



# 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.

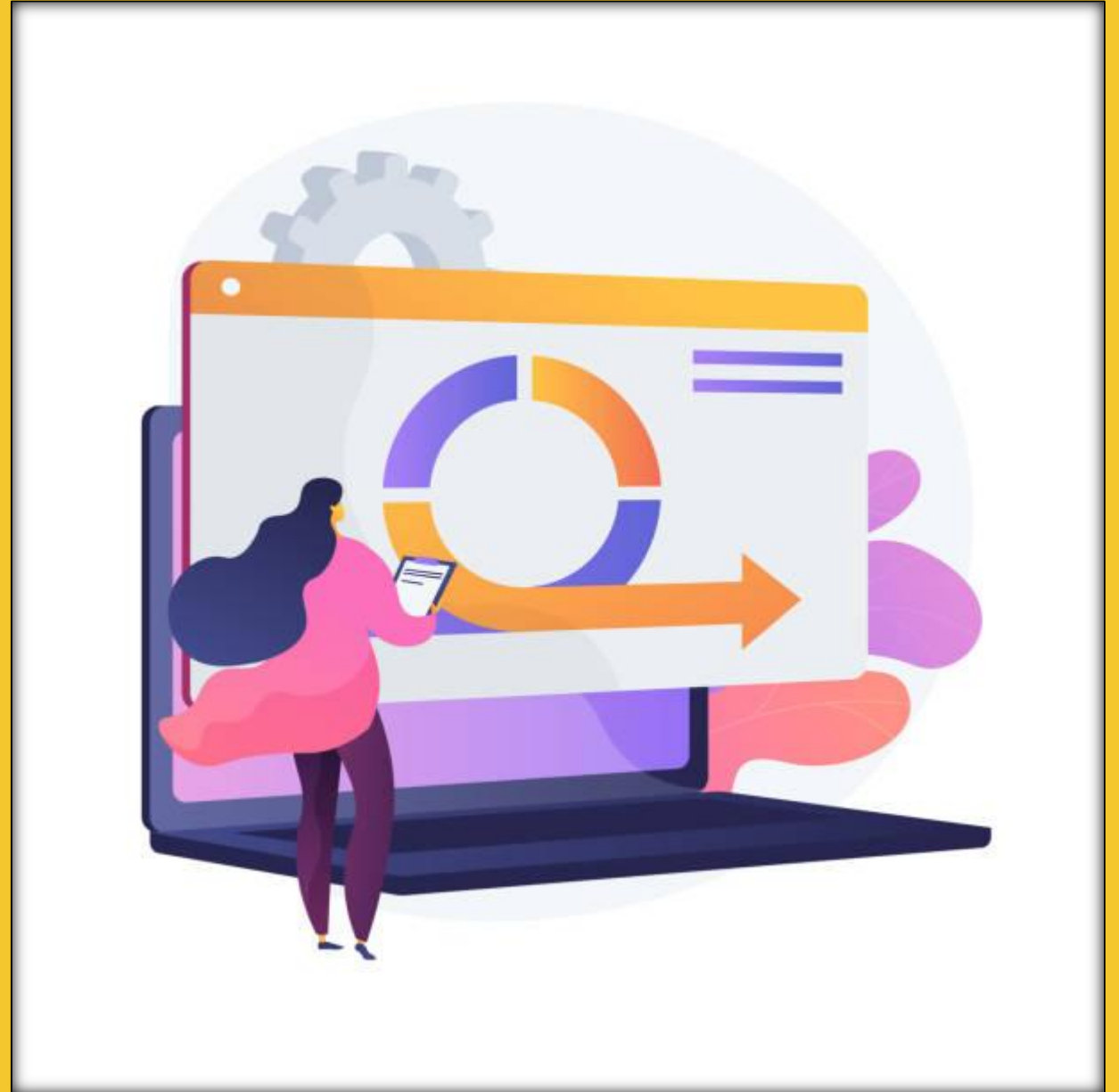
## KPI's Requirements :

- 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

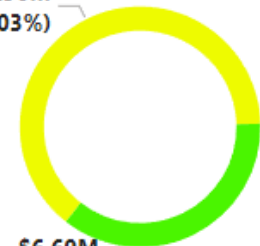
No of Item



## FAT CONTENT

Low Fat Regular

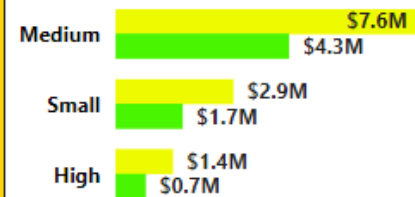
\$11.90M  
(64.03%)



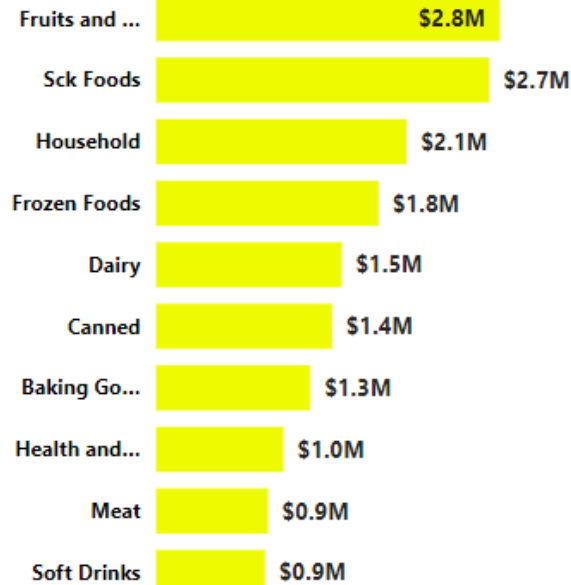
\$6.69M  
(35.97%)

