Blinkit Sales Analysis Dashboard

Steps Followed:

- Data Cleaning
- Data Processing
- DAX Calculations
- Dashboard Layouting
- Charts development and formatting
- Report Development
- Insight Generation

Dataset Specifications

Rows: 8,523, Columns: 12

Key Columns:
- <u>Item Fat Content</u>: Fat classification (Regular/Low Fat)
- <u>Item Identifier</u>: Unique item code
- <u>Item Type</u>: Category (e.g., Frozen Foods, Soft Drinks)
- <u>Outlet Establishment Year</u>: Year the outlet was established
- <u>Outlet Identifier</u>: Unique store ID
- <u>Outlet Location Type</u>: Tier level of the store
- <u>Outlet Size</u>: Store size (Small, Medium, High)
- <u>Outlet Type</u>: Type of store (Supermarket Type1, Type2, etc.)
- <u>Item Visibility</u>: How prominently the item is displayed
- <u>Item Weight</u>: Product weight (with missing values)
- <u>Sales</u>: Sales revenue
- <u>Rating</u>: Product rating

KPI 's Targeted

For a comprehensive analysis of Blinkit's sales performance, customer satisfaction, and inventory distribution, the following KPIs were targeted:

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.
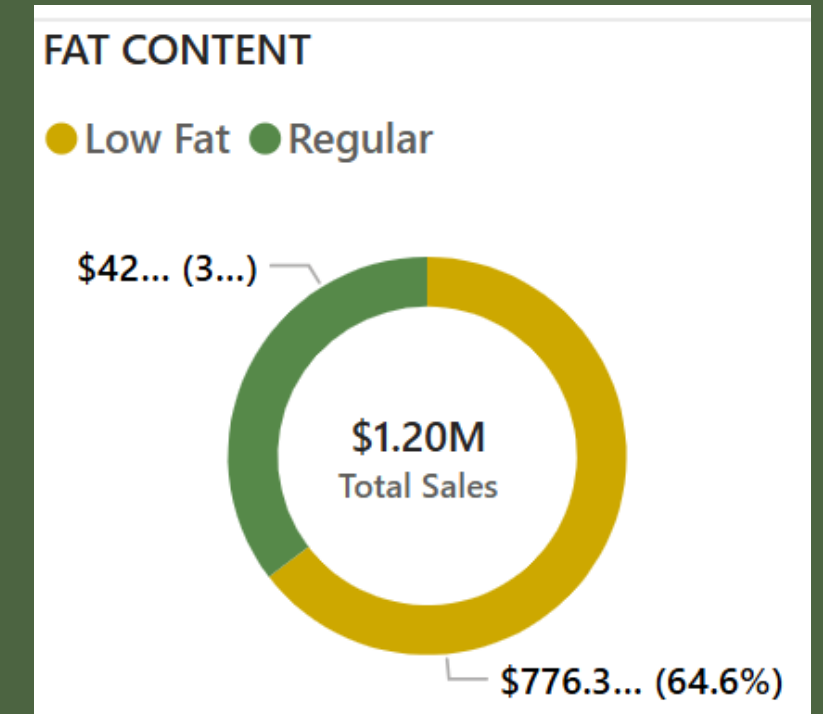4. Average Rating: The average rating for items sold.

