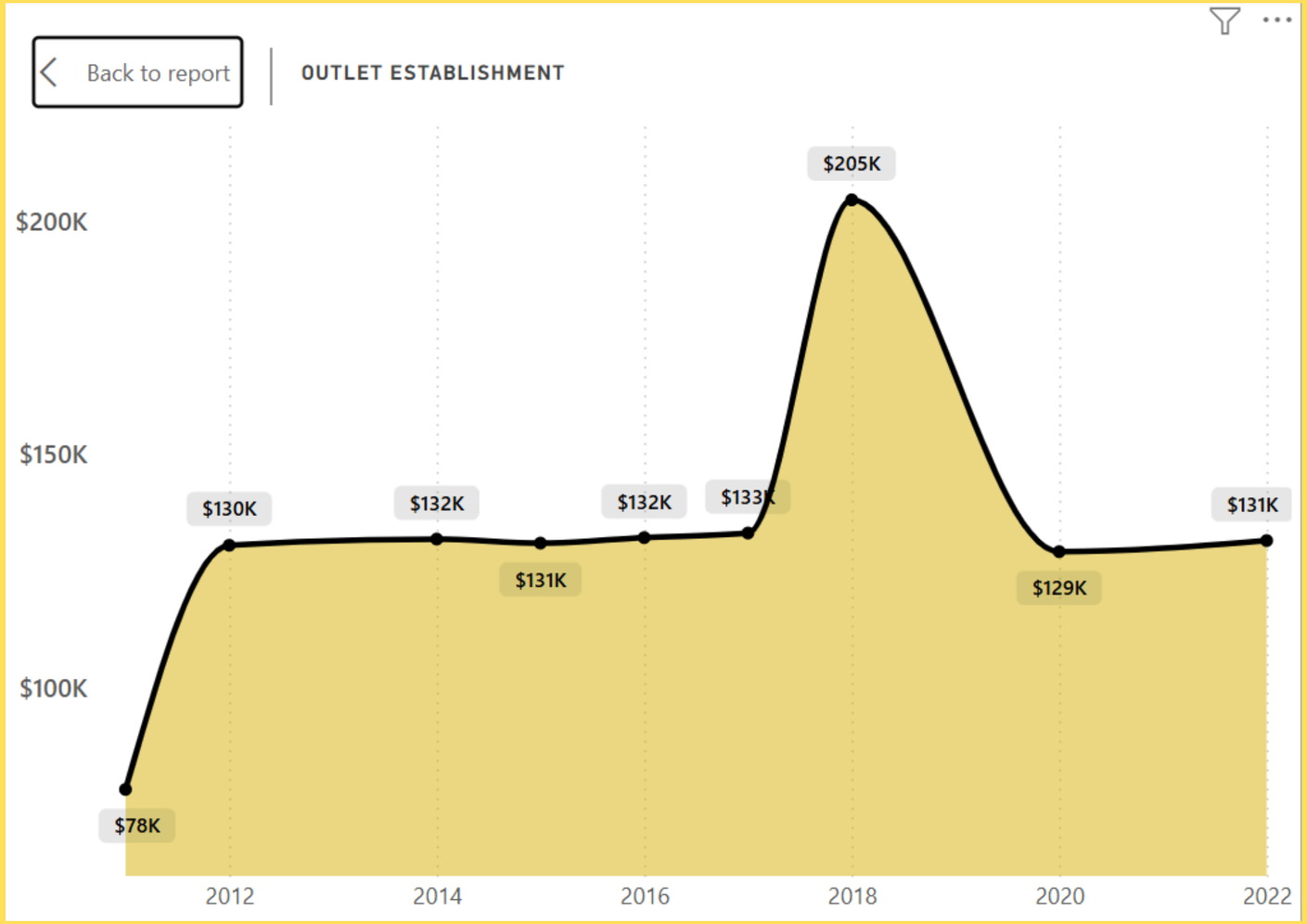
Chart’s Requirements

4.Total Sales by outlet Establishment:

