Blinkit

POWER BI DASHBOARD

Introducing

Blinkit is a leading online grocery delivery service in India, known for its lightning-fast delivery times. Formerly known as Grofers, the company rebranded to reflect its commitment to delivering essentials in the blink of an eye.

Founded in 2013, Blinkit has revolutionized the way people shop for groceries by offering a wide range of products, from fresh produce to household essentials, right at your doorstep.

01

02

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.

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.

03

Visualization Requirements

1. Total Sales by Fat Content

2. Total Sales by Item Type

3. Fat Content by Outlet for Total Sales

4. Sales by Outlet Size

5. Sales by Outlet Location

6. All Metrics by Outlet Type

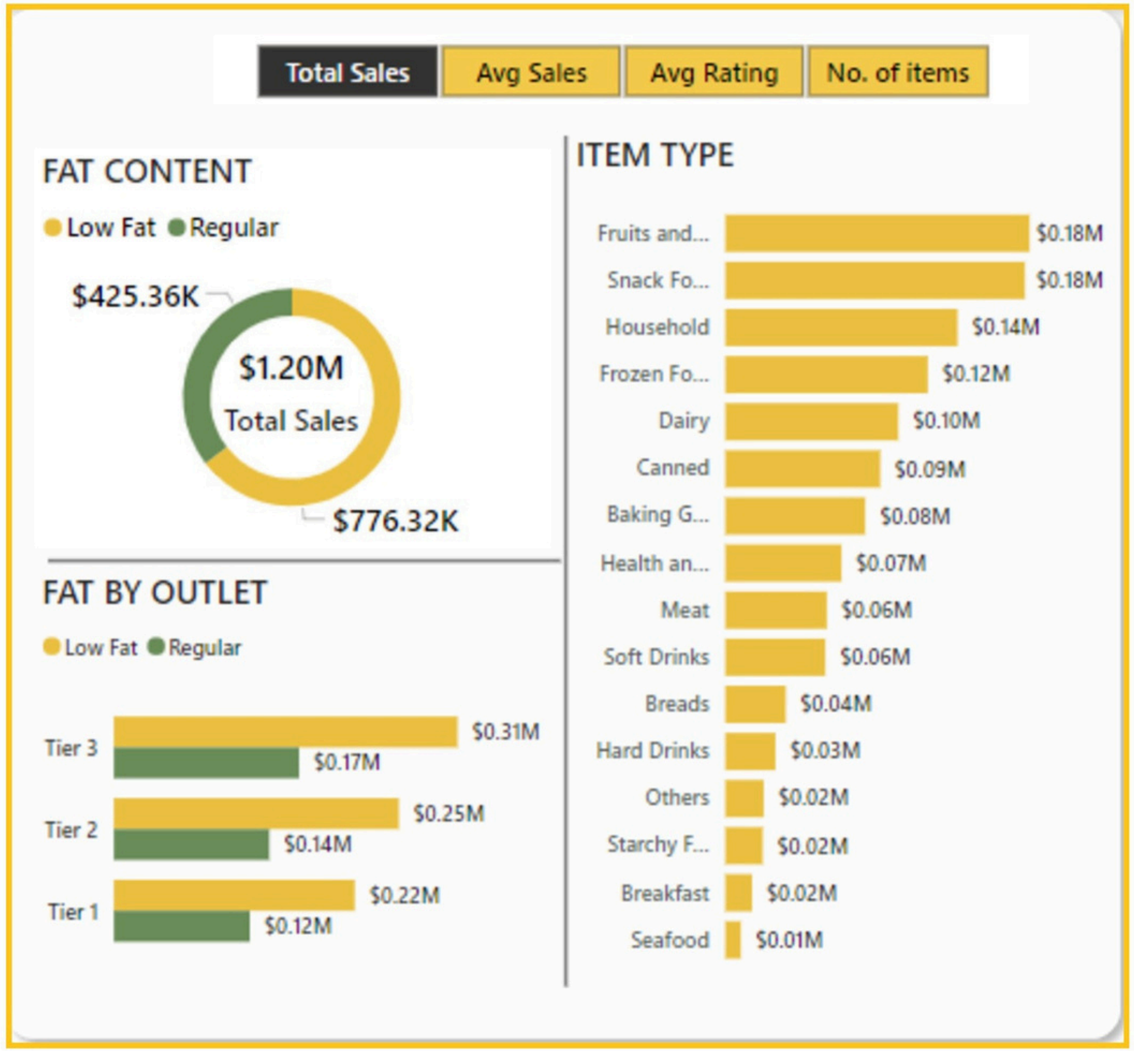
DASHBOARD

$1.20M
TOTAL SALES

$141
AVERAGE SALES

3.9
AVERAGE RATINGS

8523
NUMBER OF ITEMS

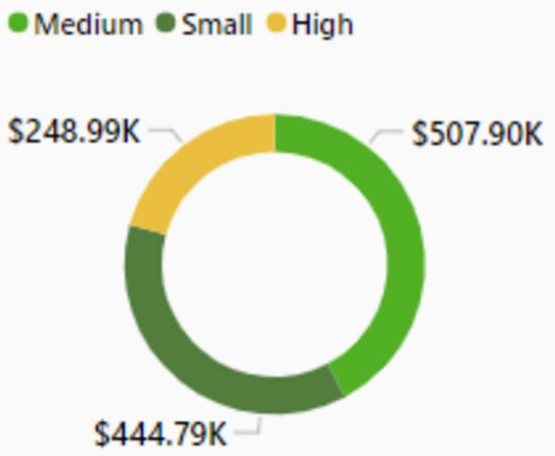


04

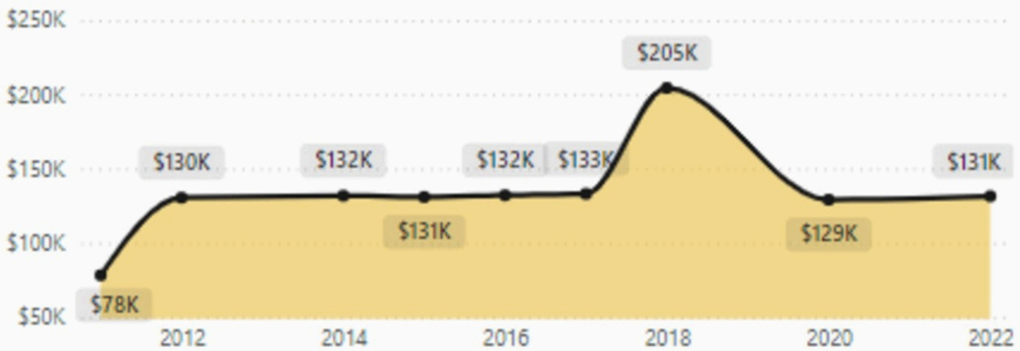
DASHBOARD

05

OUTLET SIZE



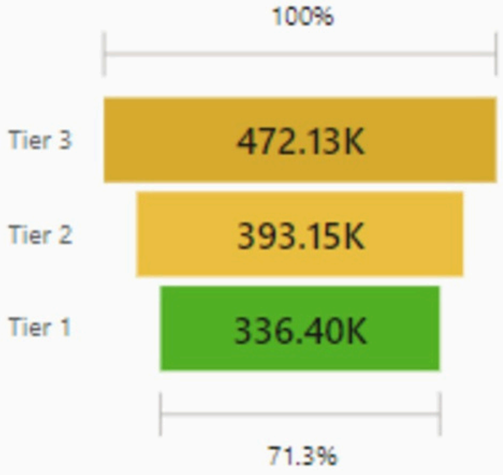
OUTLET ESTABLISHMENT



OUTLET TYPE

Outlet Type	Total Sales	No. of items	Avg Sales	Avg Rating	Item Visibility
Grocery Store	$151.94K	1083	$140	4	0.10
Supermarket Type1	$787.55K	5577	$141	4	0.06
Supermarket Type2	$131.48K	928	$142	4	0.06
Supermarket Type3	$130.71K	935	$140	4	0.06