CHART'S VISUALIZED

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.
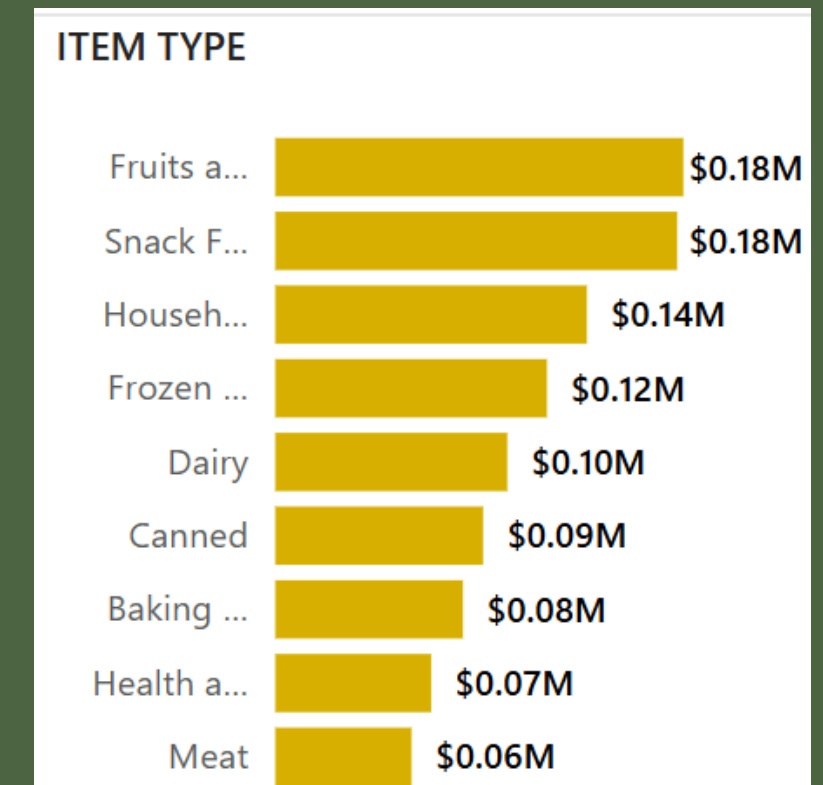Chart Type: Donut Chart

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.
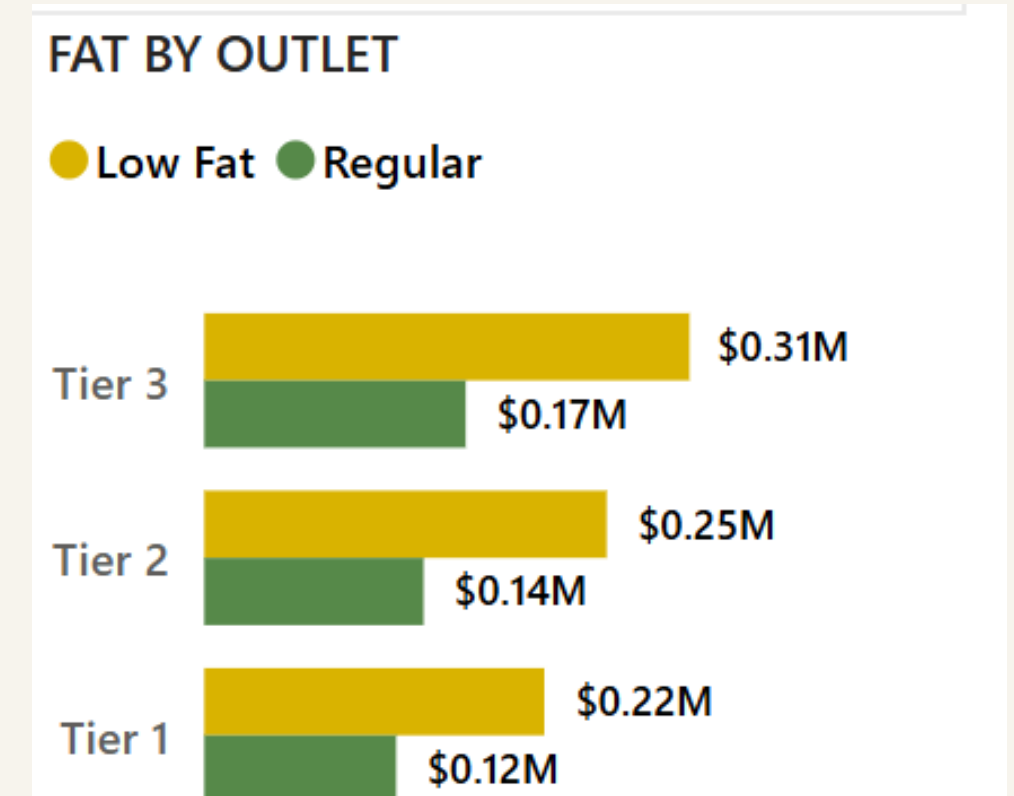Chart Type: Bar Chart

