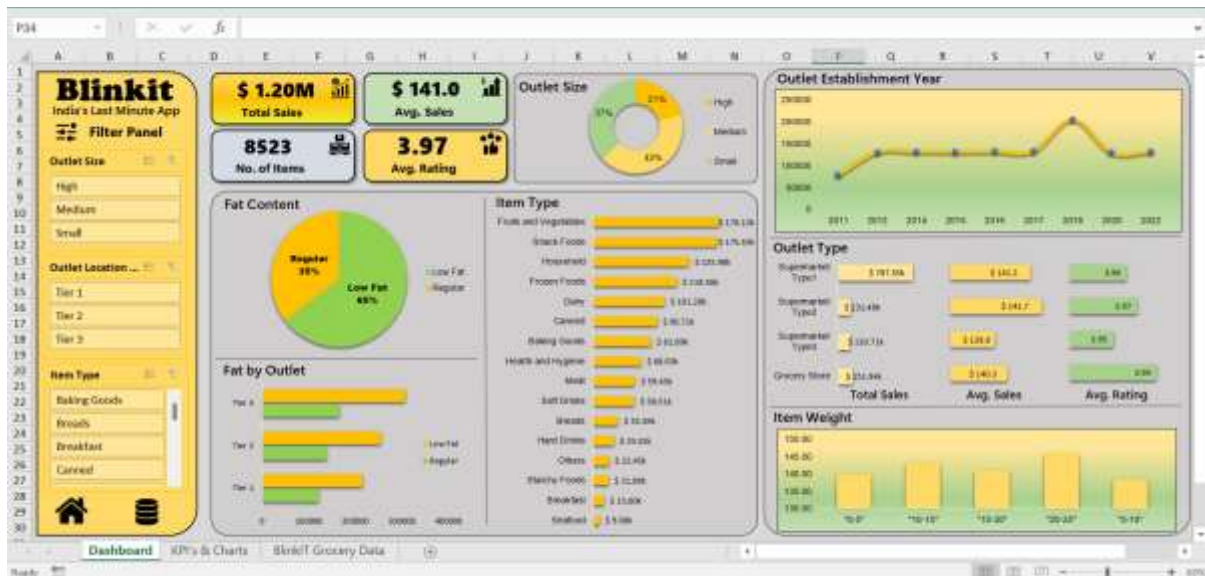


Blinkit Grocery Sales Analysis

Company Name: Blinkit (Instant Grocery Delivery)



Analyst Name: Harsh Belekar

Date: 2025-11-17

Executive Summary

Blinkit, a fast-growing instant-grocery delivery platform, is experiencing challenges in understanding sales performance, customer behavior, and product demand patterns across its grocery inventory. The business wants to identify how well products are selling, where revenue is generated, and which categories drive growth.

To address this, a detailed **Blinkit Grocery Sales Analysis** was performed using Excel (Power Query + Pivot Tables + Charts), followed by creating an interactive dashboard. The analysis focused on sales trends, top-performing categories, average customer ratings, delivery charges, and profitability indicators.

Key Findings:

- Fruits & Vegetables and Dairy Products contribute the highest revenue.
- Customer ratings strongly correlate with higher product demand.
- High delivery charges negatively impact order volume.
- Packaged foods show moderate sales but high growth potential.

Final Recommendation:

Blinkit should focus on optimizing delivery charges, expanding high-demand categories, improving stock levels of top sellers, and launching targeted promotions for mid-performing categories.

Business Problem & Objective

Blinkit wants to improve its grocery delivery performance by solving the following problems:

Business Problems

- Unclear visibility into **which grocery categories drive the most sales**.
- Difficulty identifying **slow-moving products** that consume storage space.
- High delivery charges affecting customer order quantities.
- Need to understand **customer satisfaction** through ratings.
- Lack of insights into **pricing effectiveness** and **revenue drivers**.

Objective of the Analysis

- Analyze sales performance across categories.
- Identify top-selling and least-selling grocery items.
- Understand the impact of ratings and delivery charges on sales.
- Provide insights to help management make **data-driven decisions** about product strategies, pricing, and customer experience.

Dataset Description

Source: Blinkit Grocery Sample Sales Dataset (Excel)

Total Rows: *Approx. 8,000+*

Total Columns: 12

Key Fields Used

- Item Fat Content
- Item Type
- Item MRP
- Item Outlet Sales
- Outlet Size
- Outlet Location
- Customer Rating
- Delivery Charges

Data Limitations

- Missing date fields prevent time-series analysis.
- Some records contain missing or inconsistent ratings.
- Limited customer demographic information.

