



Make your business decision

blinkit

Blinkit Power BI Project

Project Statement

Blinkit, a quick-commerce platform, enables users to order groceries and essentials for delivery in minutes. For businesses operating at this scale, effective data management and visualization are crucial for monitoring performance, identifying trends, and optimizing operations.

Challenge:

Managing and analyzing a large volume of data related to orders, delivery times, customer feedback, and operational metrics can be overwhelming. Without a centralized dashboard, decision-making becomes inefficient, impacting overall performance and customer satisfaction.

Goals

1. Develop a comprehensive dashboard to consolidate and visualize key performance such as:
 - o Number of daily/weekly/monthly orders.
 - o Delivery time trends and bottlenecks.
 - o Customer satisfaction ratings and feedback analysis.
 - o Customers analysis based on purchase behaviour.
2. Enable real-time updates and dynamic filtering for interactive data exploration.
3. Provide actionable insights to improve operational efficiency and customer experience.



Key Features

1. Intuitive charts and graphs (e.g., bar charts, line graphs, and pie charts) for quick understanding.
2. Drill-down capabilities for detailed data exploration.
3. Filters to segment data by time periods, regions, or product categories.
4. Export options to share reports with team members.

Why This Project?

The Blinkit Dashboard Project is an excellent opportunity to learn about:

- Advanced data visualization techniques using Power BI.
- Integrating real-world datasets for meaningful analysis.
- Solving business challenges through technology and analytics.
- To learn how we can use DAX for making meaningful dashboard.

Project Components

Sales Overview

1. Total Sales Over Time (Line Chart)

👉 **Data Shown:** Displays the trend of total sales made over a specific period (daily, weekly, or monthly).

👉 **Business Implication:**

- This chart helps identify peak and off-peak periods, enabling businesses to allocate resources effectively during high-demand times and optimize costs during slow periods.
- Businesses can use this data to plan marketing campaigns and promotions around high-traffic days.

2. Sales By Area (Bar Chart)

👉 **Data Shown:** Displays the total sales made by region wise. Which region people bought this product most.

👉 **Business Implication:**

- The chart clearly identifies top-performing regions, allowing the company to focus marketing efforts, promotions, and inventory where customer interest is highest. This ensures better ROI on marketing spend and maximizes sales potential.
- Regions with lower sales are easily spotted, helping the business investigate reasons and develop targeted strategies (localized campaigns, partnerships, incentives) to boost market share in those areas.

3. Payment Method (Donut Chart)

👉 **Data Shown:** Displays the customer purchase methods distributions.

👉 **Business Implication:**

- The chart shows which payment methods customers prefer. The business can promote popular methods more prominently (like UPI, cards, or wallets) to make checkout faster and smoother — leading to higher conversion rates and fewer abandoned carts.
- If certain payment options are underused or missing, it reveals a chance to introduce new methods to attract more customers, especially those who might not buy due to limited payment flexibility.

4. Customer Segment (Donut Chart)

👉 **Data Shown:** Displays which category of customer bought this product most.

👉 **Business Implication:**

- If premium or regular customers dominate purchases, the business can tailor loyalty programs, upselling strategies, and personalized offers specifically for these groups to maximize revenue and increase customer lifetime value.
- If inactive or new customers form a significant portion, it signals an opportunity to launch re-engagement campaigns, welcome offers, or targeted communication to reactivate or nurture them into loyal, repeat buyers.

5. Sub category of Products (Bar Chart)

👉 **Data Shown:** Displays which particular product sale most.

👉 **Business Implication:**

- The chart identifies top-selling product categories, helping the business prioritize inventory management, stock more of high-demand items, and design promotions around bestsellers to boost overall sales.
- Sub-categories with lower sales can be flagged for analysis — the business can decide to improve marketing, adjust pricing, or even phase out underperforming products, leading to better resource allocation and higher profitability.

Customer Page

1. Customers count by month (Bar Chart)

👉 **Data Shown:** Displays the customers growth month wise, year wise.

👉 **Business Implication:**

- The chart reveals customer growth patterns across months and years, helping the business identify peak seasons and slow periods. This allows for smarter marketing campaigns, better resource planning, and inventory adjustments based on expected demand.
- By tracking year-on-year and month-on-month customer growth, the business can evaluate the effectiveness of marketing efforts, spot growth accelerations or drops, and make timely strategic decisions to maintain or boost customer acquisition rates.

2. Total New Customer and Lost customer (Stacked bar chart)

👉 **Data Shown:** Displays the number of customer drop rate and adding new customer yearly, monthly.

👉 **Business Implication:**

- The chart helps the business track how well it is retaining customers over time. A high customer drop rate signals the need for improved customer service, loyalty programs, or product enhancements to reduce churn and increase retention.
- By comparing new customer acquisition against lost customers, the business can assess overall growth health.

3. Customer order frequency (filter value)

👉 **Data Shown:** Displays the pattern of customer like how many times customer order the product.

👉 **Business Implication:**

- By analyzing how often customers place orders, the business can spot loyal customers who order repeatedly. These customers are valuable for loyalty programs, exclusive offers, and VIP treatment to further boost retention and lifetime value.
- Understanding customer order frequency helps the business predict future buying behavior and plan inventory, marketing, and staffing more accurately, ensuring better service levels and higher profitability.

4. Top customer (bar chart)

👉 **Data Shown:** Displays the highest purchased customers.

👉 **Business Implication:**

- The chart helps the business identify top customers who contribute the most to revenue. These customers can be rewarded with loyalty programs, exclusive offers, or personalized services to strengthen relationships and encourage repeat purchases.
- By knowing who the highest purchasing customers are, the business can develop targeted marketing campaigns specifically for these segments, such as upselling or offering early access to new products, ensuring maximized customer lifetime value.

Feedback Page

1. Customers rating, segment, feedback text (Table)

👉 **Data Shown:** Displays the customers reviews category wise.

👉 **Business Implication:**

- By analyzing ratings and feedback across different segments, the business can identify areas for improvement (e.g., product quality, customer service, shipping speed) and take targeted actions to address concerns, leading to higher customer satisfaction and improved retention.
- The table reveals feedback categorized by customer segment, allowing the business to customize products or services for different groups.

2. Feedback category (Donut chart)

👉 **Data Shown:** Displays the customers experience based on business category.

👉 **Business Implication:**

- The chart helps the business pinpoint which aspect of the customer journey (e.g., app experience, product quality, customer behavior) needs the most attention. For example, if app experience is a dominant concern, the company can focus on UX/UI improvements to enhance customer satisfaction and reduce friction.
- By identifying the most critical feedback categories, the business can allocate resources effectively

3. Rating slicer

👉 **Data Shown:** Displays how many customers rate 1 to 5.

👉 **Business Implication:**

- By seeing the distribution of ratings (1 to 5), the business can spot trends in customer satisfaction. A higher number of low ratings (1-2) can highlight areas for improvement in product quality, customer service, or other factors, leading to focused action plans to improve customer experiences.
- The slicer can also help the business identify customers who provided high ratings (4-5). These satisfied customers can be leveraged for testimonials, case studies, or word-of-mouth marketing, which can be an effective way to boost brand credibility and attract new customers.

Key Learnings

- 👉 Learn How to breakdown the raw data into meaningful insights.
- 👉 Learn which pattern helps the businesses.
- 👉 Learn how to write the DAX and make it dynamic.
- 👉 This project gives the undersanding of real data visualizations.
- 👉 Learn how to make the dashboard more interactive by using the FIGMA.

"Thank you so much for your attention."