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.
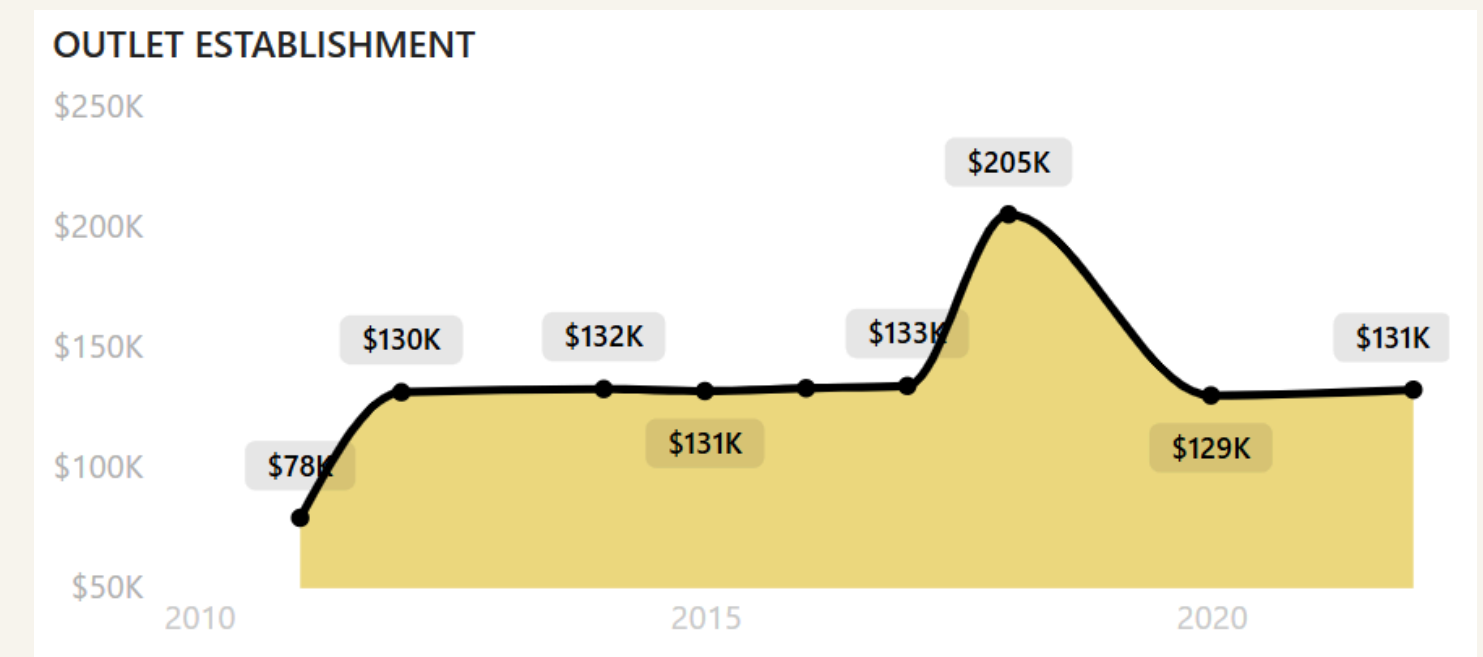<u>Chart Type: Stacked Column Chart</u>

4. Total Sales by Outlet Establishment:

Objective: Evaluate how the age or type of outlet establishment influences total sales.
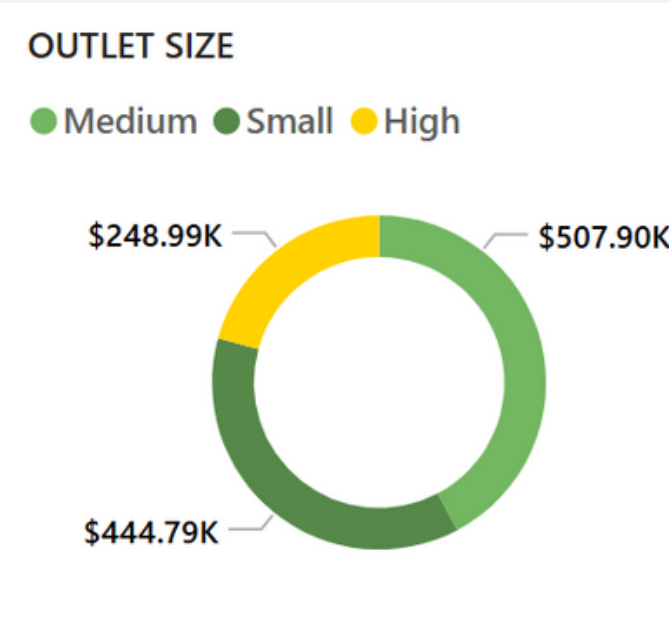<u>Chart Type: Line Chart</u>

