

# 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.



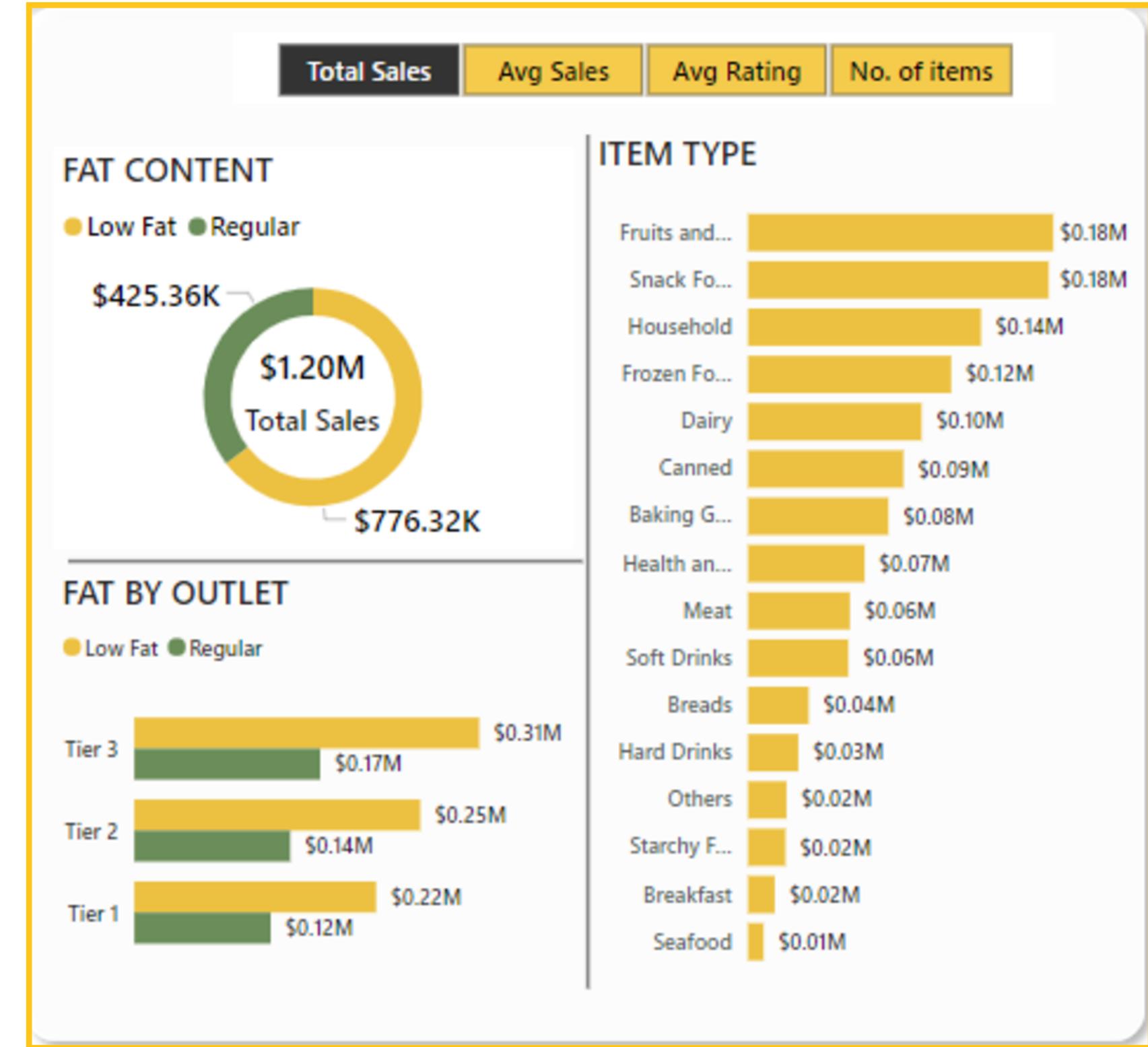
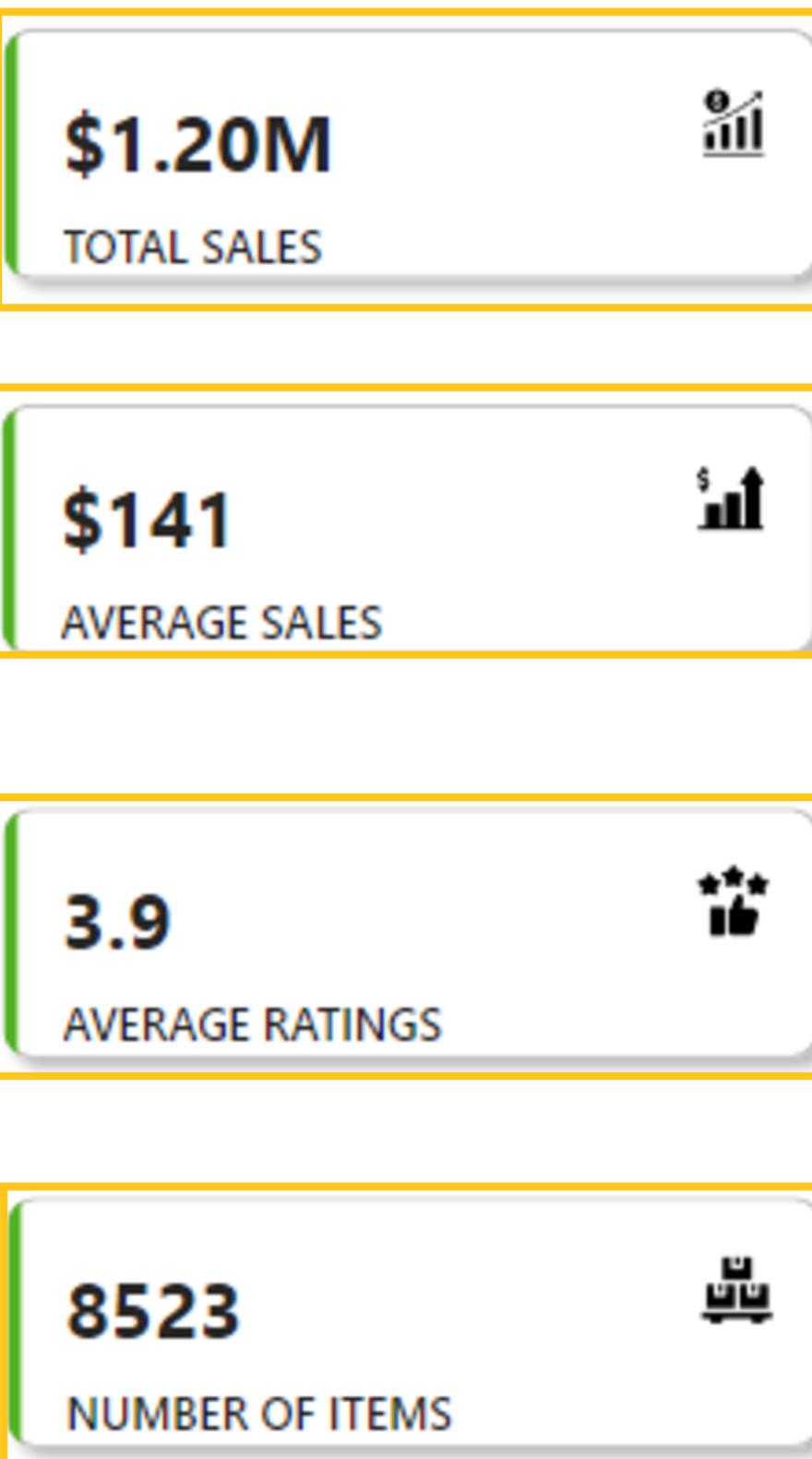
# 03

