

BLINKIT DASHBOARD

The logo features the word "blinkit" in a bold, dark blue sans-serif font. The letters "it" are highlighted in a vibrant green color. This text is centered within a yellow circle, which is itself surrounded by a white ring. The entire graphic is set against a larger yellow background that tapers off to the right.

blinkit

TEAM



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OVERVIEW

- This dashboard serves as a powerful tool for analyzing and optimizing sales strategies, identifying trends, and making data-driven decisions. Each section provides actionable insights that contribute to a comprehensive understanding of sales performance across different dimensions.



Our Mision

Monthly Sales: Displays sales trends and total revenue over months, highlighting growth patterns and seasonal variations.

2. Sales per Outlet Location: Breaks down sales by individual outlets, showing performance levels and helping allocate resources effectively.

3. Sales per Outlet Location Type: Analyzes sales by outlet tier (Tier 1, Tier 2, Tier 3) to assess performance across different urban and rural areas.

4. Sales per Outlet Type: Compares sales performance across different outlet formats (e.g., flagship, franchise, online) to guide investment and operational focus.

5. Sales per Item: Provides detailed sales data for each item, identifying best-sellers and trends for better stock and marketing decisions.



Our experience

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2020

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2023

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blinkit

India's Last Min App

Item Type

Baking ...	Breads
Breakfast	Canned
Dairy	Frozen ...
Fruits a...	Hard Dr...
Health	Househ

Item Fat Content

Low Fat
Regular

Month

JAN	FEB	MAR
APR	MAY	JUN
JUL	AUG	SEP
OCT	NOV	DEC

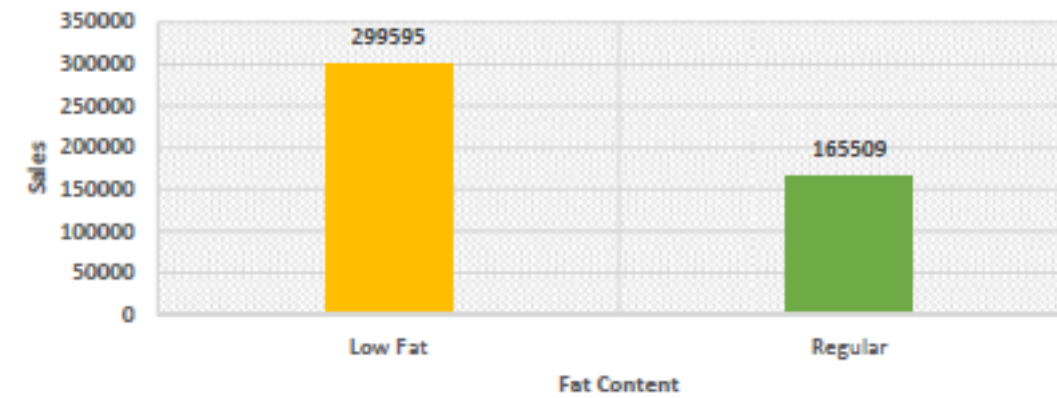
Outlet Type

Grocery Store
Supermarket Type1
Supermarket Type2
Supermarket Type3

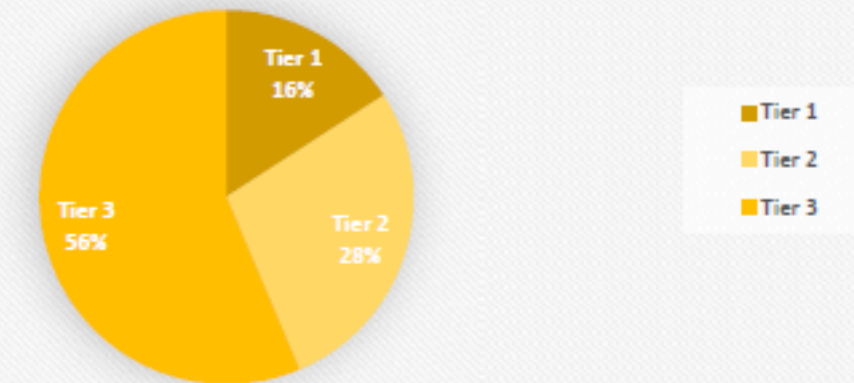
Outlet Location Type

Tier 1	Tier 2	Tier 3
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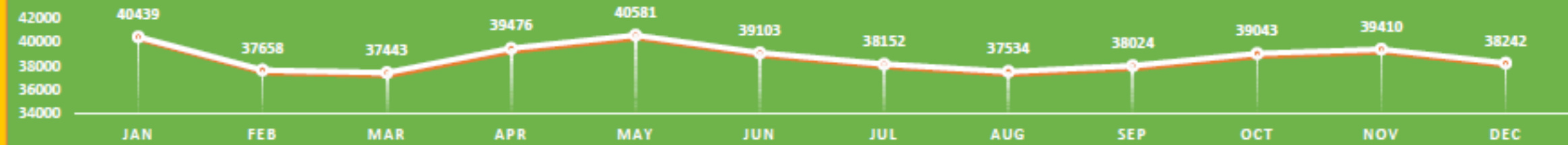
Fat Content