5. Sales by Outlet Size:

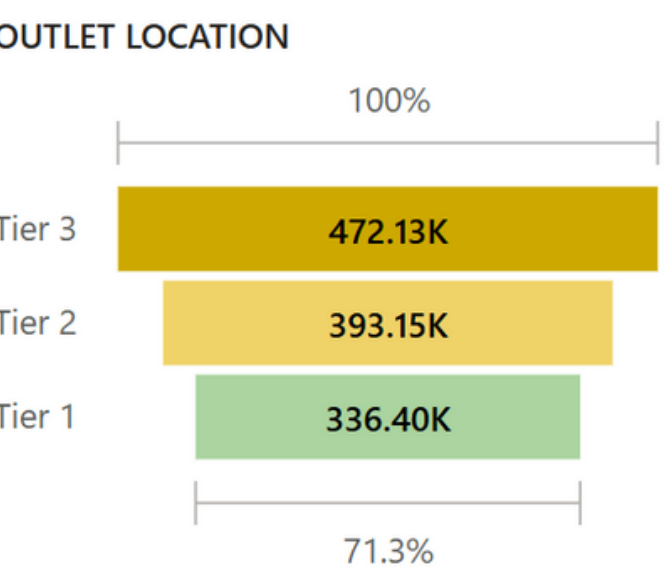Objective: Analyze the correlation between outlet size and total sales.
Chart Type: Donut/ Pie Chart

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

OUTLET SIZE
● Medium ● Small ● High

$248.99K
$507.90K
$444.79K

OUTLET LOCATION
100%

Tier 3	472.13K
Tier 2	393.15K
Tier 1	336.40K

71.3%

OUTLET TYPE

Outlet Type	Total Sales	No. of items	Avg Sales	Avg Rating	Item Visibility
Supermarket Type2	$131.48K	928	$142	4	56.62
Supermarket Type1	$787.55K	5577	$141	4	338.65
Grocery Store	$151.94K	1083	$140	4	113.57
Supermarket Type3	$130.71K	935	$140	4	54.80

blinkit
India's last minute app

FILTER PANEL

Outlet Location Type
All

Outlet Size
All

Item Type
All

$1.20M
TOTAL SALES

$141
AVG SALES

8523
NO. OF ITEMS

3.9
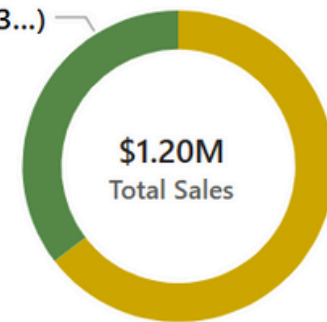AVG RATING

| Total Sales | Avg Sales | No. of items | Avg Rating |

FAT CONTENT
- Low Fat
- Regular

$42... (3...)

$1.20M
Total Sales

$776.3... (64.6%)

ITEM TYPE

Item	Value
Fruits a...	$0.18M
Snack F...	$0.18M
Househ...	$0.14M
Frozen ...	$0.12M
Dairy	$0.10M
Canned	$0.09M
Baking ...	$0.08M
Health a...	$0.07M
Meat	$0.06M
Soft Dri...	$0.06M
Breads	$0.04M
Hard Dr...	$0.03M
Others	$0.02M
Starchy ...	$0.02M
Breakfast	$0.02M
Seafood	$0.01M

