POWER BI DASHBOARD REPORT

BLINKIT ANALYSIS

This report presents insights derived from an interactive Power BI dashboard built using Blinkit's grocery-level and outlet-level data. The dataset includes product attributes such as fat content, visibility, and category, along with outlet attributes such as size, type, location tier, establishment year, and sales performance. Together, these fields enable a comprehensive evaluation of outlet performance and customer buying patterns.
These evaluations can be extracted with the help of the given dashboard below.

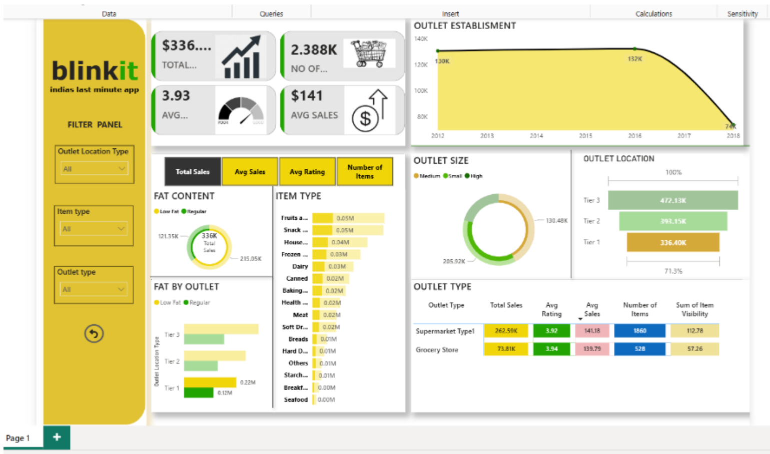
Key Performance Indicators are:
The dashboard highlights the following overall KPIs:

- Total Sales: $1.20M
- Total Items Sold: 8.523K
- Average Rating: 3.92
- Average Sales per Item: $141

These metrics establish a baseline for comparing performance across outlets, product categories, and city tiers. Below are the key insights derived from the dashboard:

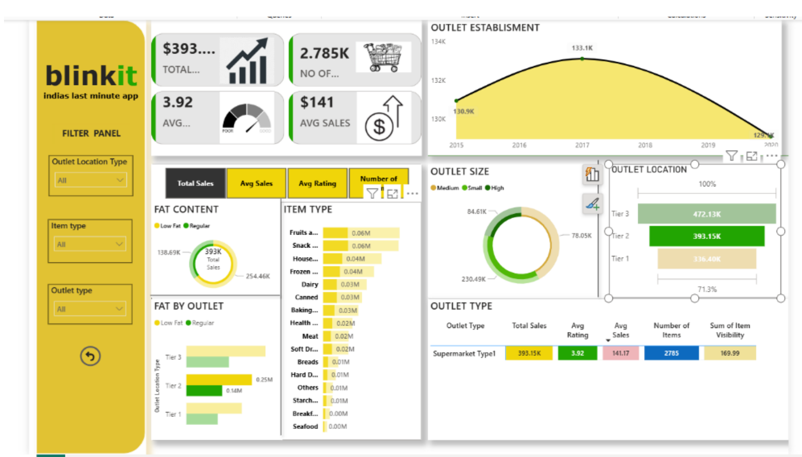
1. TIER-WISE PERFORMANCE ANALYSIS

Location of Outlet: Tier 1



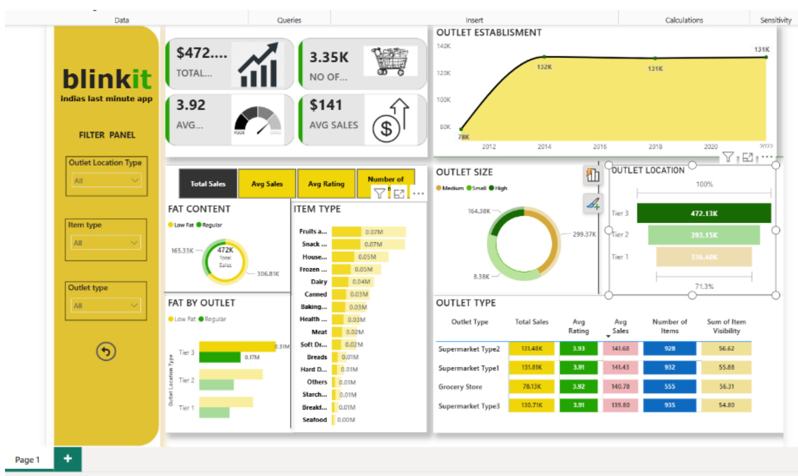
- The stores across tier 1 have a total Sales of $336.40K with 2.388K items sold and a strong rating of 3.93.
- Clear preference for Low-Fat products, suggests more health-conscious consumers in tier 1
- Leading categories include Fruits & Vegetables, Snacks, and Household Items, reflecting the need for fresh essentials and quick-consumption goods.
- Only Small and Medium-sized outlets operate here whereas no large outlets indicate an untapped opportunity for large-format stores.
- Only Supermarket Type 1 and Grocery Stores exist here, with Supermarket Type 1 contributing the highest sales and item volume.