## 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



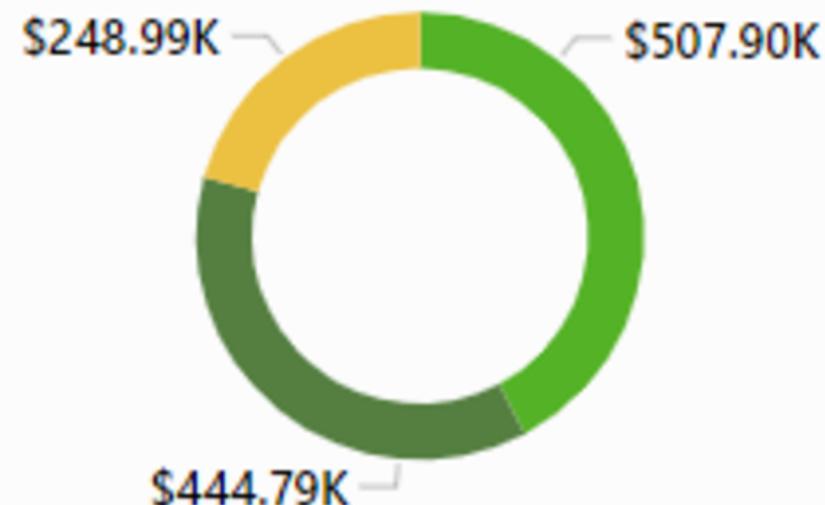
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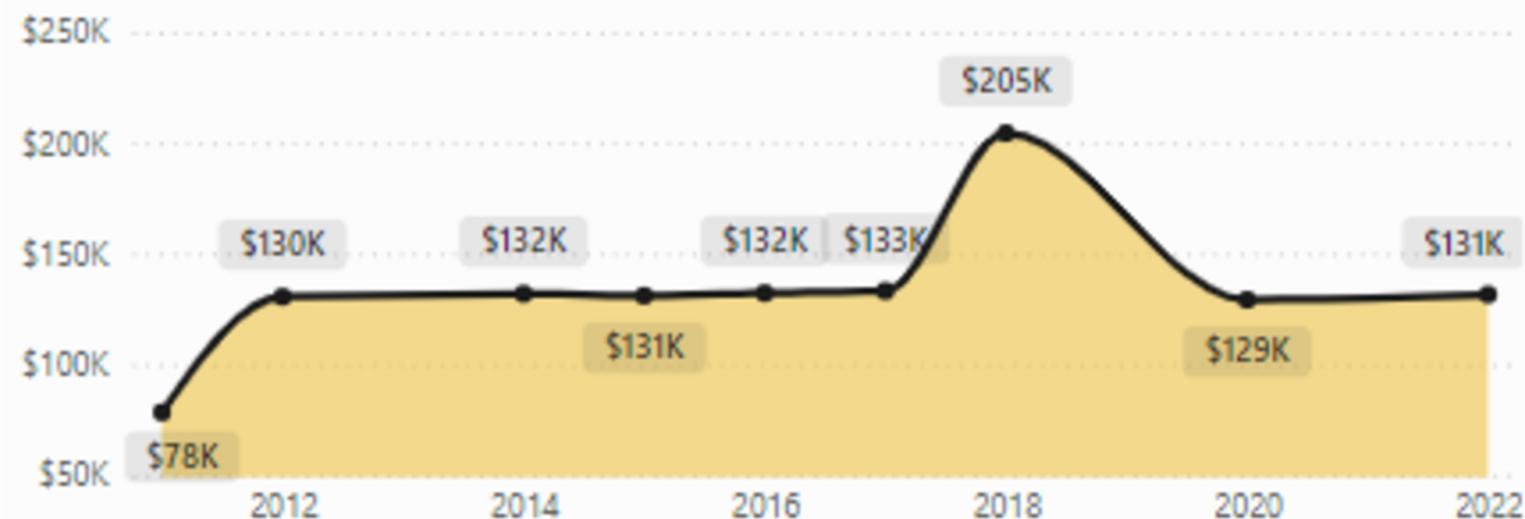
# DASHBOARD