Outlet Location Sales



MONTHLY SALES



Sales per Outlet Size



SALES PER OUTLET TYPE



Item Type

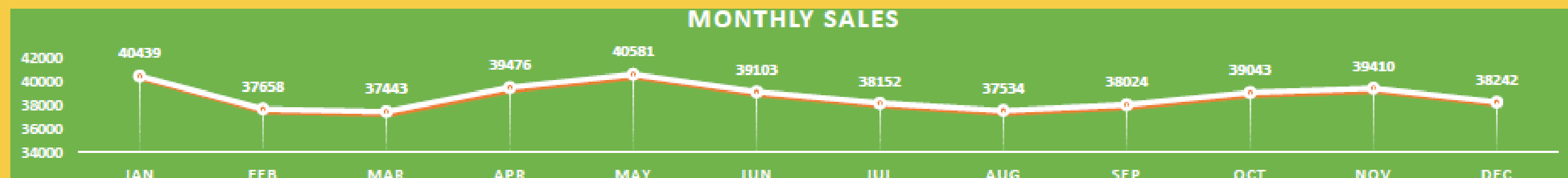


Analysis 01

How have sales figures trended over the months, and what are the key factors contributing to any significant peaks or troughs in specific months?

Sales show seasonal peaks during holidays and through out in summer. Key factors include promotional events and seasonal demand fluctuations.

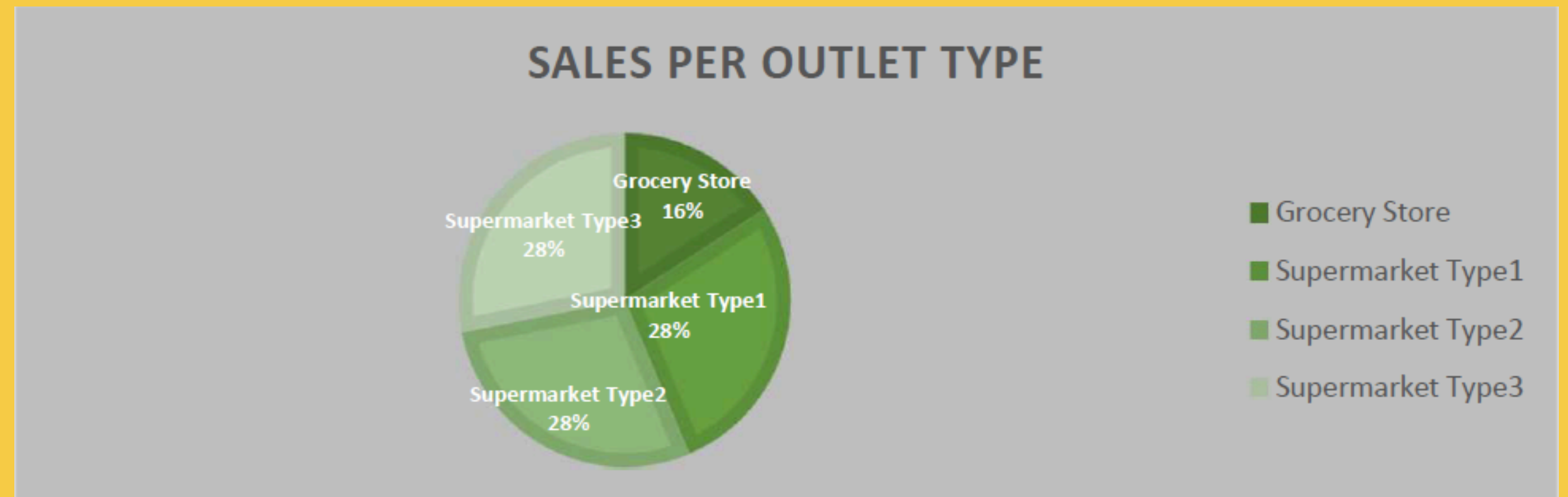
Month		
JAN	FEB	MAR
APR	MAY	JUN
JUL	AUG	SEP
OCT	NOV	DEC



Analysis 02

Which outlet locations are generating the highest and lowest sales, and what characteristics (e.g., neighborhood type, foot traffic) differentiate the high-performing locations from the low-performing ones?