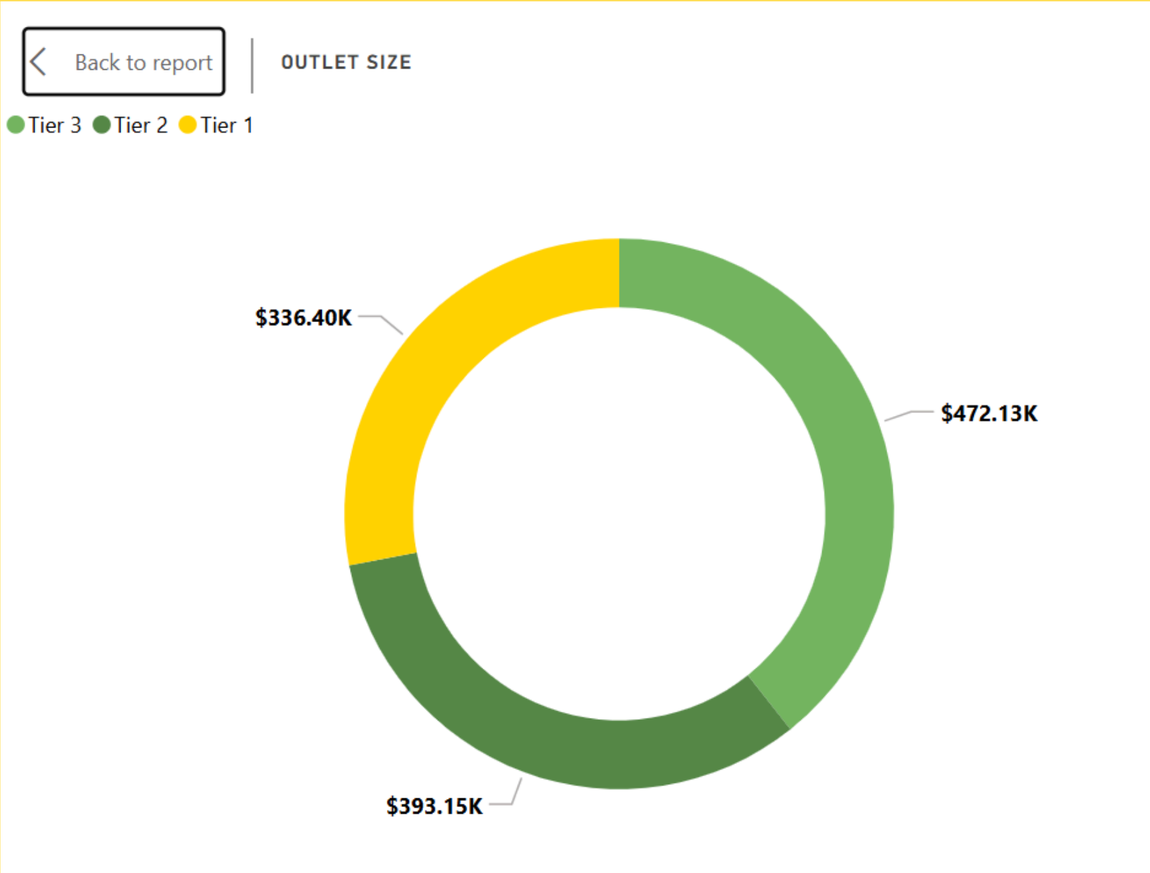
Objective: Evalute how the age or type of outlet establishment influences total sales.