## OUTLET SIZE

● Medium ● Small ● High



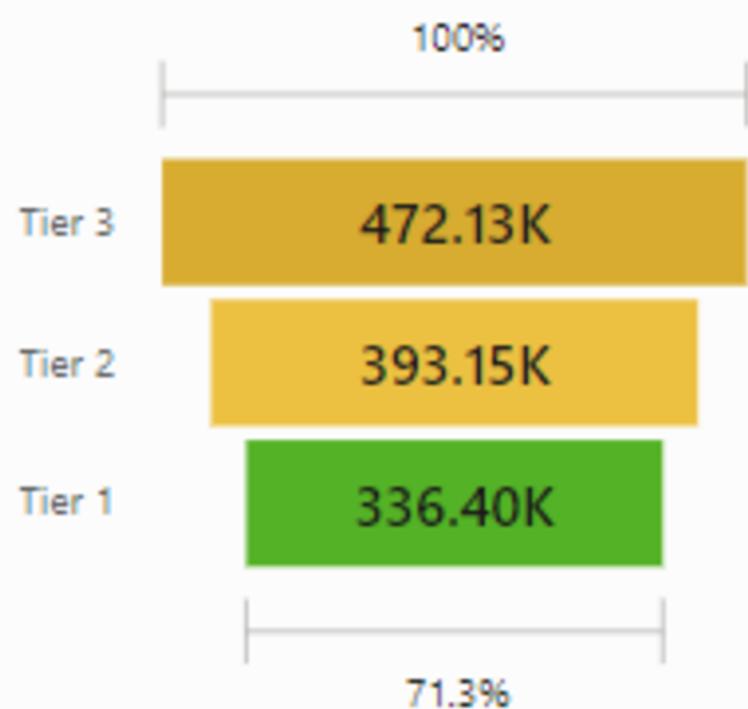
## OUTLET ESTABLISHMENT