High-performing outlets are typically in high-foot-traffic areas and affluent neighbourhoods, while low-performing ones are often in less accessible or lower-income areas.



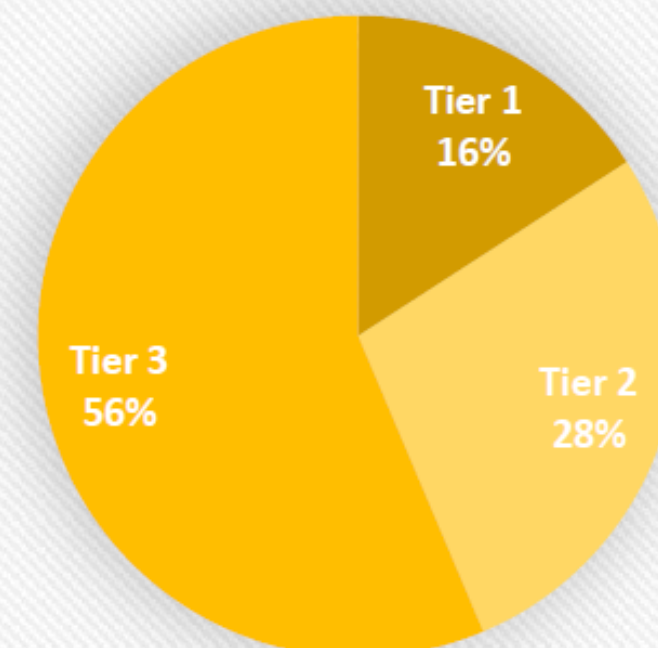
Analysis

03

How do sales vary across different outlet tiers (Tier 1, Tier 2, Tier 3), and what impact does the tier classification have on overall sales performance?

Tier 3 outlets generally show the highest sales due to prime locations and better facilities, while Tier 1 outlets lag behind in revenue and customer traffic.

Outlet Location Sales

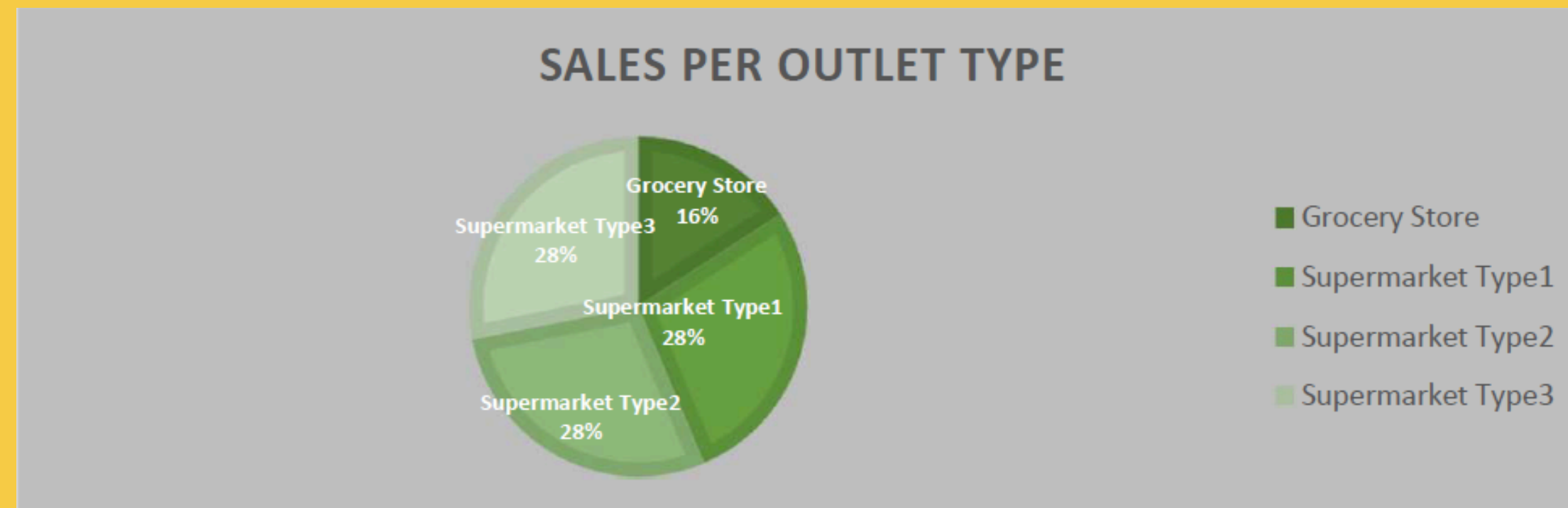


■ Tier 1
■ Tier 2
■ Tier 3

Analysis

04

What is the sales performance distribution across different outlet types (Supermarket 1, 2, 3), and how do these formats compare in terms of revenue generation and customer reach?