## FAT BY OUTLET

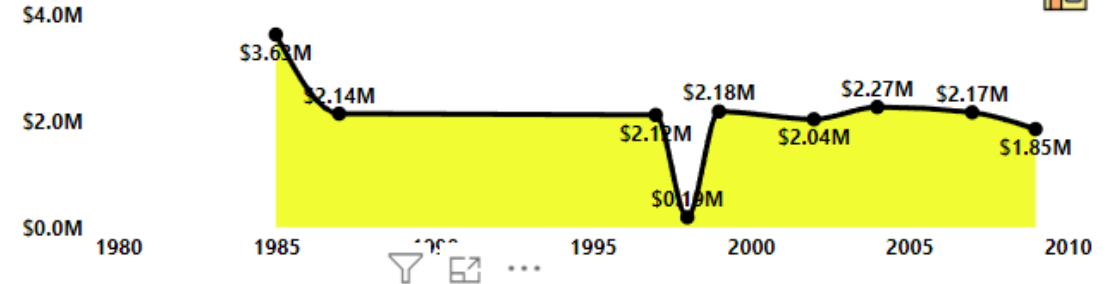
Low Fat Regular



## ITEM TYPE

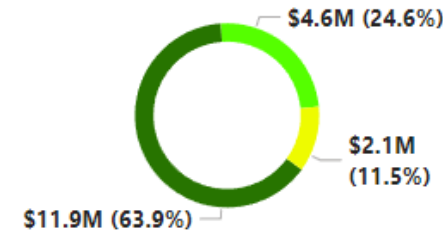


## OUTLET ESTABLISHMENT

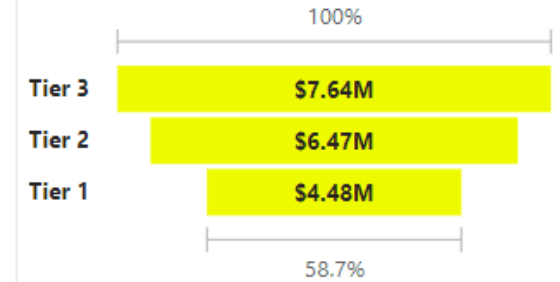


## OUTLET SIZE

Medium Small High



## OUTLET LOCATION



Outlet Type	Total Sales	No of Item	Avg Sales	Item Visibility
Grocery Store	\$0.37M	1083	\$140.2948	0.10
Supermarket Type1	\$12.92M	5577	\$141.214	0.06
Supermarket Type2	\$1.85M	928	\$141.6788	0.06
Supermarket Type3	\$3.45M	935	\$139.8019	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**

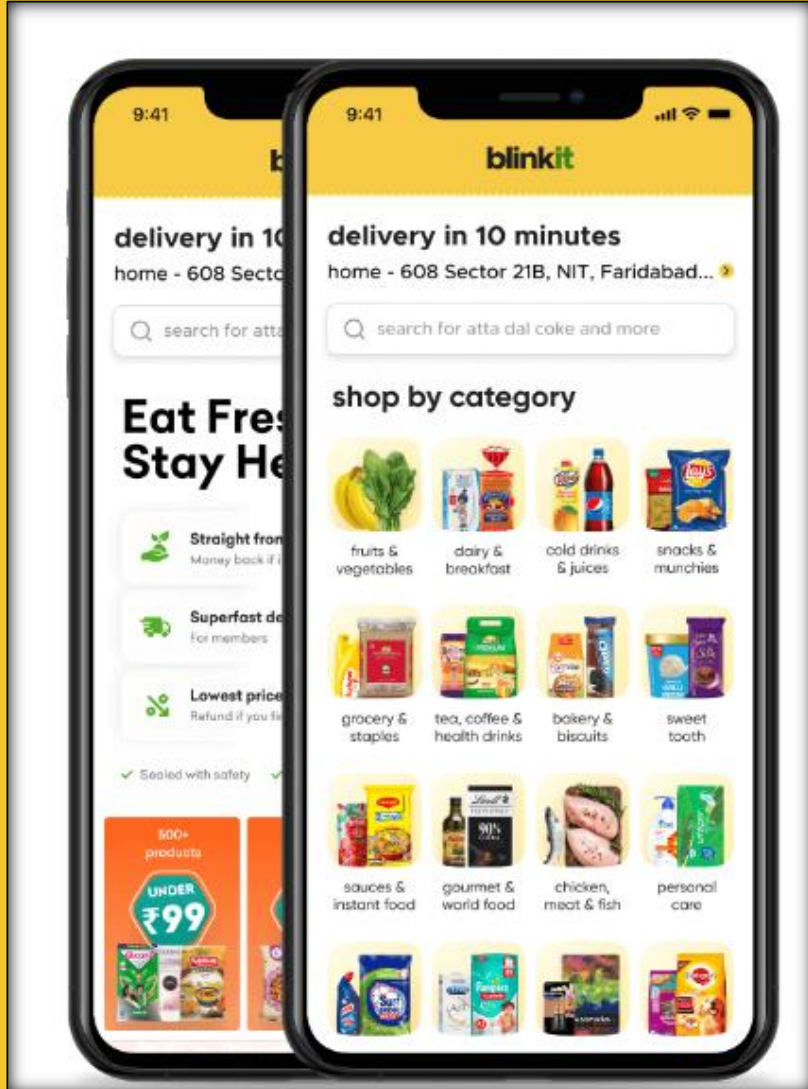
**\$ 11.90 M**

**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

