



Blinkit

India's Last Minute App

Grocery Analysis

Introduction

Blinkit is leading online grocery delivery service in India, known for its lightning-fast delivery times. Formerly known as Grofers, the commitment to delivering essentials in the blink of an eye

Founded in 2013, Blinkit has revolutionized the way people shop for groceries by offering a wide range of from fresh produce to products, household essentials, right at your doorstep.



Business Requirements

To conduct a comprehensive analysis of Blinkit's sales performance, customer satisfaction, and inventory distribution to identify key insights and opportunities for optimization using various KPIs and visualizations in Power BI.

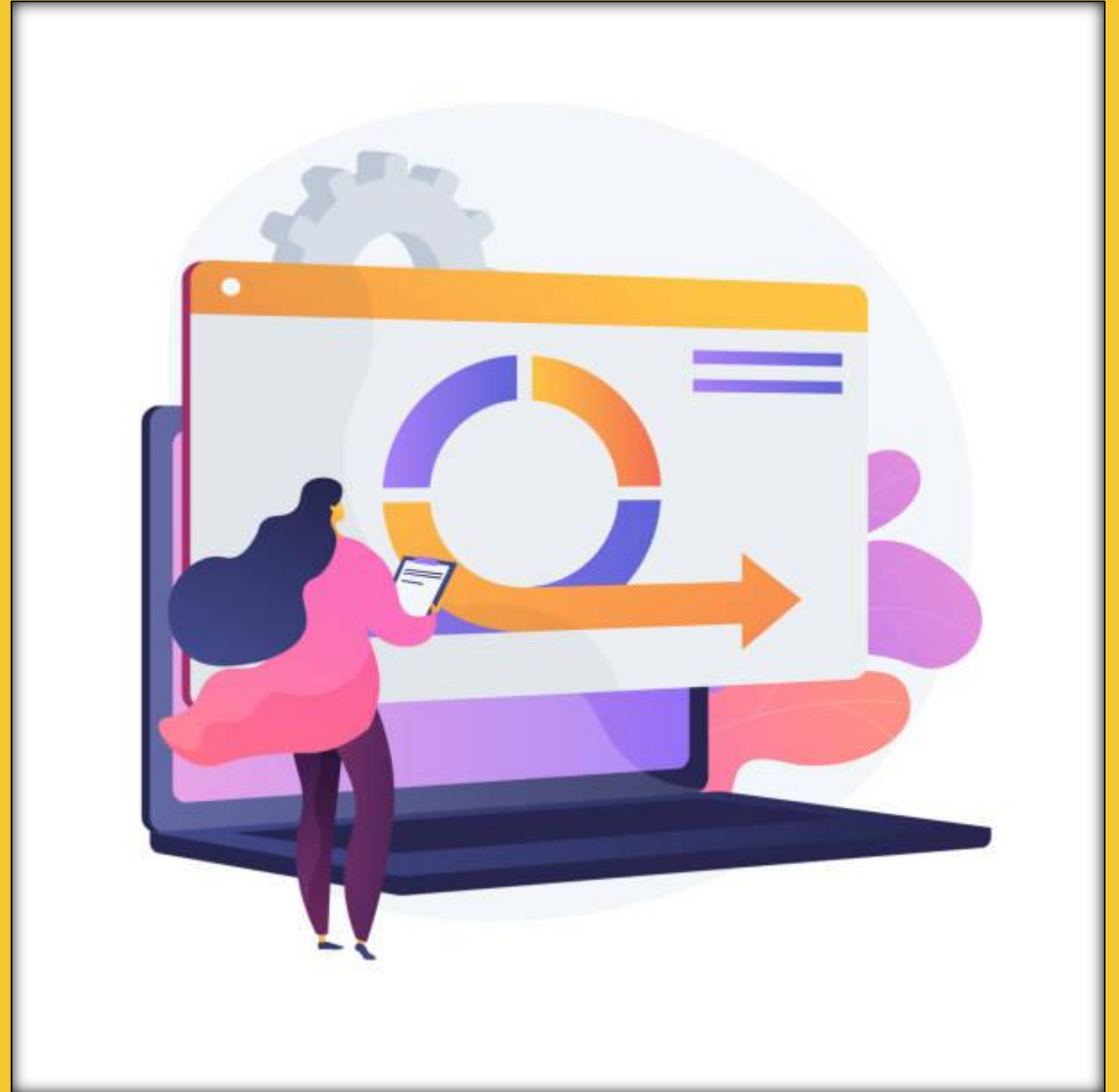
KPI's Requirements :

- Total Sales: The overall revenue generated from all items sold.
- Average Sales: The average revenue per sale.
- Number of Items: The total count of different items sold.



