

Blinkit Sales Analysis Report

1. Project Overview

Objective: To analyze Blinkit Sales performance across product categories, fat content, outlets, and geographical regions, providing actionable insights for revenue optimization and customer demand forecasting.

Tool Used: Power BI (Data Visualization & Dashboarding)

1. Key Metrics Analysed

- **Total Sales Revenue**
- **Average Sales per Product**
- **Sales by Outlet Size & Type**
- **Category-wise Contribution to Revenue**
- **Top Performing Products & Underperformers**

2. Total Sales by Fat Content

Objective: Analyse the impact of fat content on total sales.

Analysis:

- **Regular items** contributed the most to sales (~\$776K).
- **Low-fat items** generated ~\$425K.
- Customers clearly prefer regular items, though low-fat items still contribute significantly (approx. 35%).

Recommendation:

- Continue focusing on regular items as the primary sales driver.
- Expand the low-fat product line with targeted marketing campaigns to attract health-conscious customers.

3. Total Sales by Item Type

Objective: Identify performance of different item types.

Analysis:

- **Top-performing categories:** Fruits & Vegetables (\$0.18M), and Household (~\$0.14M).

- **Low-performing categories:** Breakfast Items, Starchy Foods, and Hard Drinks.

Recommendation:

- Allocate more resources (marketing, inventory, promotions) to top-performing categories.
- For underperforming categories, explore bundling strategies or discounts to boost demand.

4. Fat Content by Outlet for Total Sales

Objective: Compare sales across outlets segmented by fat content.

Analysis:

- Across all outlet types, **Regular products consistently outperform Low-Fat products.**
- The trend is consistent regardless of outlet size or location.

Recommendation:

- Outlets should keep more stock of regular products while experimenting with health-focused sections for low-fat items.
- Segment customer base (urban outlets may respond better to low-fat offerings).

5. Total Sales by Outlet Establishment

Objective: Evaluate how outlet establishment year influences sales.

Analysis:

- Outlets established between **2018–2020** performed the best (~\$205K).
- Sales dip slightly after 2020, likely due to **COVID-related business impact.**

Recommendation:

- Support newer outlets (post-2020) with aggressive marketing and promotions.
- Study operational practices of 2018–2020 outlets to replicate their success.

6. Sales by Outlet Size

Objective: Analyse correlation between outlet size and sales.

Analysis:

- **Medium outlets** are the most profitable (~\$508K).
- **High-size outlets** follow closely (~\$445K).
- **Small outlets** lag behind (~\$249K).

Recommendation:

- Medium outlets should be the standard model for expansion.
- Small outlets may need restructuring or relocation to increase profitability.

7. Sales by Outlet Location (Tier)

Objective: Assess geographic distribution of sales.

Analysis:

- **Tier 3 cities** surprisingly lead (~\$472K).
- **Tier 2 cities:** ~\$393K.
- **Tier 1 cities:** ~\$336K.

Recommendation:

- Increase investments in Tier 3 cities, as demand is higher in smaller towns.
- Develop city-specific marketing for Tier 1 (premium offerings, urban-focused products).

8. All Metrics by Outlet Type

Objective: Provide a comprehensive KPI view (Total Sales, Avg Sales, No. of Items, Avg Rating).

Analysis:

- **Supermarket Type3:** Best performer (~\$728K).
- **Supermarket Type1 & 2:** Contribute moderately.
- **Grocery Stores:** Lowest contribution (~\$152K).
- **Customer rating: Average 3.9**, shows moderate satisfaction.

Recommendation:

- Expand **Supermarket Type3 model** to other locations.
- Grocery Stores need modernization (digital payments, better assortment).
- Improve customer experience to raise ratings above 4.0.

Overall Conclusion

The Blinkit analysis highlights:

- **Regular products + medium outlets in Tier 3 cities + Supermarket Type3 format = strongest success formula.**
- Growth opportunities exist in low-fat products, small outlets, and underperforming categories.
- Focus should be on **customer experience and targeted category promotions** to scale further.