Location of Outlet: Tier 2



- Generates $393.15K in sales with 2.785K items sold across stores with an average customer rating of 3.92, and average sales of $141, showing a steady and consistent performing outlets.
- Expansion mainly took place between 2015–2020 with a rise in outlets in tier 2 from 2015 reaching max peak at 2017 and gradually the outlets established decreasing by 2020.
- Strong inclination toward Low-Fat products is seen, mirroring Tier 1 trends.
- Dominated by Small outlets, followed by Medium and High reflecting mixed consumer density across areas.
- Operates exclusively Supermarket Type 1, which accounts for all the sales, visibility, and customer interactions.

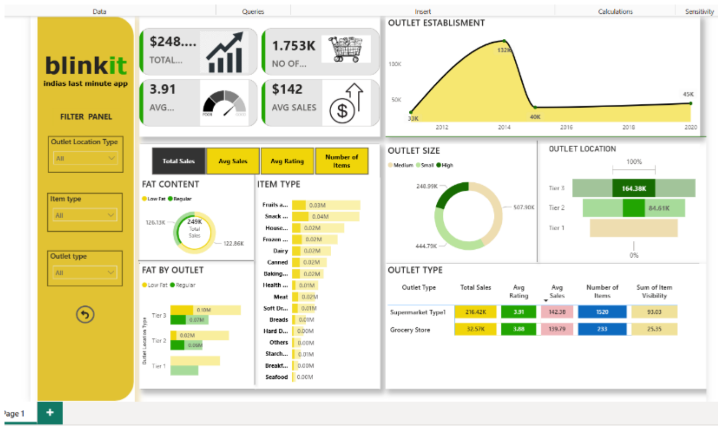
Location of Outlet: Tier 3



- Highest performance tier, contributing $472.13K in sales and commanding the largest outlet base.
- Displays a comparatively higher preference for Regular-Fat products, though Low-Fat remains strong.
- Consistently high demand for Fruits & Vegetables, Snacks, and Household Items, showing strong traction for everyday essentials.
- Tier 3 primarily operates High and Medium outlet sizes, with medium outlets showing particularly strong performance in sales and item turnover.
- Contains all outlet types, from supermarket type 1, 2, 3 and Grocery store, showing deeper and broader expansion.

2. PERFORMANCE BY OUTLET SIZE

Outlet Size: High Outlets



- Operate only in Tier 2 and Tier 3, showing strategic placement in moderately dense and rapidly growing regions.
- Tier 3 Large outlets lean heavily toward Low-Fat products, indicating emerging health-conscious behavior.
- Tier 2 Large outlets show major sale preference toward Regular-Fat products, reflecting traditional buying patterns.
- Expanded aisles in large outlets support strong performance in Snacks, Frozen Foods, and convenience categories, attracting repeat orders.
- We can see a peak in the establishment from 2011 to 2014 and after that there is a drop in the high outlets established.

Outlet Size: Medium Outlets

- Distributed across all tiers makes medium outlets the most widely distributed and consistently performing store size.
- Strong preference for Low-Fat items across all tiers in the medium outlet.
- Tier 3 Medium outlets display the highest sales contribution, making this outlet size ideal for emerging markets.
- Excellent performance in frequently purchased categories like Fruits & Vegetables, Snacks, and Household Items.
- Medium outlets show balanced performance across all the Supermarket Types and Grocery Stores, making them operationally flexible and easier to scale.