Visualization Requirement

1. Total Sales by Fat Content
2. Total Sales by Item Type
3. Fat Content by Outlet for Total Sales
4. Sales by Outlet Size
5. Sales by Outlet Location
6. All Metrics by Outlet Type



Dashboards



blinkit
India's Last Minute App

Item Type

All

Outlet Size

All

Outlet Type

All

₹18.59M

Total Sales



₹141

Avg Sales



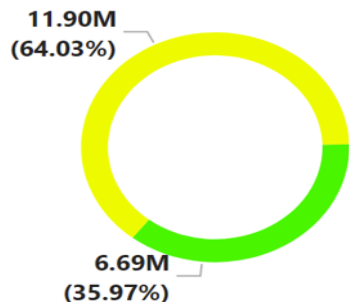
8523

No of Item



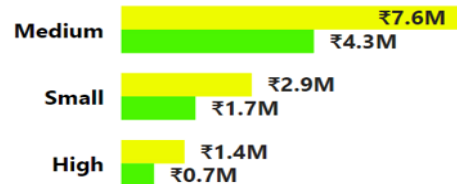
FAT CONTENT

Low Fat Regular

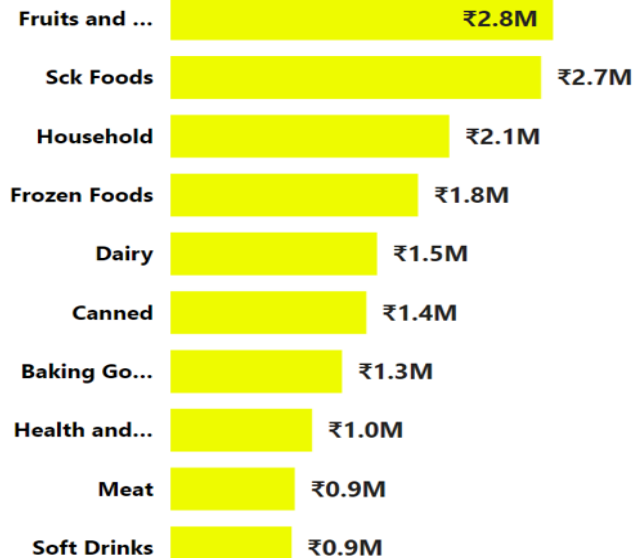


FAT BY OUTLET

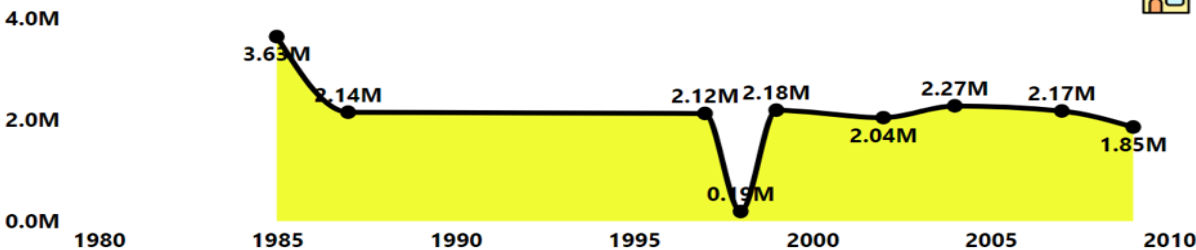
Low Fat Regular



ITEM TYPE

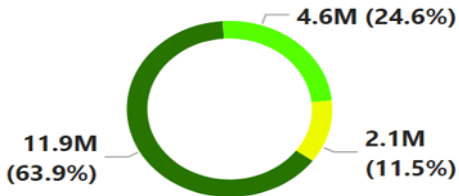


OUTLET ESTABLISHMENT

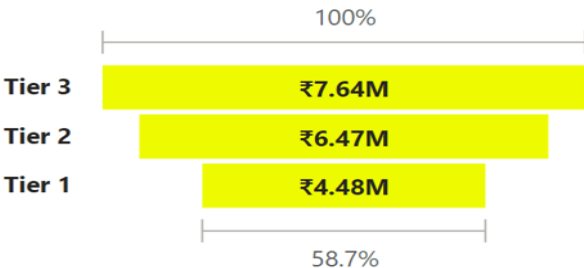


OUTLET SIZE

Medium Small High



OUTLET LOCATION



Outlet Type	Total Sales	No of Item	Avg Sales	Item Visibility