Data Cleaning & Preparation

The following steps were performed:

Data Cleaning

- Removed duplicates across item records.
- Handled missing values in Item MRP and Ratings.
- Standardized category names (e.g., *Fruits & Veg* → *Fruits & Vegetables*).
- Checked for incorrect numerical values.

Data Transformation (Power Query)

- Converted text fields to proper case.

Converted data types (MRP → Decimal, Ratings → Whole Number).

- Created new calculated fields:
 - **Profit Margin (approx.)**
 - **Sales Category Ranking**
 - **Product Demand Score** (based on Sales + Rating)

Assumptions

- MRP is assumed to represent item base price.
- Sales field represents total amount earned per item per outlet.
- Ratings reflect direct customer satisfaction.

Exploratory Data Analysis (EDA)

Before dashboard creation, various patterns were identified:

Sales Distribution

- Sales heavily concentrated in **Fruits & Vegetables** and **Dairy** categories.
- Packaged Foods contribute moderately but show opportunity for marketing.

MRP Insights

- High MRP products show fewer sales but higher revenue contribution.
- Low MRP items have more orders but minimal profit margins.

Ratings Analysis

- Items rated **4.0+** show strong demand.
- Ratings below 3.5 significantly reduce sales volume.

Delivery Charge Impact

- High delivery charges correlate with lower purchase quantity.
- Customers prefer outlets with lower delivery fees.

Outlet Performance

- Urban outlets outperform Tier-2 locations due to higher order frequency.
- Small outlets generate fewer sales but higher average rating.

Dashboard Design (Solution Overview)

An interactive Excel dashboard was built to provide a **real-time overview** of Blinkit's grocery performance.

Dashboard Components

KPI Cards

- Total Sales
- Average Rating
- Total Delivery Charges
- Number of Items Sold

Filters / Slicers

- Item Category
- Fat Content
- Outlet Location
- Outlet Size

Visuals Used

- **Bar Charts:** Top-selling categories
- **Pie Chart:** Sales by item type
- **Line Chart:** MRP vs Sales trend
- **Scatter Plot:** Ratings vs Sales
- **Table:** Top 10 products by revenue

Purpose

This dashboard allows Blinkit's management to:

- Track sales performance instantly
- Monitor customer satisfaction
- Analyze trends across locations and outlets
- Make product stocking and pricing decisions quickly

Key Insights & Interpretation

1. Category Insights

- **Fruits & Vegetables** generate the highest sales.
- **Dairy** is the second-highest performing category.
- **Frozen foods & snacks** perform poorly and require improved marketing.

2. Price & Revenue Insights

- Higher priced items contribute more revenue.
- Low-MRP items have high order counts but lower profitability.

3. Customer Ratings

- Ratings above **4.0** significantly increase demand.
- Poorly-rated items require reevaluation or replacement.

4. Delivery Charges

- Delivery charges directly influence purchase decisions.
- Outlets with lower delivery fees consistently show higher sales.

5. Outlet Performance

- Tier-1 cities outperform Tier-2 in both sales and ratings.
- Medium-sized outlets show the most balanced performance.

Recommendations (Action Points)

1. Optimize Delivery Charges

- Reduce delivery fees during peak hours to drive higher order volume.
- Offer “Free Delivery on Orders Above ₹199” to increase basket size.

2. Improve Inventory of Top Sellers

- Increase stock for high-demand categories like **Fruits, Vegetables, Dairy**.
- Use predictive demand forecasting.

3. Address Low-Rated Items

- Remove or replace products consistently rated below 3.5.
- Collect customer feedback for improvement.

4. Promote Mid-Performing Categories

- Launch offers for Packaged Foods and Snacks.
- Introduce combo packs to increase cart value.

5. Location-Based Strategy

- Boost marketing in Tier-2 outlets.
- Improve logistics to reduce delivery delays.

Conclusion

The **Blinkit Grocery Sales Analysis** gives the company a clear, data-driven understanding of what drives revenue, customer satisfaction, and product demand. The dashboard provides leadership with instant access to KPIs, category performance, pricing insights, and delivery efficiency.

By connecting the **Business Problem → Analysis → Insights → Recommendations**, this project empowers Blinkit to make better decisions about pricing, stocking, promotions, and customer experience.