Business Problem: Blinkit Sales & Outlet Insights Dashboard

Objective

To explore outlet performance, product sales, customer satisfaction, and product segmentation to drive smarter decisions for Blinkit's sales and retail strategy.

Business Context

Blinkit, a hyperlocal delivery company, relies heavily on outlet types, product performance, and customer preferences. With rapid growth across India, the company must monitor operational KPIs and consumer behavior to remain competitive.

Questions Answered

1.	What is the overall revenue and sales performance across outlet types?

2.	How do outlet size and location affect sales?

3.	Which product categories are most popular and profitable?

4.	What is the correlation between fat content and product sales?

5.	How are customers rating different outlet types and product categories?

6.	Are certain outlet types underperforming based on visibility?

Key Metrics Tracked

●	Total & average sales

●	No. of items sold

●	Average customer ratings

●	Fat content breakdown

●	Sales trend by outlet establishment

●	Sales by outlet size, type, and location

Business Impact

The dashboard enables:

- Optimizing outlet expansion based on Tier and size performance

- Product and pricing strategy refinement

- Better inventory planning and stock allocation

- Boosting customer satisfaction through data-driven decisions