

Blinkit Sales Performance Dashboard

A Business Intelligence dashboard built to analyze **sales performance, outlet distribution, product categories, and customer ratings** for Blinkit (India's last-minute grocery delivery app).

Project Overview

This dashboard provides a **360° analysis of Blinkit's operational and sales performance**.

It includes KPIs, outlet trends, item-level insights, and category-based comparisons.

The dashboard enables users to analyze business performance using filters:

- **Outlet Location Type**
- **Outlet Size**
- **Item Type**

This allows dynamic, interactive analysis across different store formats and product categories.

Key KPIs

1. Total Sales – \$1.20M

Represents the **total revenue** generated from all items sold across all outlets.

What it shows

- Overall business performance
- Revenue contribution from different outlets or item types when filters are applied
- Measure used for investment & expansion decisions

2. Average Sales – \$141

Indicates the **average selling value per item**.

Why it matters

- Helps compare pricing across product types
- Useful for analyzing trends in high-value vs low-value items
- Reflects customer purchasing capacity

3. Number of Items – 8523

Shows the **total number of SKUs (items/products)** offered across Blinkit outlets.

Insight

- Higher item count means larger inventory variety
- Helps track product expansion and category growth

4. Average Rating – 3.9

Represents the **overall customer satisfaction score**.

Business use

- Measures product acceptance
- Helps evaluate quality issues
- Lower ratings may indicate problems with freshness, packaging, or pricing

Charts & Analysis

1. Outlet Establishment Trend (Line Chart)

Shows yearly revenue from 2010 to 2022.

Key observations:

- Initial growth from **2011 to 2013**, moving from \$78K to \$130K
- Stable performance till 2017
- Peak revenue at **\$205K in 2018**
- Slight drop afterward, stabilizing around \$129K-\$131K

Why it matters:

- Shows business expansion over the years
- Helps understand seasonal dips or external factors (COVID in 2020)
- Useful for long-term planning

2. Fat Content Sales Breakdown (Donut Chart)

Compares sales between **Low Fat** and **Regular** items.

- Regular: **\$141.50**
- Low Fat: **\$140.71**

Insight:

- Both fat types contribute nearly equal revenue.
- Indicates a balanced demand for health-conscious and regular products.

3. FAT by Outlet (Bar Chart)

Shows sales of low-fat and regular items across outlet tiers.

Analysis:

- Tier 3 and Tier 2 outlets have **higher fat-content item sales** than Tier 1
- Indicates higher consumption in mid-size and larger stores

4. Item Type Sales (Horizontal Bar Chart)

Ranks item categories by sales.

Top-performing categories:

1. Household – **\$149.42**
2. Dairy – **\$148.50**
3. Starchy Food – **\$147.84**
4. Snack Foods – **\$146.19**
5. Fruits & Vegetables – **\$144.58**

What this means:

- Household and essential daily items generate the most revenue
- Snack foods and dairy remain top-selling fast-moving goods
- Useful for category managers to optimize inventory

5. Outlet Size Performance (Donut Chart)

Compares total sales across outlet sizes:

- **High Size Outlet:** \$507.90K
- **Medium Size Outlet:** \$248.99K
- **Small Size Outlet:** \$444.79K

Key Insight:

- High-size outlets contribute the most revenue
- Small-size stores surprisingly outperform medium ones
- Indicates customer density & location impact

6. Outlet Location Sales (Bar Chart)

Shows revenue by outlet tier:

- Tier 3 - \$472.13K
- Tier 2 - \$393.15K
- Tier 1 - \$336.40K

Interpretation:

- Tier 3 contributes the highest revenue
- Tier 1 (usually premium locations) has the lowest
- Indicates Blinkit performs best in mid-income and dense neighborhoods

7. Outlet Type Table (Performance Summary)

A detailed table showing:

Outlet Type	Total Sales	No of Items	Avg Rating	Avg Sales	Item Visibility
Supermarket Type1	\$787.55K	5577	4	\$141.21	0.06
Grocery Store	\$151.94K	1083	4	\$140.29	0.10
Supermarket Type3	\$130.71K	935	4	\$139.80	0.06
Supermarket Type2	\$131.48K	928	4	\$141.68	0.06

Insights:

- Supermarket Type 1 is the major revenue driver
- Grocery stores have highest visibility (0.10), meaning products are more likely to be seen
- All outlet types maintain stable average ratings around 4

Filter Panel

The left-side filter panel allows slicing the data by:

➤ Outlet Location Type

Tier 1, Tier 2, Tier 3

➤ Outlet Size

Small, Medium, High

➤ Item Type

Dairy, Snacks, Meat, Fruits, Household, etc.

These interactive filters make analysis highly flexible and dynamic.

Conclusion

The **Blinkit Sales Performance Dashboard** provides a comprehensive analytical perspective for evaluating outlet performance, customer preferences, product category strength, and overall sales efficiency.

It helps stakeholders:

- Identify high-performing categories
- Compare outlet types and sizes
- Understand consumer preferences
- Improve product visibility & stocking
- Strengthen business strategy using data