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

Chart Type: Line Chart



Chart’s Requirements



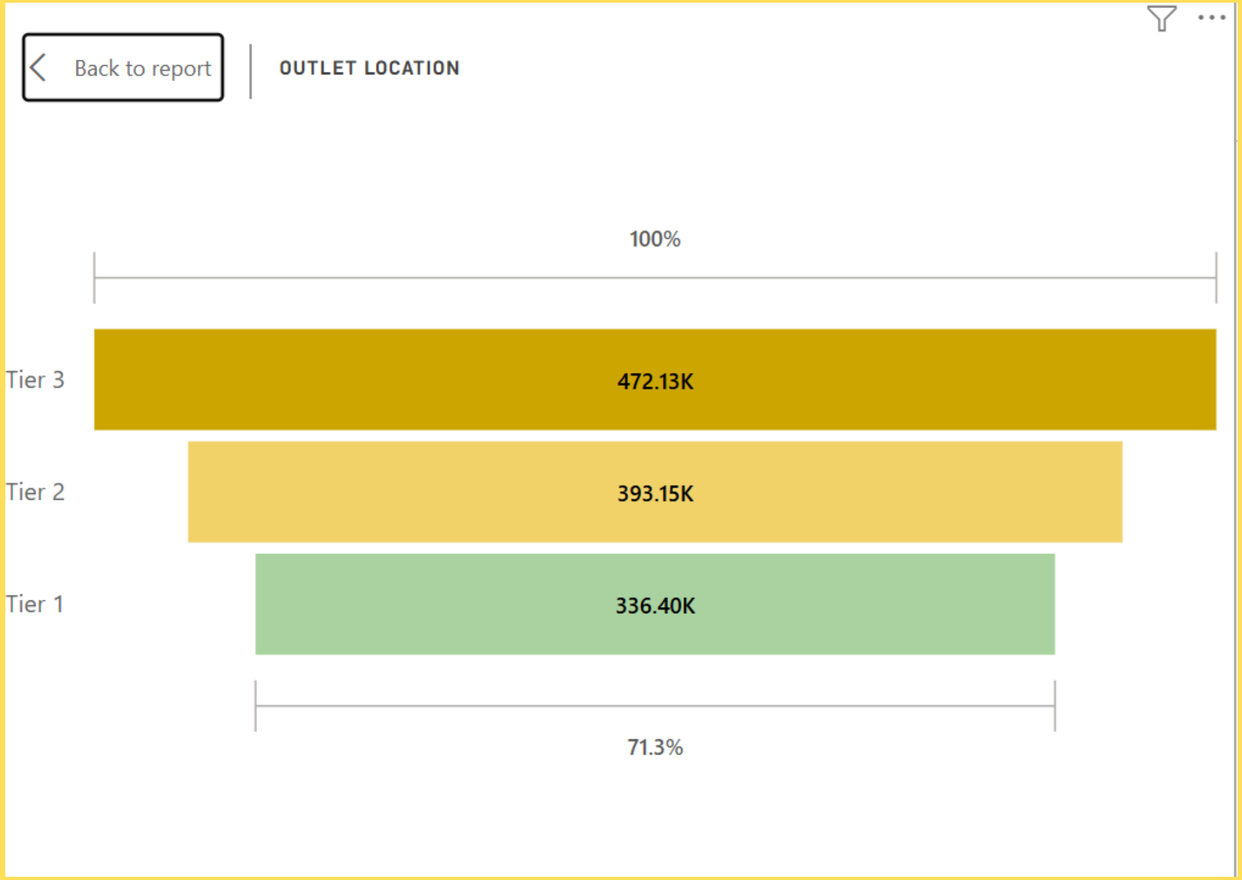
5. Sales by outlet size:

