Blinkit Sales Analysis Dashboard

Problem Statement

Blinkit, India's last-minute delivery app, faces operational and strategic challenges in optimizing its quick-commerce business model across different outlet types and product categories. Despite achieving 1.20M in total sales with 8,523 items and maintaining a 3.9 average rating, the company needs to address performance disparities and growth optimization opportunities.

Key Issues Identified:

- Uneven performance across outlet types (Supermarket Type1 leads with 787.55K sales while others lag significantly)
- Varying item visibility rates across different outlet formats (0.06-0.10 range)
- Market establishment growth has plateaued after 2018 peak of 205K outlets, declining to 131K by 2022
- Product category performance imbalances with fruits and snacks dominating sales
- Tier-based outlet performance shows significant variations in fat content distribution

Main Objectives

1. Performance Optimization

- Standardize and improve underperforming outlet types to match Supermarket Type1 success
- Increase average sales per outlet from current $141 to target higher margins
- Enhance item visibility rates across all outlet formats

2. Market Expansion & Recovery

- Reverse the declining trend in outlet establishments (from 205K peak to 131K)
- Develop strategic expansion plans for tier 2 and tier 3 markets
- Optimize geographic distribution to improve market penetration

3. Product Portfolio Enhancement

- Diversify beyond fruits and snacks to create more balanced category performance
- Improve low-performing categories (meat, soft drinks, breads)
- Optimize inventory mix based on outlet size and location demographics

4. Operational Excellence

- Maintain the 3.9 average rating while scaling operations
- Improve supply chain efficiency across different outlet sizes
- Enhance last-minute delivery capabilities and service quality

5. Data-Driven Growth

- Leverage analytics to identify growth opportunities in underperforming segments
- Implement targeted strategies for different tier markets
- Optimize pricing and product mix based on outlet performance data

These objectives aim to transform Blinkit from its current state into a more balanced, efficiently operating quick-commerce platform with sustained growth across all market segments.