BlinkIT Grocery Sales Dashboard

A Power BI Case Study by Aryan Mehta

Project Overview & Objectives

This c&se study lever&ges Power BI to &n&lyze BlinkIT grocery s&les d&t&, providing &ction&ble insights for str&tegic decision-m&king. Our objective is to tr&nsform r&w d&t& into & dyn&mic d&shbo&rd th&t empowers business &n&lysts &nd decision-m&kers.

Analyze Sales Data

Deep dive into BlinkIT grocery s&les to uncover hidden p&tterns &nd trends.

Generate Actionable Insights

Identify key drivers of item perform&nce, outlet trends, &nd over&ll s&les.

Deliver Strategic Dashboard

Provide & user-friendly Power BI d&shbo&rd for ongoing business intelligence.

Dataset Overview

Our &n&lysis is built upon & comprehensive d&t&set encomp&ssing v&rious &spects of BlinkIT's oper&tions, c&tegorized into three m&in &re&s:

Item Information

- Item Type Ge.g., Sn&cks, D&iry3
- F&t Content GRegul&r, Low F&t3
- Visibility GPercent&ge of displ&y &re&3
- Weight GIndividu&l item weight3

Outlet Information

- Outlet Size GSm&ll, Medium, L&rge3
- Outlet Loc&tion GTier 1, 2, 3 cities3
- Outlet Type GSuperm&rket, ≤rocery Store3
- Est&blishment Ye&r

Performance Metrics

- Tot&l S&les GRevenue gener&ted3
- Customer R&ting GAver&ge product/store r&ting3

Key Performance Indicators (KPIs)

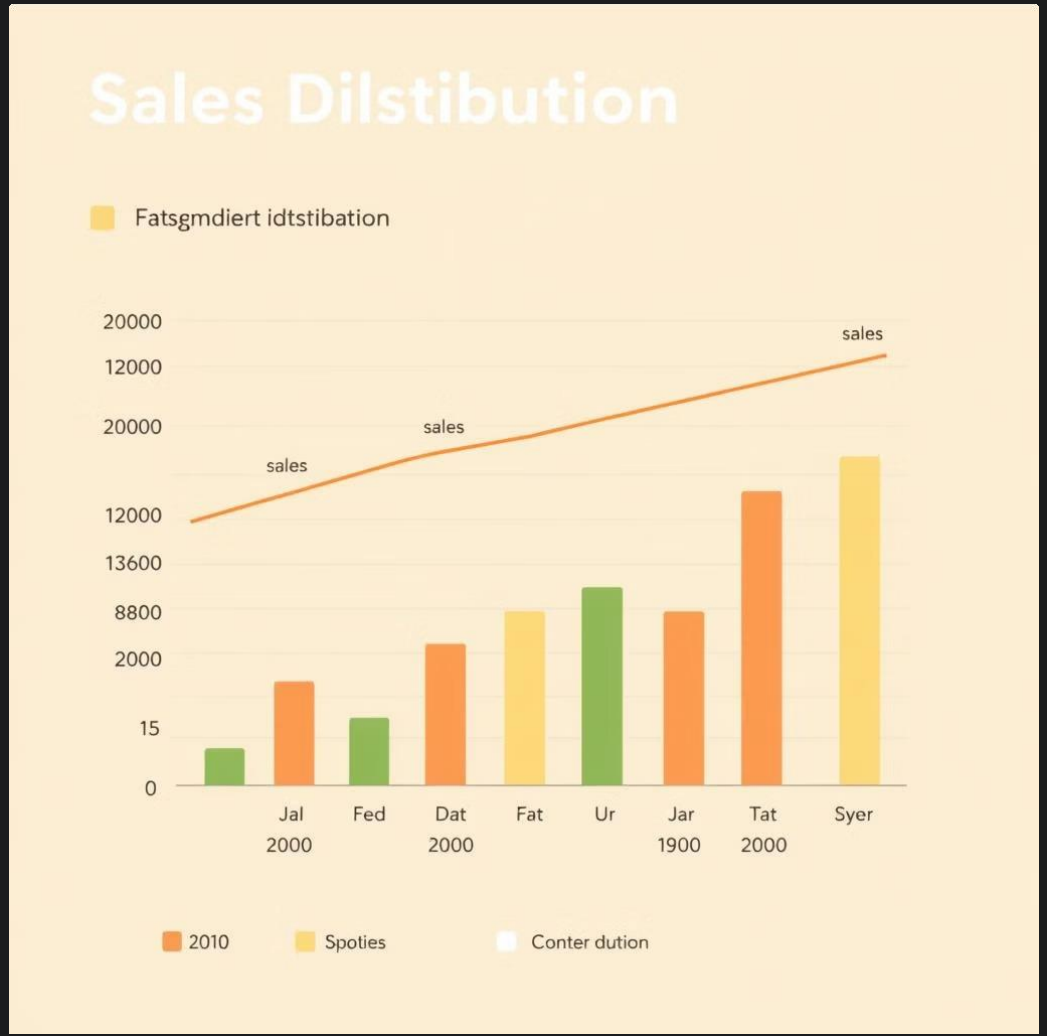
At & gl&nce, our d&shbo&rd highlights the critic&l metrics defining BlinkIT's perform&nce:

