

Blinkit

POWER BI DASHBOARD



ABOUT BLINKIT

“Blinkit — Delivering groceries in minutes, redefining convenience in every blink.”

- Blinkit is a top online grocery delivery service in India, known for delivering daily essentials at lightning speed — often within minutes. Originally launched as Grofers in 2013, the company rebranded to Blinkit in 2021 to reflect its bold promise of convenience "in the blink of an eye."
- With a wide and ever-expanding product range that includes fresh produce, dairy, snacks, personal care, and household essentials, Blinkit is redefining the way India shops. The platform leverages cutting-edge technology, a dense network of hyperlocal dark stores, and real-time logistics to ensure deliveries are not just fast, but seamless and reliable.
- By placing speed, efficiency, and customer satisfaction at the heart of its mission, Blinkit is leading the quick commerce revolution and setting new standards in instant retail across urban India.



PROJECT OVERVIEW

In the competitive grocery retail space, leveraging data is crucial for strategic growth.

This project dives deep into Blinkit's grocery sales data using Power BI to:

- Explore item and outlet-level sales trends
- Understand customer behavior through ratings and visibility
- Identify store performance patterns across cities and formats

By analyzing real-time metrics, businesses can make informed decisions to enhance customer satisfaction and drive sales.



DASHBOARD



KEY PERFORMANCE INDICATORS



- **Total Items Sold:** 8,523
- **Total Sales:** ₹1.2 Million
- **Average Sales per Item:** ₹141
- **Average Product Rating:** 3.9

These indicators are vital for benchmarking performance and identifying opportunities for optimization in pricing, inventory, and customer engagement.

FAT CONTENT & PRODUCT TYPE ANALYSIS

Sales by Fat Content:

- Regular: ₹776K
- Low Fat: ₹425K

This breakdown offers insights into dietary trends and category popularity — essential for product placement and marketing strategies.

Top Product Categories:

- Fruits & Vegetables: ₹180K
- Snack Foods: ₹180K
- Household: ₹140K



OUTLET PERFORMANCE BY SIZE AND TYPE

Sales by Outlet Size:

- Tier 3: ₹472K
- Tier 2: ₹391K
- Tier 1: ₹336K

Newer outlets in emerging regions (Tier 3) are showing robust growth — a signal for expansion opportunities.

Top Performing Outlet Years:

- 2018: ₹205K
- 2002: ₹141K
- 1987: ₹140K



CUSTOMER RATINGS ANALYSIS

Understanding customer sentiment is crucial for long-term brand loyalty.



Average Product Rating: 3.9

Most items are consistently rated positively, but category-specific feedback can help improve underperforming products or stores. Analyzing ratings helps balance quality with variety.



BUSINESS INSIGHTS

Top-Selling Item Types

- Fruits and Vegetables emerged as the highest-selling category, followed by snacks and packaged foods.
- These items reflect high-frequency, need-based purchases — ideal for quick commerce platforms like Blinkit.

Preferred Product Characteristics

- Low Fat and Regular fat products had a high sales volume, showing demand for both health-conscious and traditional food products.
- Heavily visible items in-store (high item visibility %) saw higher sales, emphasizing the impact of display and placement.

Outlet Performance & Strategy

- Supermarkets outperformed grocery stores in sales, highlighting the value of larger format stores with more variety.
- Outlets located in Tier 1 and Tier 2 cities showed higher revenue, aligning with the company's focus on urban convenience and rapid delivery.



BUSINESS INSIGHTS

Establishment Year & Size Influence

- Outlets established between 1999 and 2009 performed consistently well, indicating experience and customer trust.
- Medium and large-sized outlets led in sales, showing the importance of shelf space and in-store assortment.

Operational Takeaway

- High-performing outlets and item categories can be used as a model to optimize inventory planning, product placement, and location-based marketing strategies.
- Blinkit can further enhance revenue by tailoring offerings based on location behavior, outlet format, and customer segment needs.



CONCLUSION

Customer-Centric Approach

- Shoppers prefer quick, need-based purchases, especially for essentials like fruits, vegetables, and packaged foods.
- Convenience and speed often outweigh price sensitivity.

Outlet & Product Insights

- Larger outlets in urban areas consistently generate higher sales.
- Product visibility and placement significantly impact performance.

Pricing & Product Strategy

- Mid-to-premium priced items sell well — indicating scope for value-driven bundling and premium offerings.

Business Optimization

- Data insights can guide inventory planning, dynamic pricing, and store layout improvements, driving efficiency and growth.



THANKYOU

LET'S BLINKIT

Delivering at your doorstep within 10 minutes

DIVYANSH KARTIKEY KAUSHAL