FAT BY OUTLET
- Low Fat
- Regular
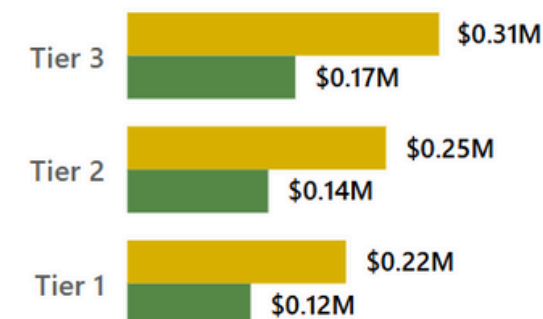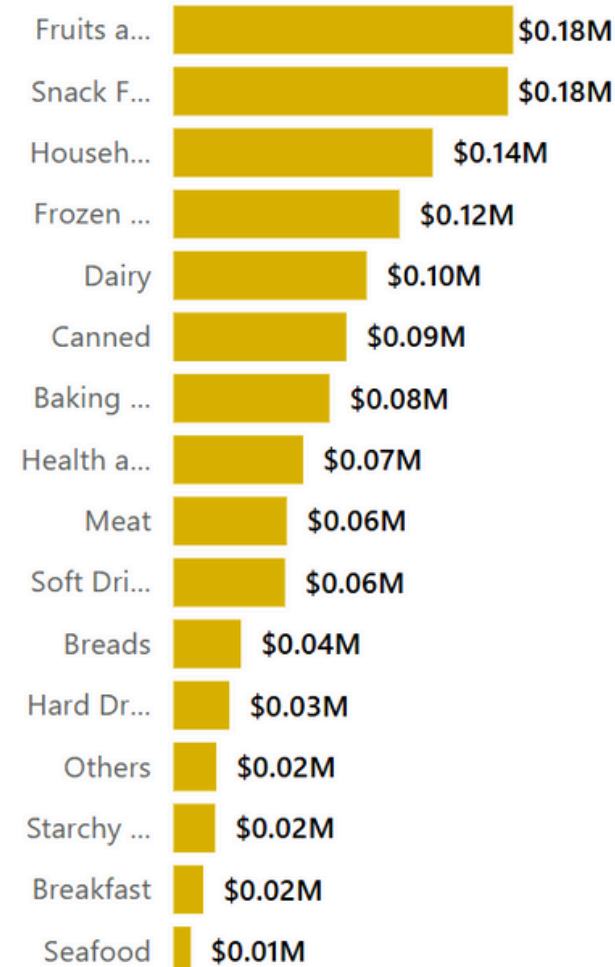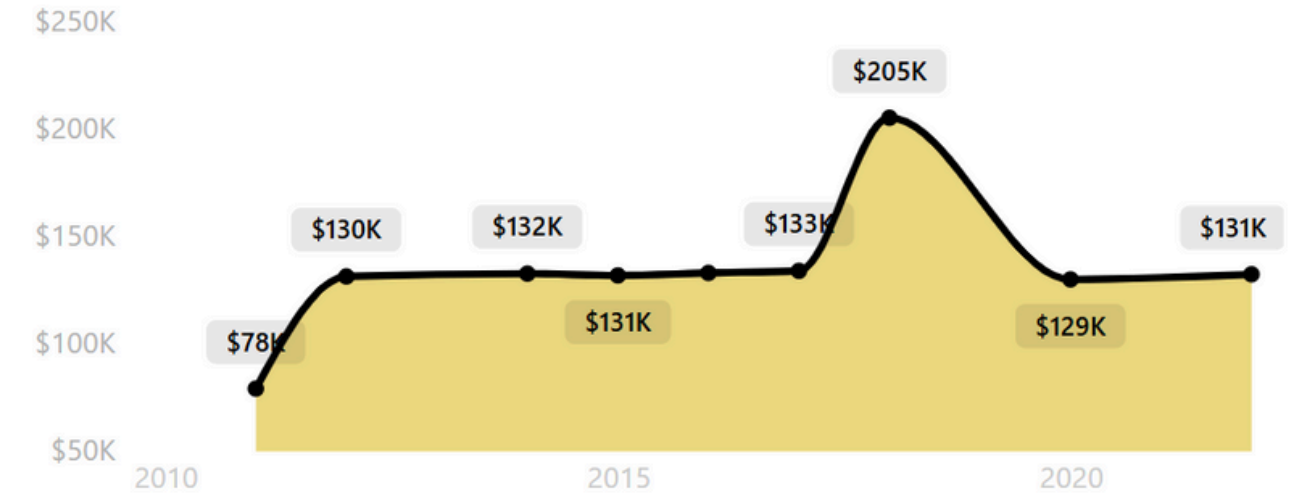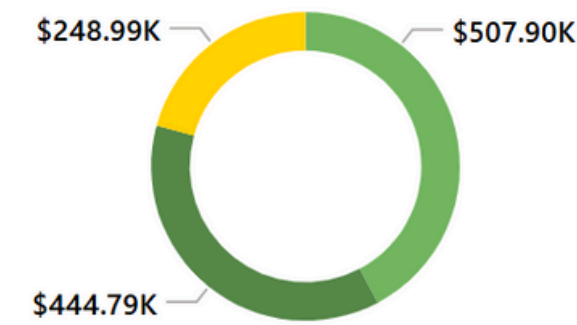
Tier 3: $0.31M / $0.17M
Tier 2: $0.25M / $0.14M
Tier 1: $0.22M / $0.12M

