

blinkit Analysis

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 KPIs and visualization Power BI.

KPI's Requirements

1. **Total Sales** : the overall revenue generated from all items sold.
2. **Average Sales** : The average revenue per sale.
3. **Number of items** : The total count of different items sold.
4. **Average Rating** : The average customer rating for items sold.

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Charts's 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 Item Type :

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

Chart Type : Line chart.

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Charts's Requirements

5. Sales by Outlet Size :

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

Chart Type : Donut 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.

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India's Last Minute App

FILTER PANEL

Outlet Location Type

All

Outlet Type

All

Item Type

All

Item Fat Content

All

\$1.20M

TOTAL SALES



\$141

AVG SALES



8523

NO. OF ITEMS



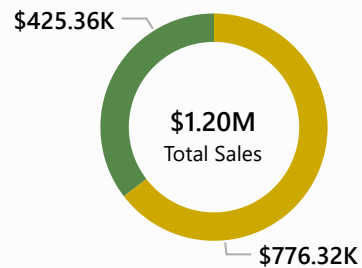
3.9

AVG RATING



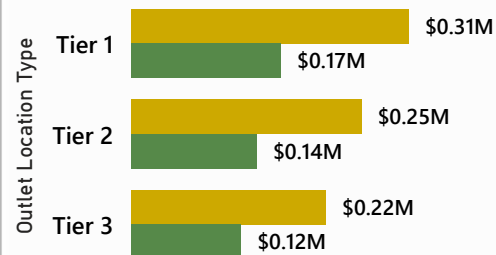
FAT CONTENT

Item Fat... Low Fat Regular



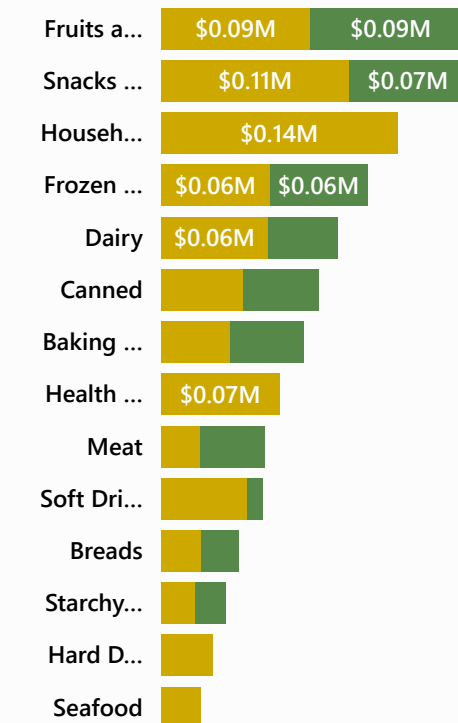
FAT BY OUTLET

Low Fat Regular

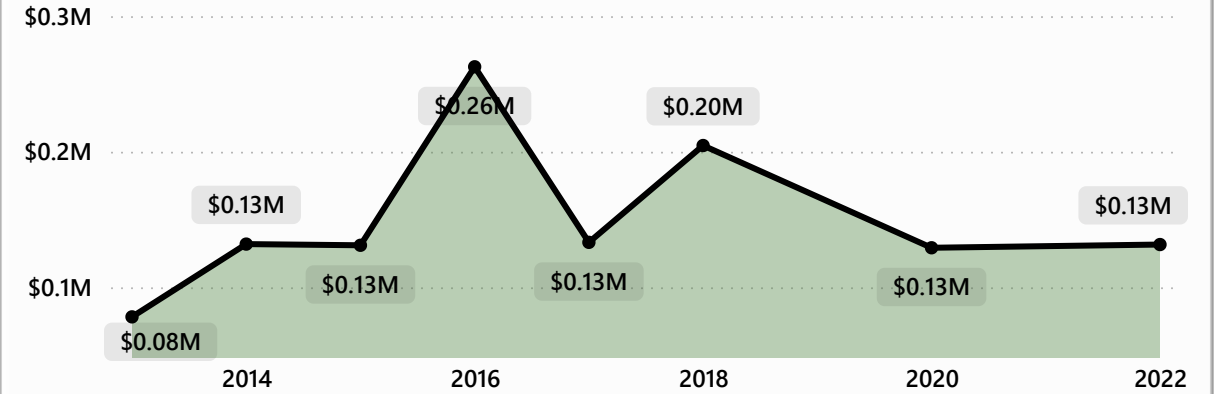


ITEM TYPE

Item ... Low Fat Regular

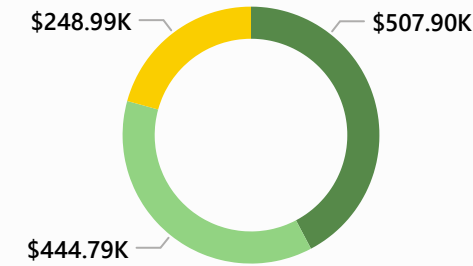


OUTLET ESTABLISHMENT

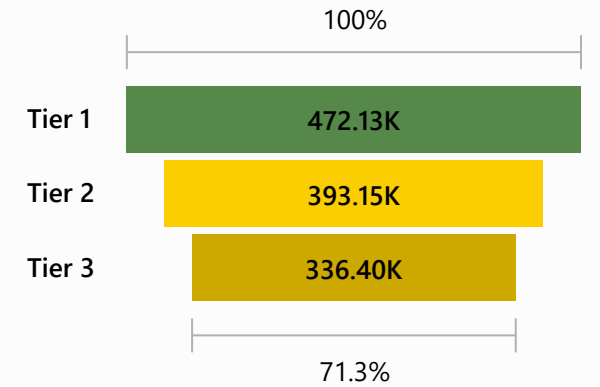


OUTLET SIZE

Outlet Size Medium Small Large



OUTLET LOCATION



OUTLET TYPE

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

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Suggestions

- 1. Low-fat items currently account for approximately 65% of total sales, while regular items represent 35%. It is recommended that the client prioritize inventory optimization to align with this demand distribution, ensuring efficient stock management and maximizing sales potential.**
- 2. The top-selling items include fruits and vegetables, snacks, and household products, while the least sold items are starchy foods, hard drinks, and seafood. To boost sales of these lower-performing categories, the client can implement strategies such as offering targeted discounts and enhancing item visibility on their online platform. These initiatives can encourage consumer interest and drive higher sales across all product categories.**
- 3. Tier 1 cities typically generate higher sales due to larger populations and disposable incomes. To capitalize on the growth potential in Tier 2 and Tier 3 cities, the client can implement promotional discounts to attract price-sensitive consumers and utilize localized advertising to enhance brand visibility. These strategies can drive sales growth and help build a loyal customer base in these emerging markets.**
- 4. Medium-sized outlets are achieving higher sales than small or large outlets, primarily in Tier 1 cities. Meanwhile, small-sized outlets are outpacing large ones in sales, mainly in Tier 2 and Tier 3 cities. This reflects distinct consumer preferences across different outlet sizes and market tiers.**