Grocery Store	₹0.37M	1083	₹140.29	0.10
Supermarket Type1	₹12.92M	5577	₹141.21	0.06
Supermarket Type2	₹1.85M	928	₹141.68	0.06
Supermarket Type3	₹3.45M	935	₹139.80	0.06

Findings

₹ 2.8 M

**Fruits and
Vegetables are
Top Selling**

Total Sales: ₹ 18.59 M

Average Sales Per Items: ₹ 141

No of Items: 8523

₹ 7.64 M

**Tier 3 locations
have the highest
sales**

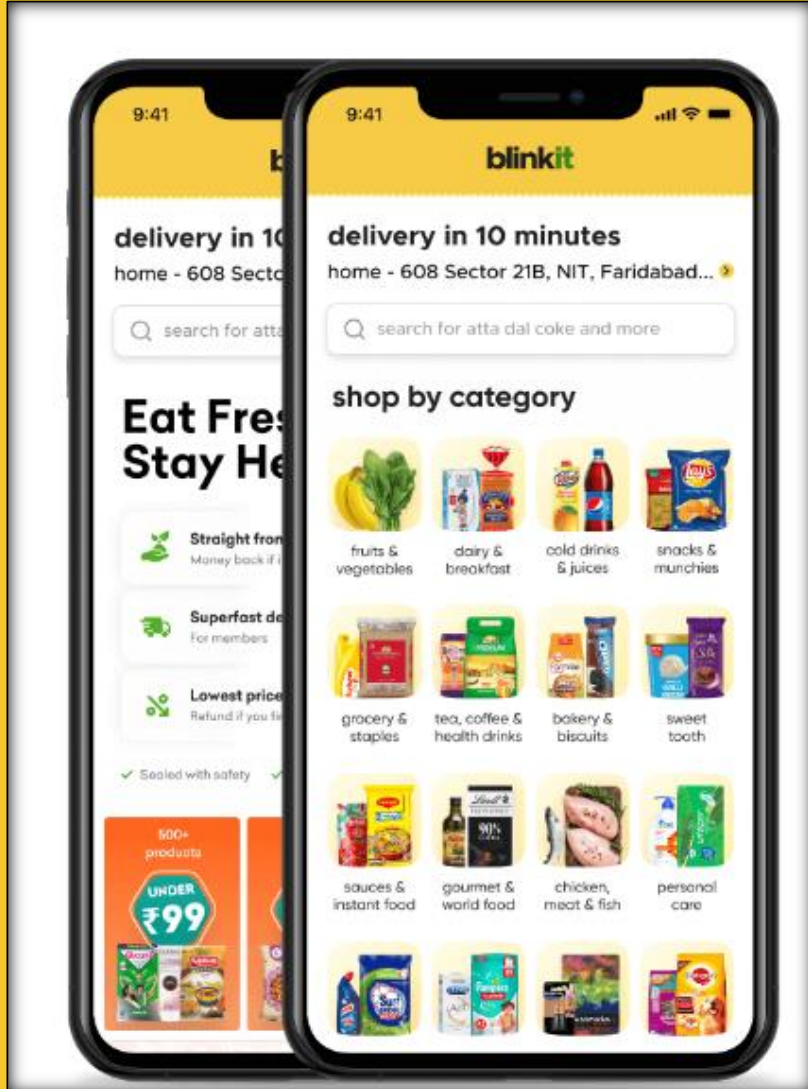
₹ 11.90 M

**Low Fat content
are preferred
more**

₹ 1.85 M

**Total Revenue
In 2009**

Conclusion



- The business is performing well with over ₹1M in total Sales.
- A strong consumer preference for low-fat products indicates health-conscious buying habits.
- Fruits and vegetables, snacks and household are the most popular categories, suggesting opportunities for expansion or promotion in these areas.

Thank You

