

# BLINKKIT GROCERY STORE CASE STUDY

Visualization Tool - Power BI





# TABLE OF CONTENT

- Introduction
- Overview
- Solution
- KPI
- Key Insights
- Effect need improvement
- Dashboard
- Business Recommendation

# Introduction

BlinkIT faces challenges with inconsistent sales performance across its outlets and product categories. This project focuses on optimizing product offerings, refining outlet strategies, and aligning pricing models to maximize revenue across all locations.

## Overview

Welcome to the BlinkIT Corporate simulation! BlinkIT is a grocery retail chain operating across multiple cities, aiming to enhance its sales, outlet performance, and product dynamics. The objective is to analyze data using Power BI to uncover key trends and provide actionable insights that drive growth and profitability.



# solution

Blinkit KPIS Report provides key insights to Identify high- and low-performing products, trends, Evaluate outlet performance to tailor strategies, improve inventory, and enhance operations, Promote underperforming products and Implement data-driven pricing to maximize margins while staying competitive



# KPIS



Total Item -8515  
Total Sales - 18.58 M  
Price Range :  
Min Price :- 31.29  
Max Price:- 266.89  
AVG price : - 141.01

**Avg Outlet Sales :- 2,18.56**

**Avg Item Visiblity :- 0.07**

**Medium price item sales - 4.64k**

**Low price item sales - 2.44k**

**High price item sales - 1.44 k**

**Sales by Outlet Size: -**

**Small size has highest sales :- 48.22%**

**Medium size has 40.24%**

**High size has low sales :- 11.53%**





Highest Outlet Sales by Outlet types:-

Highest in Supermarket Type1 Tier2 - 6.47M

2nd highest in supermarket Type1 Tier1 :- 4.3M

Lowest outlet sales by outlet type:-

Grocery store Tier1

Grocery store Tier3

Top selling Categories :-

Fruit and vegetable : - highest sales at 2.8 M(15.18%)  
highest visibility - 90.16

Snack foods :- 2nd highest at 2.7M(14.67%)

Household Items :- closely at 2.1 M(11.07%)

Low selling Categories :-

Seafood :- Very low at 0.1 M(0.8%)

Breakfast items :- 0.2 M(1.25%)



# Key Insights :-

## Item sales by price range :-

A large number of items fall in the medium price range (4.64k items), which may suggest that the store's pricing strategy focuses on middle-market products

## Top Selling Category :-

Fruits and vegetables , snack foods are suggesting customer preferences , enhancing profitability and also shows highest item visibility

## Sales by outlet size :-

small stores and medium stores make up the largest share of sales (48.22% , 40.24%) allows companies to focus their marketing and inventory strategies on these stores to maximize sales and profits

## outlet type :-

Supermarket Type 1 Tier 2 generates the highest sales at 6.47 million.  
Supermarket Type 1 Tier 3 follows with 4.3 million. Efforts on maximizing sales from focus on high-performing outlets

## Outlet Age :-

outlet age 39 in Item Type Fruits and Vegetables made up 3.23% of Sum of Item Outlet Sales.

# EVENTS NEEDING IMPROVEMENT



## Lowest high price sales :-

Lowest number of item falling in high price range(1.44k) . Consider expanding the premium or luxury product range to cater to higher-end customers and improve profitability.

## Lowest Selling Category :-

Seafood( 0.1M),Breakfast(0.2M) are needing attention to boost overall sales performance , lead uneven revenue distribution

## Outlet size performance :-

Analyzing underperformance outlet size and Investigate the reasons for low sales in high outlets, such as product unsuitability, pricing issues, or competition.

## Outlet Type :-

Investigate underperforming outlets and analyze why Grocery Store Type 1 has low sales and explore strategies to improve performance in this segment.

## Low Visibility :-

The item is experiencing low visibility and low sales, indicating underperformance in the outlet, which may be attributed to a lack of customer preference and potential pricing issues.