Outlet Size: Small Outlets

- Present across all tiers shows that small outlets are highly adaptable to dense or limited-space environments, however we can note that in tier 3 locations the sales is less.
- Limited to Supermarket Type 1 and Grocery Stores, ensuring a simplified format mix that keeps operations cost-effective. Here supermarket Type 1 performs better too
- We see a peak in the small outlet establishment from 2015 to 2018, however small outlets have been constantly established from 2011 to 2020

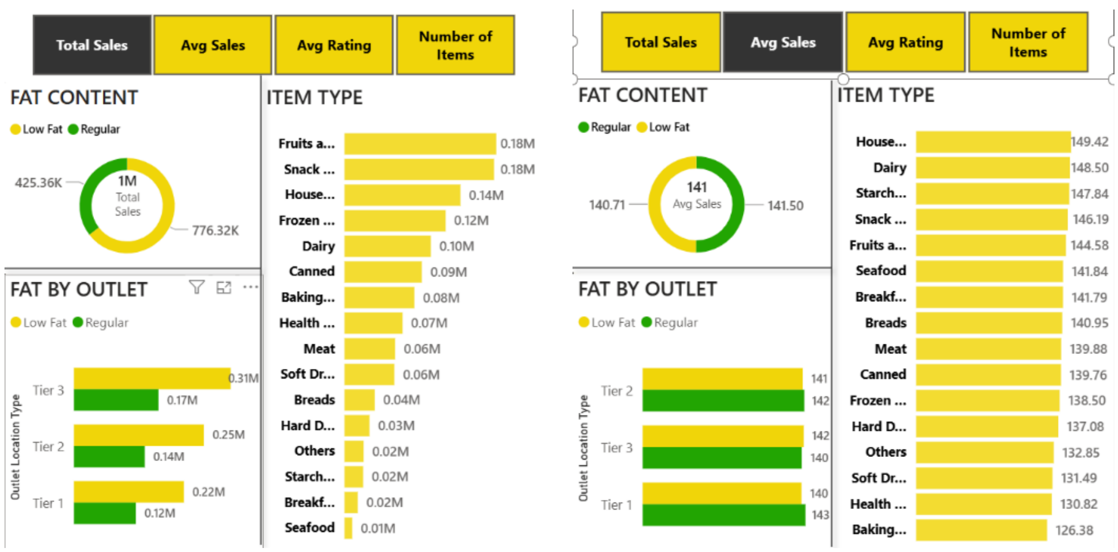
3. OUTLET TYPE PERFORMANCE:

OUTLET TYPE

Outlet Type	Total Sales	Avg Rating	Avg Sales	Number of Items	Sum of Item Visibility
Supermarket Type2	131.48K	3.93	141.68	928	56.62
Supermarket Type1	787.55K	3.92	141.21	5577	338.65
Grocery Store	151.94K	3.93	140.29	1083	113.57
Supermarket Type3	130.71K	3.91	139.80	935	54.80

- Supermarket Type1 generates the highest total sales (787.55K) among all outlets, mainly because it sells far more items (5577) than any other outlet type.
- Average sales per item are nearly identical across all outlet's types (≈139–142), indicating no major pricing or margin differences between outlet types.
- Grocery Stores show moderate total sales but maintain strong customer ratings (3.93) and good item visibility (113.57).
- Supermarket Type2 and Type3 have similar total sales (~130K), and has the lower visibility (~54), which likely limits its performance.

4. PRODUCT-LEVEL INSIGHTS



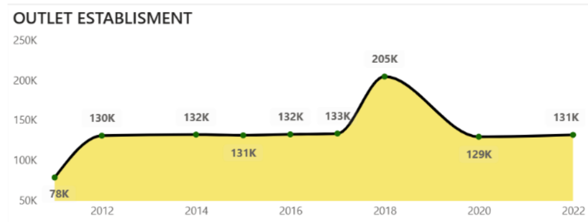
Fat Content

- Low-Fat items consistently outperform Regular-Fat items, indicating a strong overall shift toward healthier purchasing behavior.
- Average item spending is nearly equal, suggesting customers buy based on availability rather than price differences.
- Higher stock availability of Low-Fat products substantially drives their dominance

Item Categories

- Fruits & Vegetables, Snacks, and Household Items consistently rank as the top-selling categories across all outlets and tiers.
- These categories represent essential and frequent-purchase items, making them critical for inventory planning and promotions.