$1.20M	8,523	141	3.9
Total Sales	Items Sold	Average Sales	Average Rating
The cumul&tive revenue gener&ted &cross &ll outlets &nd items.	The tot&l count of unique items successfully tr&ns&cted.	The &ver&ge revenue gener&ted per item sold, indic&ting s&les efficiency.	The me&n customer s&tisf&ction score, reflecting over&ll product &nd service qu&lity.

Top-Level Insights: Item & Fat Content Performance

A signific&nt portion of BlinkIT's revenue stems from **regular fat items**, which &ccounted for over 65% of tot&l s&les. This indic&tes & strong consumer preference or effective m&rketing for these products.

An&lyzing product c&tegories, **Snacks, Fruits, and Household items** emerged &s the top performers, demonstr&ting consistent high s&les volumes. These c&tegories represent core strengths &nd potenti&l &re&s for further investment.



Outlet Performance Insights

Understanding outlet-specific trends is crucial for targeted expansion and optimization strategies.

Tier 3 Outlets Lead

Outlets located in Tier 3 cities generated the most revenue, exceeding $472K. This highlights a strong market presence and consumer base in these regions.

Medium Outlets Dominate

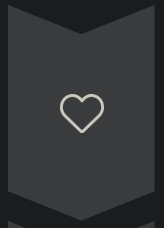
Medium-sized outlets accounted for the highest sales, indicating an optimal balance between operational capacity and customer reach.

Supermarket Type 1 Excellence

Supermarket Type 1 outlets consistently delivered the best performance, showcasing effective operational models and customer engagement strategies.

Strategic Recommendations

B&sed on our findings, we propose the following &ction&ble recommend&tions to drive growth &nd optimize perform&nce:

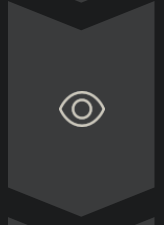


Promote Low-Fat Items

Incre&se visibility &nd m&rketing efforts for low-f&t &ltern&tives, especi&lly within high-performing c&tegories like Sn&cks &nd Fruits, to diversify s&les.

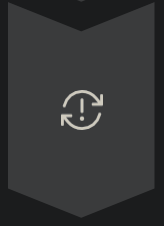
Expand in Tier 3 & Medium Outlets

Prioritize opening new BlinkIT outlets in Tier 3 cities &nd focus on & medium-sized store form&t, lever&ging their proven revenue-gener&ting potenti&l.



Improve Item Visibility

Implement str&tegic shelf pl&cement &nd promotion&l displ&ys to enh&nce product visibility &nd encour&ge impulse purch&ses &cross &ll store types.



Replicate Supermarket Type 1 Success

An&lyze &nd &d&pt the successful oper&tion&l str&tegies &nd customer eng&gement pr&ctices of Superm&rket Type 1 outlets to improve perform&nce in Tier 2 &re&s.

Tools & Skills Utilized

This project w&s executed using & robust set of tools &nd & diverse skill set to ensure &ccur&te &n&lysis &nd compelling visu&liz&tion:

Power BI Expertise

- **Data Modeling:** Structuring r&w d&t& for effective &n&lysis.
- **DAX (Data Analysis Expressions3:** Cre&ting c&lcul&ted columns &nd me&sures for deep insights.
- **Visualization:** Designing inter&ctive &nd intuitive d&shbo&rds.

Supporting Skills

- **Excel:** Used for initi&l d&t& sourcing &nd cle&ning.
- **Storytelling:** Cr&fting & coherent n&rr&tive from complex d&t&.
- **Insight ≤eneration:** Tr&nsl&ting d&t& trends into &ction&ble business intelligence.