# BlinKIT Report

Item\_Type

All

Outlet\_Size

All

Outlet Type

All

8515

Total Item

18.58M

Total Sales

141.01

Average of Item\_MRP

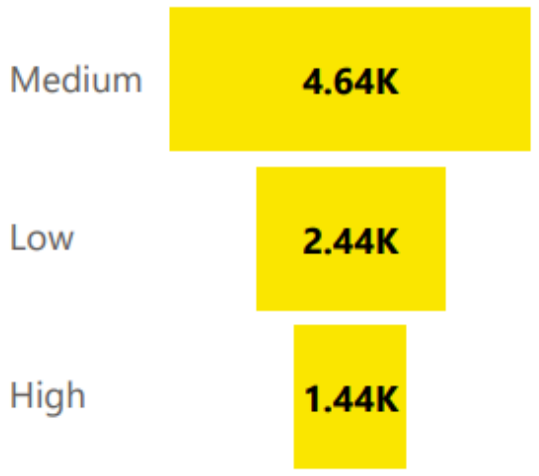
266.89

Max of Item\_MRP

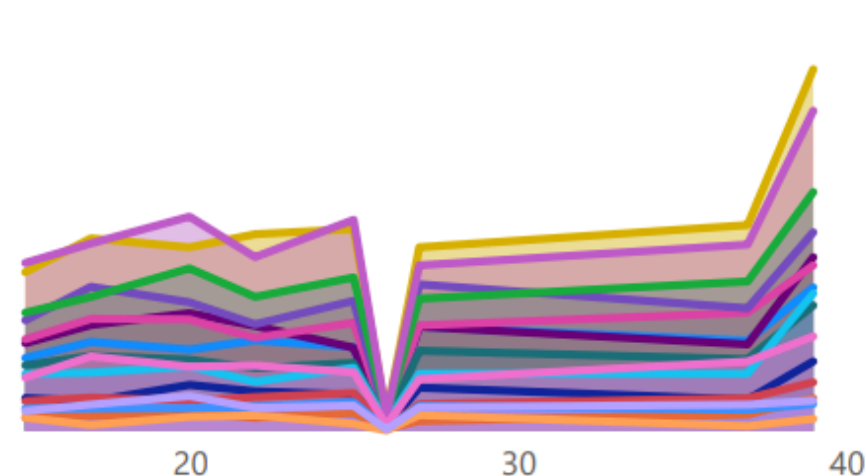
31.29

Min of Item\_MRP

Item by MRP Price Range



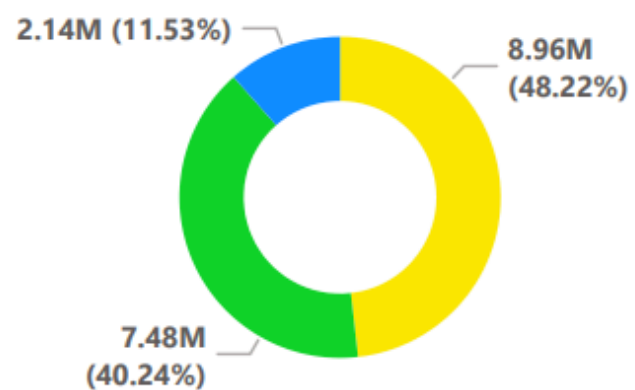
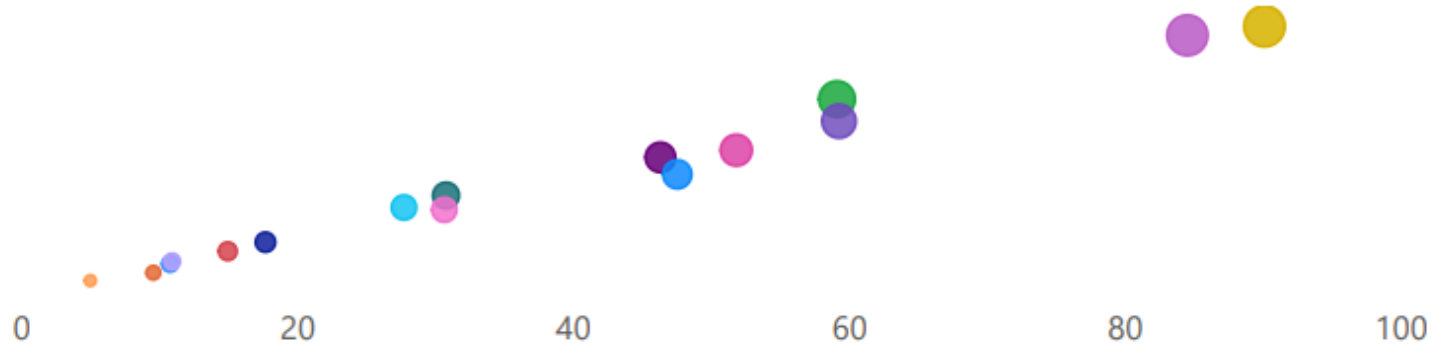
Outlet Sales by Outlet Age and Item Type