5. OUTLET ESTABLISHMENT TRENDS



- **2018 marks the peak expansion**, reporting the highest sales (205K) and the newest outlets established. This indicates a strategic scaling phase during that period.
- Most outlets opened in 2018 were **Small or Medium-sized**, highlighting Blinkit's strategy of targeting compact, quick-delivery-friendly formats.
- **Tier 1 shows no new outlets after 2018**, signaling possible saturation, shift towards optimization, or focus on other tiers.
- **Tier 3 demonstrates continuous establishment from 2011–2022**, showing long-term, sustained market development and deeper penetration in growing regions.

KEY INSIGHTS FROM THE DASHBOARD:

- Tier 3 emerges as the strongest-performing market, contributing the highest sales, widest outlet distribution, and consistent growth from 2011 to 2022. Its strong demand for essentials and diverse outlet mixes makes it Blinkit's most promising long-term growth region.
- Tier 1, although showing healthy sales and higher health-conscious consumption, has stagnated in expansion since 2018 and lacks large outlets, highlighting a clear opportunity for capacity expansion.
- Tier 2 demonstrates balanced performance with stable sales and a reliance on Supermarket Type 1 outlets, but also shows potential for diversification of formats and improved assortment depth.
- Across outlet types, Supermarket Type 1 is the most successful and scalable format, driven by strong product visibility, wider assortments, and higher inventory flow. Supermarket Types 2 and 3 underperform not because of pricing differences, since average sales per item remain similar across outlets, but due to limited visibility and variety.
- From a product standpoint, Low-Fat items consistently lead sales, indicating a shift toward healthier choices across city tiers. Core essential categories like Fruits & Vegetables, Snacks, and Household Items continue to dominate demand, highlighting Blinkit's strength in everyday household consumption.

FUTURE WORK & STRATEGIC RECOMMENDATIONS:

1. Strengthen Expansion Strategy

We could introduce large outlets in Tier 1 to address strong demand where current store sizes are limited. Medium outlets can be further scaled across Tier 2 and Tier 3, as they demonstrate stable and cost-efficient performance. Continued expansion in Tier 3 is recommended, given its high growth potential and sustained customer engagement.

2. Improve Product Visibility & Assortment

Product visibility in Supermarket Type 2 and Type 3 can be enhanced to address their current underperformance. Essential categories such as Fruits & Vegetables, Snacks, and Household Items should be strengthened across all tiers. Additionally, expanding the Low-Fat product range, especially in Tier 1 and Tier 2 would better meet the growing demand for healthier options.

3. Tier-Specific Product Strategy

In Tier 1, introducing more Healthy, Organic, Low-Fat, and Premium offerings would align with customer preferences. Tier 2 can benefit from a stronger focus on Ready-to-Eat items, Snacks, and essential Household categories. For Tier 3, a balanced assortment of Regular-Fat and Low-Fat products, along with core essentials, would effectively cater to diverse consumer needs.

4. Operational Optimization

Supermarket Type 1 can be used as the benchmark format, with its successful assortment and visibility strategies adapted for Types 2 and 3. Restocking frequency in Tier 3 should be improved to match its high outlet density and sales volume. Expanding frozen food and convenience sections in medium and large outlets would further enhance operational efficiency.

5. Improve Customer Experience

Maintaining consistent product quality and availability in top-selling categories will help build stronger repeat purchases. Targeted promotions like health-oriented for Tier 1 and value-focused for Tier 3 can enhance customer satisfaction and strengthen loyalty across regions.

CONCLUSION:

This analysis provides a clear, data-driven view of Blinkit's overall performance by highlighting how customer behavior, outlet formats, and regional trends influence sales and operational outcomes. Tier 3 emerges as the strongest growth market, while Tier 1 and Tier 2 present targeted opportunities for capacity expansion and product refinement. Supermarket Type 1 continues to excel due to its strong visibility and efficient assortment, and the consistent demand for Low-Fat items and essential categories further emphasizes the need to maintain high availability and strengthen fast-moving product lines.

By applying these insights, Blinkit can enhance its market positioning, optimize product strategies, and improve customer engagement across regions. The recommendations provided include covering expansion priorities, assortment enhancement, operational improvements, and experience-focused initiatives which offer a clear direction for sustainable progress.

Overall, this Power BI dashboard serves as a strategic foundation for informed decision-making. It enables Blinkit to refine store operations, strengthen product offerings, and unlock new growth opportunities. With these data-backed strategies, Blinkit is well-positioned to boost performance, stay competitive, and achieve long-term stability in an evolving retail landscape.