OUTLET ESTABLISHMENT

$250K
$200K
$150K
$100K
$50K

2010   2015   2020

$78K, $130K, $131K, $132K, $133K, $205K, $129K, $131K

OUTLET SIZE
- Medium
- Small
- High

$248.99K
$507.90K
$444.79K

OUTLET LOCATION

100%

Tier 3: 472.13K
Tier 2: 393.15K
Tier 1: 336.40K

71.3%
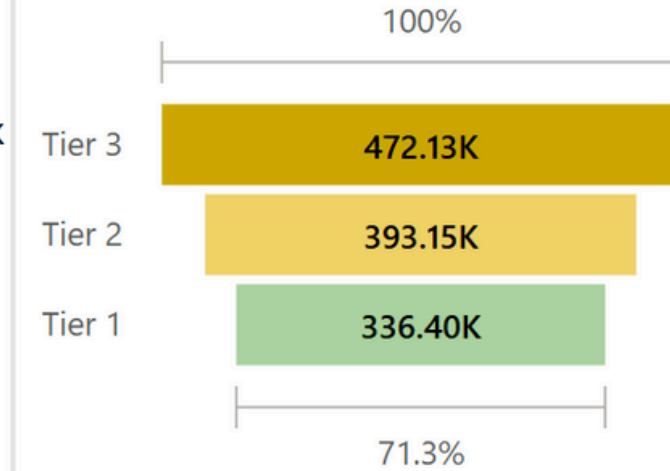
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DASHBOARD INSIGHTS

Overall Performance:

1. Total Sales: The total sales amount to $1.20M, indicating strong revenue generation.
2. Average Sales: The average sales per transaction stand at $141.
3. Total Items Sold: The business has sold 8,523 items, showcasing a good product movement.
4. Customer Satisfaction: The average rating is 3.9, which suggests room for improvement in customer experience.

Category-Wise Performance:

- Top-Selling Categories:

    1. Fruits & Snacks: Each contributing around $0.18M in sales.
    2. Household items: Generating $0.14M in revenue.
    3. Frozen Food & Dairy: Contributing $0.12M and $0.10M, respectively.

- Low-Selling Categories:

    1. Seafood ($0.01M)
    2. Breakfast ($0.02M)
    have the lowest sales, indicating either lower demand or stocking issues.

Outlet Performance:

- Outlet Location Insights:

  1. Tier 3 locations generate the highest revenue ($472K), followed by Tier2($393K) and Tier 1 ($336K).

  2. This indicates strong demand in lower-tier cities.

- Outlet Type Performance:

  1. Medium-sized outlets contribute the highest revenue ($507K), followed by small ($444K) and high-sized outlets ($248K).

- Outlet Size Impact:

  1. Supermarket Type 1 generates the highest revenue ($787.55K), dominating the market.
  2. Grocery stores contribute $151.94K, making them a solid performer.
  3. Supermarket Type 2 and Type 3 have relatively lower sales at around $131K each.

Sales Trends Over Time:

1. Sales peaked at $205K at one point, indicating a major promotional event or seasonal spike.
2. Sales remain relatively stable around $130K–$132K in recent years, suggesting consistent performance.

Key Takeaways & Recommendations:

- <u>Optimize Stocking</u>: Given that Fruits, Snacks, and Household items are top-sellers, increasing stock levels can improve revenue further.

- <u>Improve Underperforming Categories</u>: Seafood and Breakfast categories need promotional efforts or better placement strategies.

- <u>Focus on Tier 3 Cities</u>: Since Tier 3 cities generate the highest sales, more marketing efforts and store expansions should be targeted here.

- <u>Enhance Customer Experience</u>: With an average rating of 3.9, addressing customer pain points and improving service quality can lead to better retention.