Outlet Sales by Item Type



Item Visibility, Outlet Sales and Item MRP by Item Type

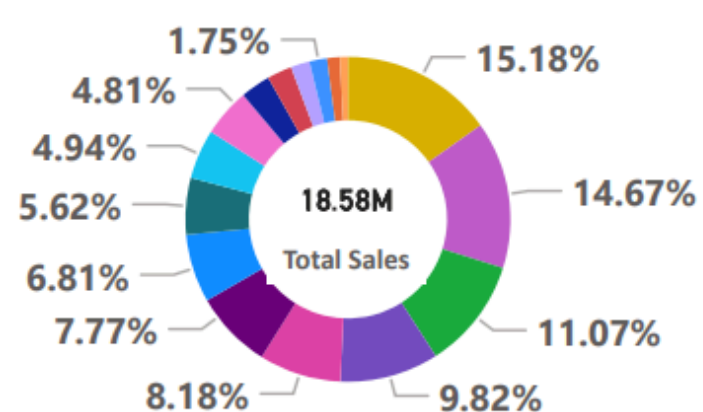


Outlet\_Size

- Small
- Medium
- High

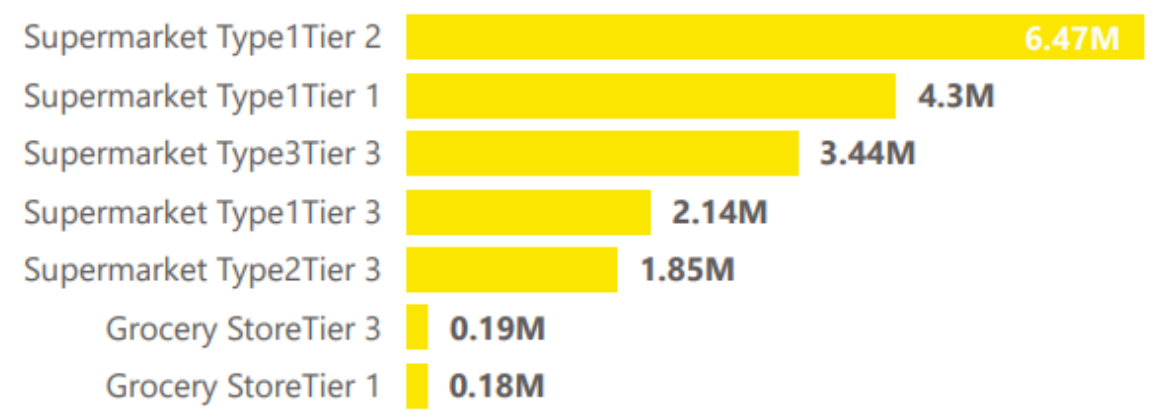
Item Type

- Fruits and Vegeta...
- Snack Foods
- Household
- Frozen Foods
- Dairy



Item_Type	Average of Item_Outlet_Sales	Average of Item_MRP	Average of Item_Visibility
Starchy Foods	2,374.33	147.84	0.07
Seafood	2,326.07	141.84	0.08
Fruits and Vegetables	2,289.01	144.58	0.07
Snack Foods	2,274.92	146.29	0.07
Household	2,258.78	149.42	0.07
Dairy	2,230.75	148.59	0.08
Canned	2,227.75	139.68	0.07
Breads	2,204.13	140.95	0.07
Meat	2,158.98	139.88	0.07
Hard Drinks	2,139.22	137.08	0.07
Frozen Foods	2,135.66	138.54	0.07
Breakfast	2,111.81	141.79	0.09
Health and Hygiene	2,010.69	130.72	0.06
Total	2,181.56	141.01	0.07

Outlet Sales by Outlet Type



# Business recommendation

- Adjust the product offerings, pricing strategy, and target market focus to better align with customer needs and maximize sales.
- By focusing marketing efforts on top-selling categories, the business can increase visibility and sales in these areas, enhancing profitability
- Implement targeted promotions or bundle offers for low-selling items to boost their sales.
- **Refocusing efforts:**
  - Redirect marketing ,increase inventory and sales resources towards small and medium outlets with higher sales potential.
- **Product Diversification:**
  - Introduce new products or variations within the medium outlet category to attract a broader customer base.
- **Market Analysis:**
  - Conduct a thorough analysis to understand why high outlets have lower sales. This could involve assessing market demand, competition, and pricing strategies. Identify niche markets or specific industries that may benefit from high outlets and tailor marketing efforts to these segments.
- **Resource allocation:**
  - Allocate resources (marketing, inventory, sales teams) strategically based on outlet performance.
- **Growth potential:**
  - Identify opportunities to expand in high-performing segments and improve performance in underperforming outlet

# THANK YOU

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