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

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

Chart Type: Donut | pie chart

Chart’s Requirements



6. Sales by outlet location:

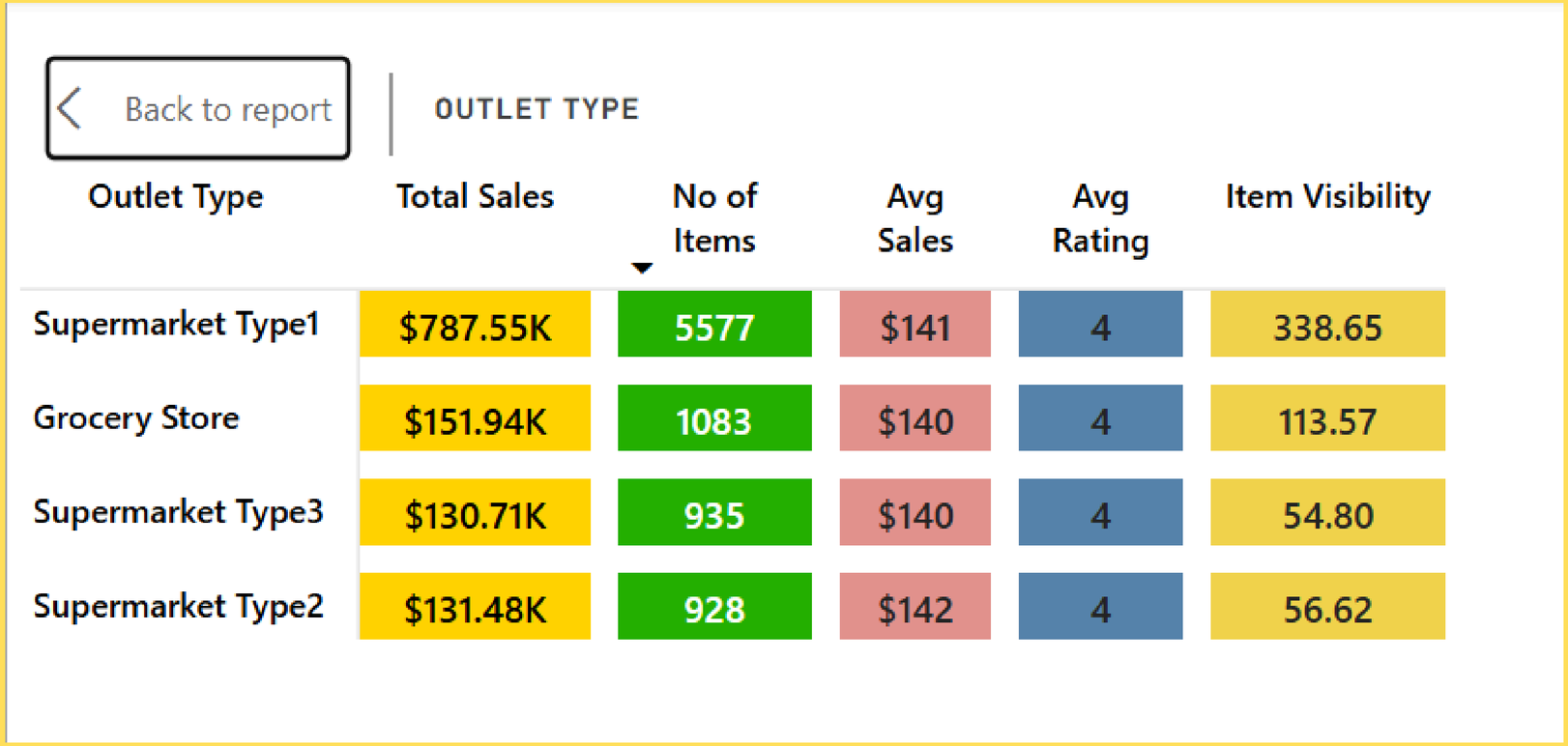
Objective: Assess the geographic distribution of sales across different locations.

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

Chart Type: Funnel map

Chart’s Requirements

7. All metrics by outlet type.



Outlet Type	Total Sales	No of Items	Avg Sales	Avg Rating	Item Visibility
Supermarket Type1	$787.55K	5577	$141	4	338.65
Grocery Store	$151.94K	1083	$140	4	113.57
Supermarket Type3	$130.71K	935	$140	4	54.80
Supermarket Type2	$131.48K	928	$142	4	56.62

Objective: Provide a comprehensive view of all key metrics(total sales, Average sales, number of items, average rating.

Chart Type: Matrix card

Thank You

Presented by

ADITYA KUMAR