OUTLET LOCATON



DASHBOARD

blinkit
India's Last Minute App

FILTER PANEL

Outlet Location Type: All

Outlet Size: All

Item Type: All

$1.20M TOTAL SALES	$141 AVERAGE SALES
3.9 AVERAGE RATINGS	8523 NUMBER OF ITEMS

Total Sales | Avg Sales | Avg Rating | No. of items

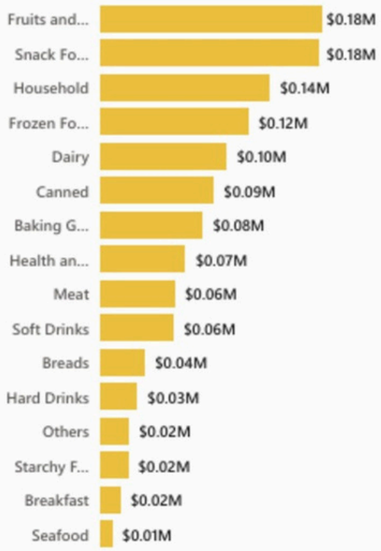
FAT CONTENT

Low Fat, Regular

FAT BY OUTLET

Low Fat, Regular

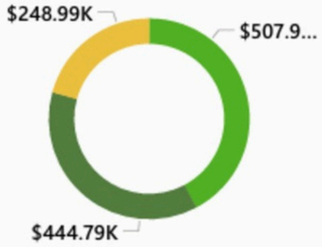
ITEM TYPE



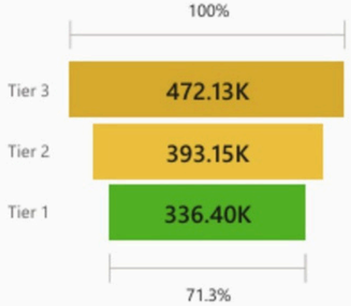
OUTLET ESTABLISHMENT

OUTLET SIZE

Medium, Small, High



OUTLET LOCATON



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06

$0.18M

Fruits and Vegetables are Top Selling

Findings

- Total sales: $1.20M
- Average sales per item: $141
- Number of items: 8523
- Average rating: 3.9 out of 5

$472.13K

Tier 3 locations have the highest sales

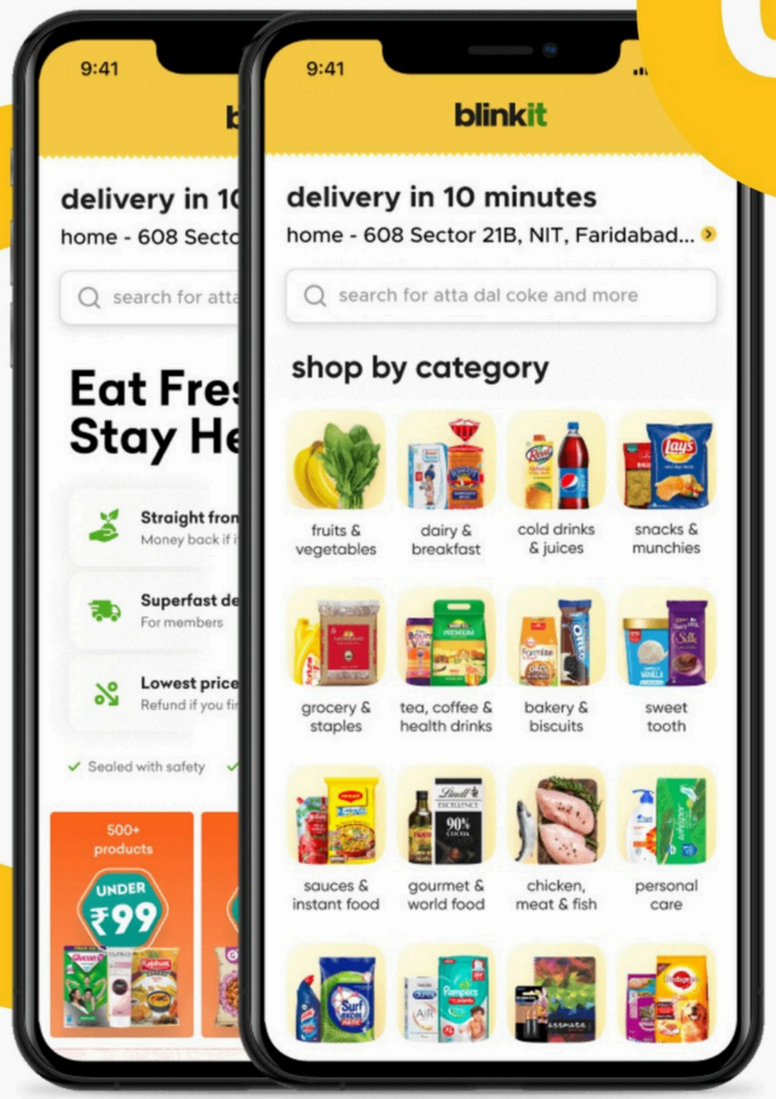
$776.32K

Low Fat content are preffered more

07

$ 123,456

Total Revenue in 2021



08 Conclusion

- The business is performing well with over $1
in total sales and a decent average rating of 3.
- A strong consumer preference for low-f
products indicates health-conscious buyi
habits.
- Fruits, vegetables, and snack foods are th
most popular categories, suggestin
opportunities for expansion or promotions
these areas.