## 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

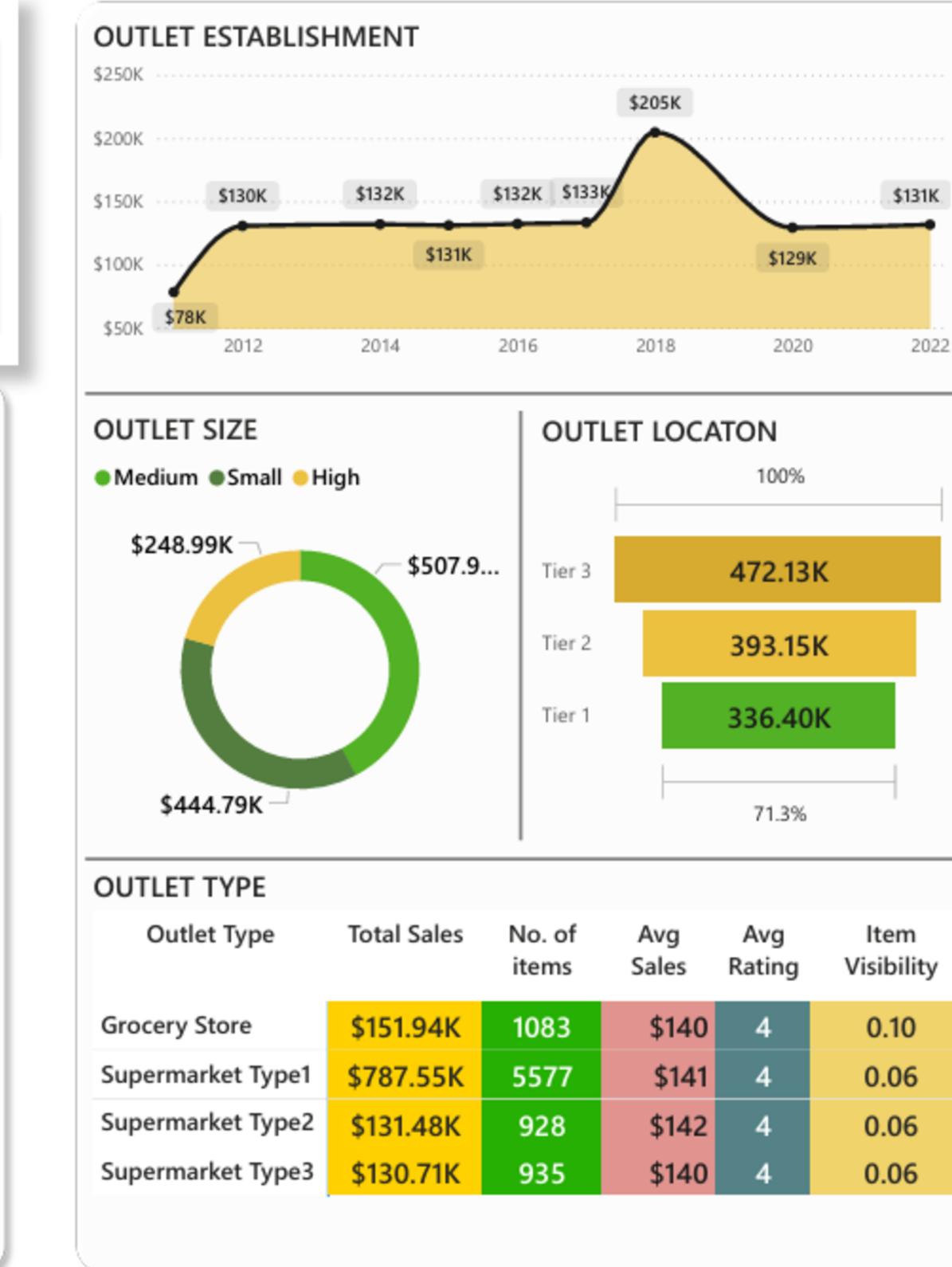