Supermarkets consistently outperform smaller store (Grocery Stores) formats in revenue generation and customer reach, with larger stores benefiting from a wider product range and higher footfall.

Analysis

05

Which items are the top sellers and which are underperforming, and what trends or patterns are observable in the sales data for specific items like bread or tea?

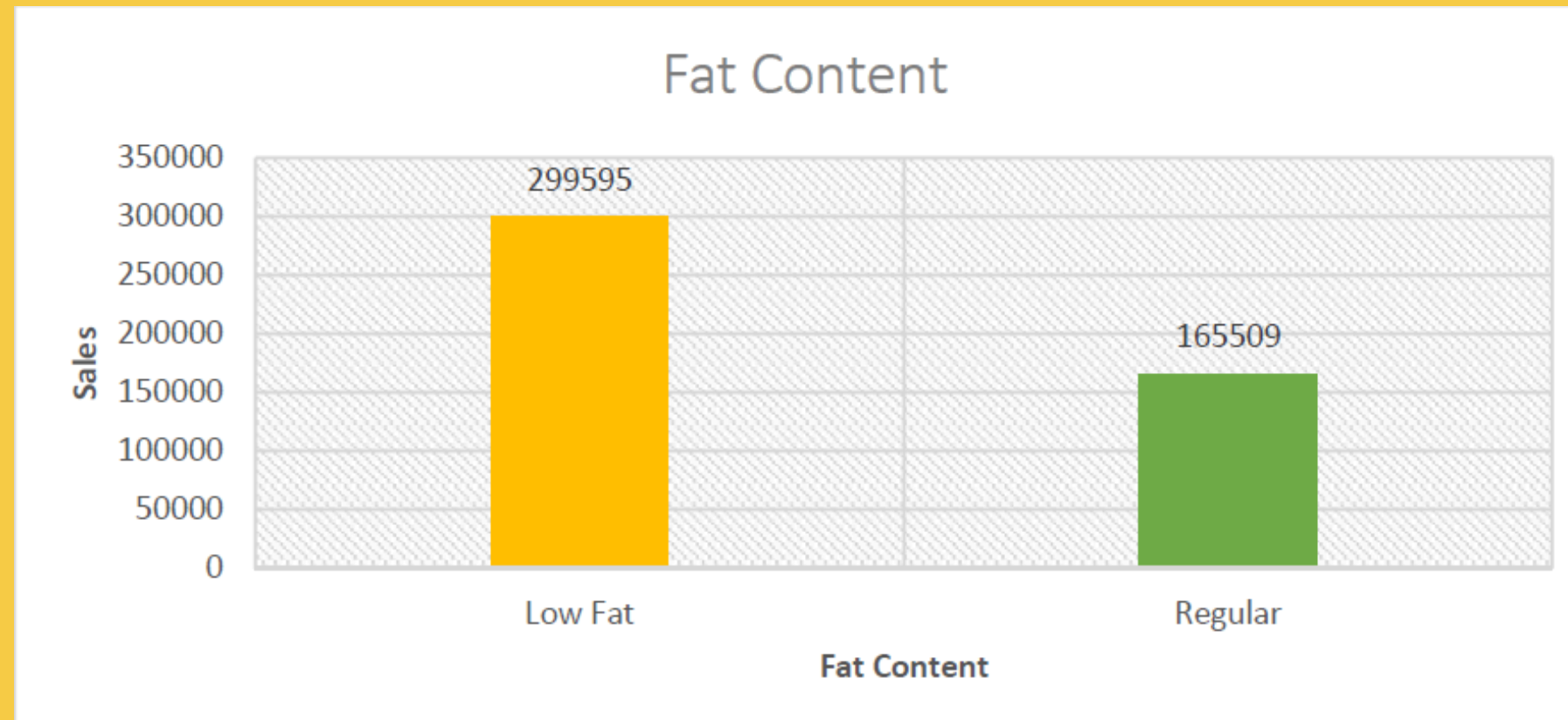


Top sellers like Fruits and Snack items exhibit strong, consistent demand, while underperforming items have been Bread, seafood, etc

Analysis

06

How do sales vary by fat content categories (low, regular, high), and what does this reveal about consumer preferences or shifts in dietary trends over time?



Sales are highest for low-fat products, indicating a shift towards healthier eating preferences, with regular and high-fat options showing declining trends

Thank you

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