BLINKIT'S GROCERY SALES ANALYSIS

1. Business Requirements

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.

2. Data Overview

The dataset contains key information related to:

- Sales performance
- Outlet types and locations
- Item types and fat content
- Ratings and number of items
- Outlet establishment year
- Outlet size and visibility

3. Data Cleaning (Power Query)

Only one major cleaning step was required. The Item Fat Content column contained inconsistent labels like "LF", "low fat", and "reg". Using Replace Values in Power Query, these were standardized to two categories:

- LF, low fat → Low Fat
- reg → Regular

This ensured clean, consistent categories for accurate analysis and visuals.

4. Creating Necessary Measures

A few DAX measures were created for analysis, such as:

- Total Sales
- Average Sales
- Total Number of Items
- Average Rating

These measures helped generate the KPIs shown on the dashboard.

5. KPI's Requirements

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

6. Metrics Creation

A Metrics Group was created in Power BI to organize and compare key performance indicators (KPIs) in a single, unified view.
The metrics included:

- Total Sales
- Average Sales
- Number of Items
- Average Rating

Purpose:
These metrics were created to provide a consistent, easy-to-read structure for KPI comparison across different visuals, especially in Matrix Cards and Scorecards, helping improve analysis clarity and report readability.

7. Charts 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.

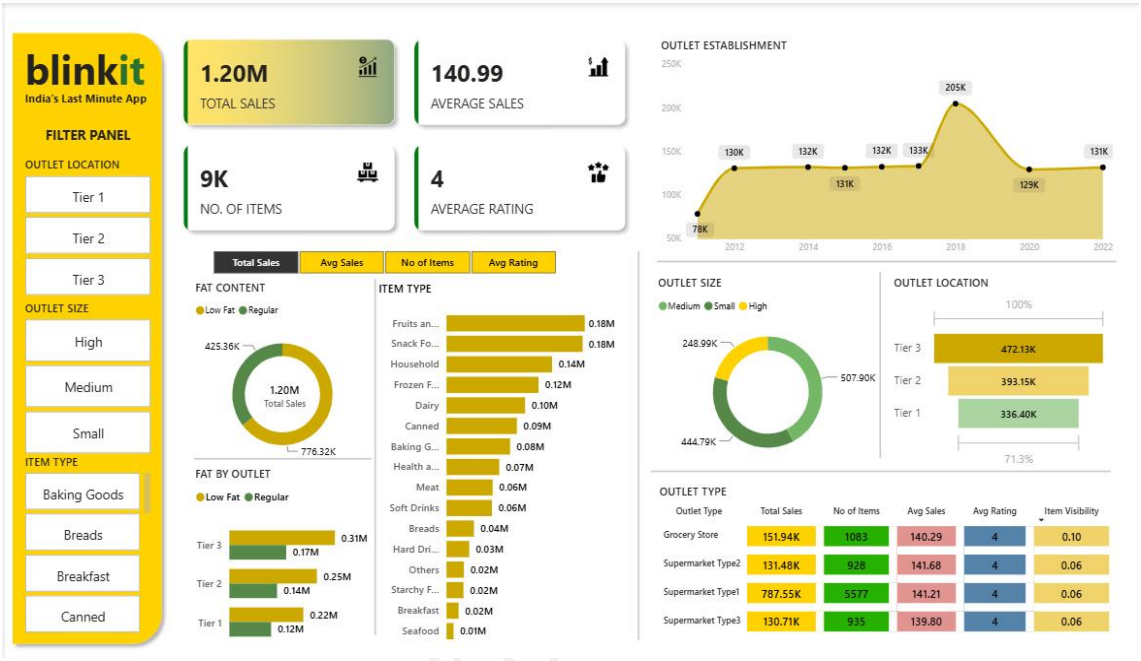
4. **Total Sales by Outlet Establishment**:
Objective: Evaluate how the age or type of outlet establishment influences total sales.
Chart Type: Line Chart.

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.

8. Dashboard



9. Insights Generation

Based on the visualizations and KPIs in the Blinkit Sales Analysis Dashboard, the following key insights were generated:

1. Regular Items Outsell Low-Fat Items
- Regular fat products contribute more sales than low-fat products.
- Customers show a stronger preference for regular items.

2. Fruits & Vegetables and Snack Foods Are Top Performers
- These two categories generate the highest total sales among all item types.
- Seafood, breakfast items, and starchy foods have the lowest sales, indicating underperforming categories.

3. Tier 3 Locations Generate the Highest Sales
- Outlets in Tier 3 regions outperform Tier 1 and Tier 2 in total sales.
- Indicates strong customer demand and potential for expansion in Tier 3 markets.

4. Medium Outlet Size Performs the Best
- Medium-sized outlets record the highest total sales compared to small and high-size outlets.
- Suggests optimal store size for balancing inventory, space, and customer flow.

5. Outlets Established Between 2018–2020 Show Strong Performance
- Sales peaked around 2018, likely due to better outlet maturity or high consumer engagement during those years.
- Recently established outlets show moderate sales as they grow.

6. Grocery Stores and Supermarket Type 1 Lead in Sales
- Supermarket Type 1 generates the maximum revenue among outlet types.
- Grocery Stores also perform well with consistent sales and high item visibility.

7. Customer Ratings Are Stable
- Average rating stays around 4, indicating positive customer satisfaction.
- No major performance issues across outlets.

8. Wide Variation in Sales Contribution by Fat Content Across Outlets
- Some outlets sell more regular items, others sell more low-fat items, indicating differences in local customer preferences.
- Useful for outlet-specific inventory planning.

9. High Item Visibility Correlates with Better Sales
- Items with higher display visibility generally show better sales performance.
- Visual placement strategy impacts revenue.

10. Overall Sales Distribution Is Balanced but Concentrated in a Few Categories
- Majority of revenue comes from a small set of high-demand categories.
- Helps Blinkit focus marketing efforts on these segments.