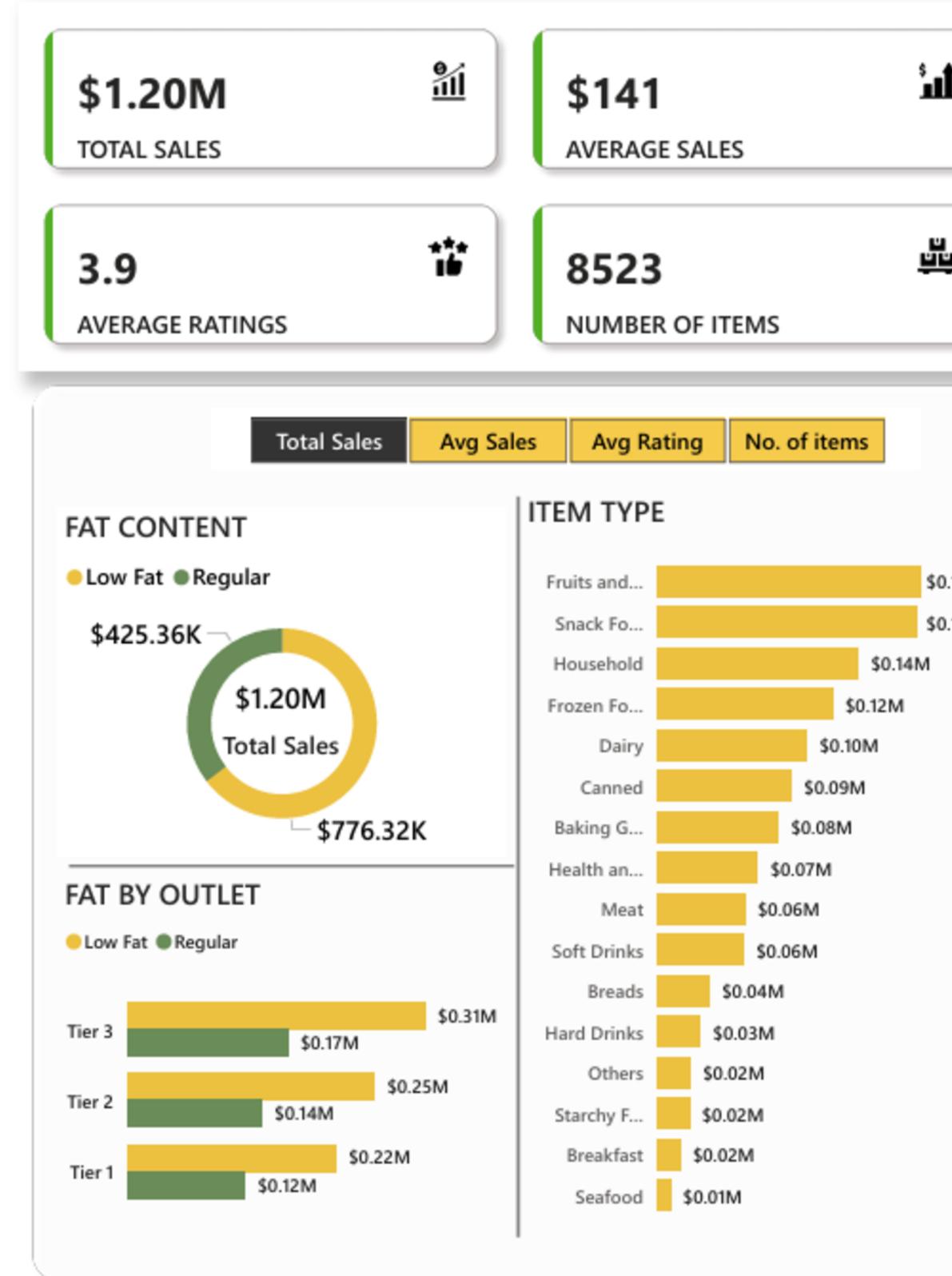
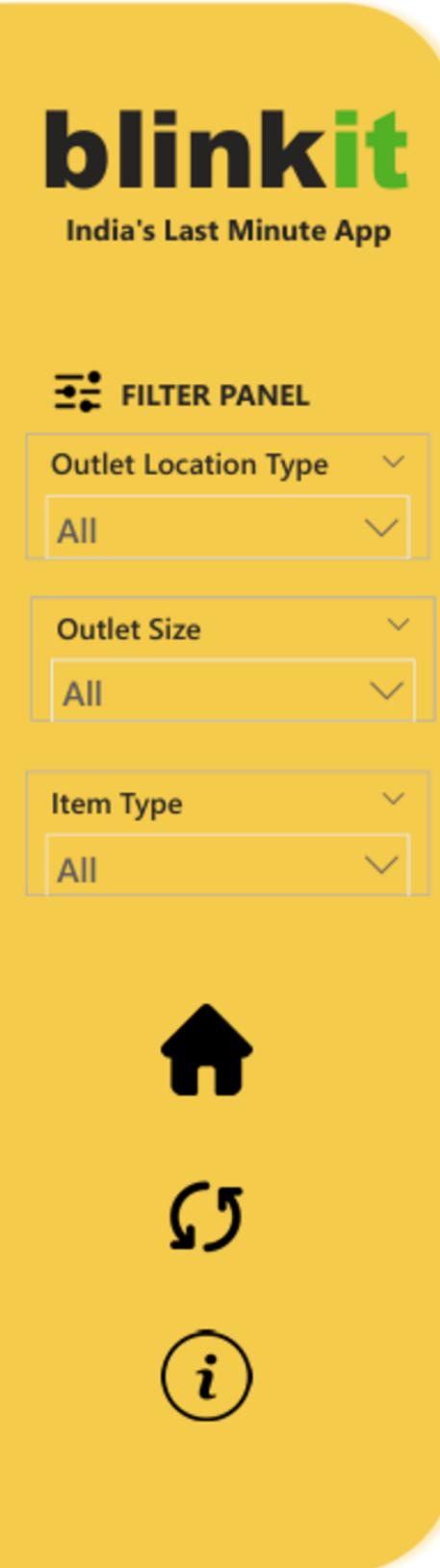
## OUTLET LOCATION



