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PROJECT ON

**BLINKIT SALES REPORT DASHBOARD**

**1. Introduction**

Blinkit, formerly known as Grofers, is a prominent player in India's quick-commerce sector, specializing in rapid delivery of groceries and daily essentials. To maintain a competitive edge and ensure operational efficiency, Blinkit has implemented a comprehensive sales report dashboard. This dashboard serves as a pivotal tool for analyzing sales performance, understanding customer preferences, and optimizing outlet operations.

**2. Objectives**

The primary objectives of the Blinkit Sales Report Dashboard are:

* **Sales Performance Analysis**: Evaluate overall sales metrics, including total revenue, average sales per transaction, and item-wise sales distribution.
* **Customer Insight**: Assess customer satisfaction through average ratings and feedback to identify areas for service improvement.
* **Outlet Efficiency**: Analyze the performance of various outlets based on size, location, and type to determine factors contributing to higher sales and customer satisfaction.
* **Product Segmentation**: Understand the sales distribution across different product categories and fat content levels to tailor inventory and marketing strategies.
* **Optimize Business Strategies**: Use insights to make data-driven decisions in inventory management and marketing.
* **Monitor Sales Performance**: Track total revenue, sales trends, and per-item sales performance.

**3. Methodology**

The development of the dashboard involved the following steps:

* **Data Collection**: Sales data was aggregated from Blinkit's transaction records, encompassing details such as date, product information, quantity sold, price, total sales, and customer ratings.
* **Data Cleaning and Transformation**: The collected data underwent cleaning to handle missing values and inconsistencies. Transformation processes were applied to structure the data appropriately for analysis.
* **Data Modeling**: A data model was constructed to define relationships between different data entities, facilitating efficient querying and analysis.
* **Dashboard Development**: Using Power BI, an interactive and responsive dashboard was created, incorporating various visualizations to represent the analyzed data effectively.

**4. Analysis**

The dashboard provides a multifaceted analysis through various visualizations:

* **Sales Overview**: A comprehensive view of total sales, average sales per transaction, and the total number of items sold.
* **Customer Ratings**: Visualization of average customer ratings to gauge satisfaction levels.
* **Sales by Outlet Size and Location**: Analysis of sales performance segmented by outlet size (small, medium, large) and location tiers (Tier 1, Tier 2, Tier 3).
* **Product Category Performance**: Insights into sales distribution across various product categories, such as fruits, snacks, and household goods.
* **Fat Content Analysis**: Comparison of sales between low-fat and regular products to understand consumer preferences.

**5. Key Findings**

* **Total Sales**: The dashboard indicates cumulative sales of $1.20 million, reflecting Blinkit's substantial market presence.
* **Customer Satisfaction**: An average rating of 3.9 out of 5 suggests a generally positive customer experience, with room for improvement.
* **Outlet Performance**: Medium-sized outlets in Tier 3 locations exhibit the highest sales, indicating potential areas for strategic focus.
* **Product Preferences**: Low-fat products and categories like fruits and snacks are top performers, highlighting consumer health consciousness and snacking trends.

**6. Software and Hardware Requirements**

* **Software**:
  + **Data Analysis and Visualization**: Power BI
  + **Data Storage and Management**: Microsoft Excel, SQL Server
  + **Data Transformation**: Power Query
* **Hardware**:
  + **Processor**: Multi-core processor
  + **Memory**: Minimum 8 GB RAM
  + **Storage**: Sufficient storage for data files and software installations
  + **Display**: High-resolution monitor for optimal visualization

**7. Implications**

The insights derived from the dashboard have several strategic implications:

* **Inventory Management**: Aligning stock levels with high-performing product categories and consumer preferences to reduce waste and increase turnover.
* **Marketing Strategies**: Targeted promotions for popular products and underperforming categories to boost sales.
* **Outlet Optimization**: Strategic planning for outlet expansions or modifications based on performance metrics related to size and location.
* **Customer Experience Enhancement**: Initiatives to improve service quality in response to customer feedback and ratings.

**8. Conclusion**

The Blinkit Sales Report Dashboard serves as a vital tool in transforming raw sales data into actionable insights. By leveraging this dashboard, Blinkit can make informed decisions to enhance sales performance, optimize operations, and elevate customer satisfaction, thereby strengthening its position in the competitive quick-commerce market.