

Blinkit Sales Analysis Using Power BI

Analysis Done by

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Search

Sign in

File Home Insert Modeling View Optimize Help Format Data / Drill

Themes

Page view ▾ Mobile layout Scale to fit Mobile

Visual_Gridline_Show Snap to grid Lock objects

Filters Bookmarks Selection Performance analyzer Sync slicers

Show panes

Visualizations

Build visual

Search

BlinkIT Grocery Data Metrics

OUTLET ESTABLISHMENT

Year	Outlets
2012	78K
2013	130K
2014	132K
2015	131K
2016	132K
2017	133K
2018	205K
2019	129K
2020	131K
2021	131K

OUTLETSIZE

Size Category	Count
Medium	249K
Small	508K
High	445K

OUTLET LOCATION

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

OUTLET TYPE

Outlet Type	Total Sales	No of Items	Avg Sales	Avg Rating	Item Visibility
Grocery Store	152K	1083	140	4	0.10
Supermarket Type1	788K	5577	141	4	0.06
Supermarket Type2	131K	928	142	4	0.06
Supermarket Type3	131K	935	140	4	0.06

FILTER PANEL

Outlet Location Type: All

Outlet Size: All

Item Type: All

1M TOTAL SALES

141 AVG SALES

9K NO OF ITEMS

4 AVG RATING

Avg Sales Total Sales No of Items Avg Rating

FAT CONTENT

Low Fat Regular

Category	Count
Low Fat	9K
Regular	6K

Item	Count
Fruits a...	232
Snack F...	1200
House...	910
Frozen ...	856
Dairy	682
Canned	649
Baking ...	648
Health ...	520
Soft Dr...	445
Meat	425
Breads	251
Hard D...	214
Others	169
Starchy...	148
Breakfast	110
Seafood	64

FAT OUTLET

Low Fat Regular

Tier	Count
Tier 3	2.2K
Tier 2	1.8K
Tier 1	1.5K
0	0.8K

Page 1