05



# DASHBOARD



**\$0.18M**

Fruits and  
Vegetables are  
Top Selling



**\$472.13K**

Tier 3 locations  
have the highest  
sales

**\$776.32K**

Low Fat content  
are preferred  
more

# Findings

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

**07**

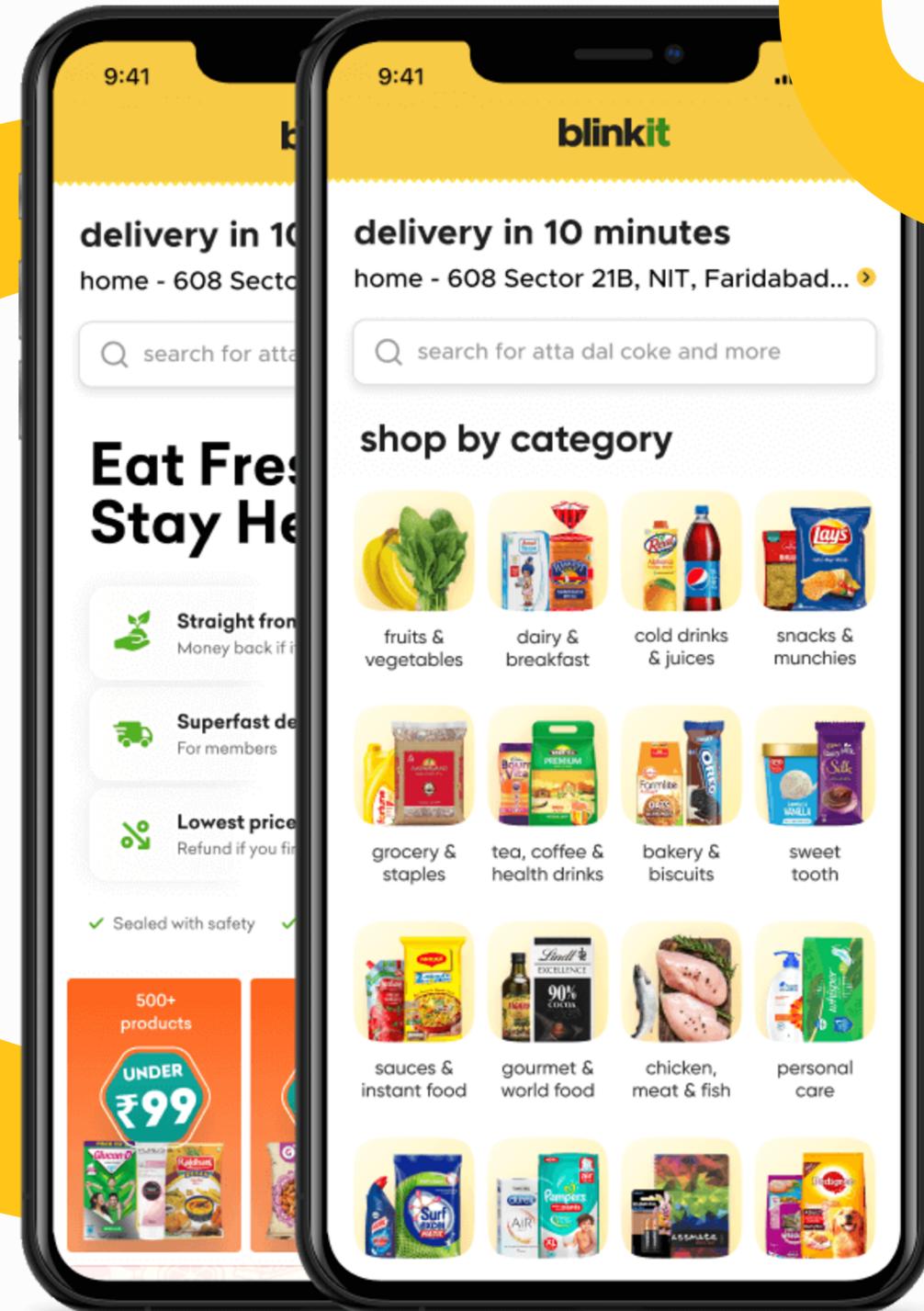
**\$ 123,456**

Total Revenue  
in 2021



# 08

# Conclusion



- The business is performing well with over \$1M in total sales and a decent average rating of 3.9.
- A strong consumer preference for low-fat products indicates health-conscious buying habits.
- Fruits, vegetables, and snack foods are the most popular categories, suggesting opportunities for expansion or promotions in these areas.



# Thank You