



BLINKIT ANALYSIS



blinkit
India's Last Minute App

FILTER PANEL

Outlet Location Type

All

Outlet Size

All

Item Type

All

\$1.20M

Total Sale



\$141

Avg Sale



8523

No of Items



3.9

Avg Rating



FAT CONTENT

Low Fat Regular



FAT BY OUTLET

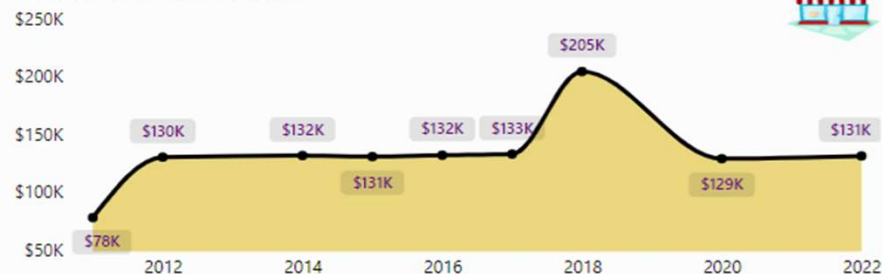
Low Fat Regular



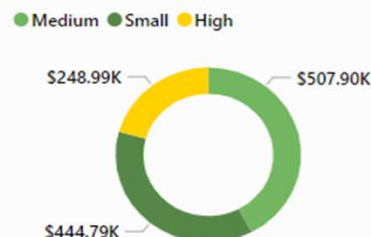
ITEM TYPE



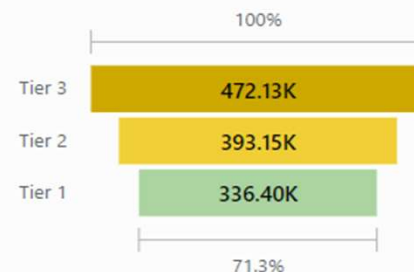
OUTLET ESTABLISHMENT



OUTLET SIZE



OUTLET LOCATION



OUTLET TYPE

Outlet Type	Total Sale	No of Items	Avg Sale	Avg Rating	Item Visibility
Grocery Store	\$151.94K	1083	\$140	4	0.10
Supermarket Type1	\$787.55K	5577	\$141	4	0.06
Supermarket Type2	\$131.48K	928	\$142	4	0.06
Supermarket Type3	\$130.71K	935	\$140	4	0.06



BLINKIT ANALYSIS



STEPS IN PROJECT

- ✓ Requirement Gathering / Business Requirements
- ✓ Data Walkthrough
- ✓ Data connection
- ✓ Data Cleaning / Quality Check
- ✓ Data Modeling
- ✓ Data Processing
- ✓ Dax Calculations
- ✓ Dashboarding Lay Outing
- ✓ Charts Development and Formatting
- ✓ Dashboard / Report Development
- ✓ Insights Generation



BLINKIT ANALYSIS



BUSINESS REQUIREMENT

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 KPI's and Visualizations in Power BI.

KPI's Requirements

- 1. Total Sales:** The overall revenue generated from all items sold.
- 2. Average Sales:** The average revenue per sale.
- 3. Number of Items:** Total count of different items sold.
- 4. Average Rating:** The average customer rating for items sold.



BLINKIT ANALYSIS



BUSINESS REQUIREMENT

Chart's Requirements

1. Total Sales by Fat Content:

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

Additional KPI Metrics: Assess how other KPI's (Average sales, Number of Items, Average Rating) vary with fat content.

Chart Type: Donut Chart.

2. Total Sales by Item Type:

Objective: Identify the performance of different types in terms of total sales.

Additional KPI Metrics: Assess how other KPI's (Average sales, Number of Items, Average Rating) vary with fat content.

Chart Type: Bar Chart.

3. Fat Content by Outlet for Total Sales:

Objective: Compare total sales across different outlets segmented by fat content.

Additional KPI Metrics: Assess how other KPI's (Average sales, Number of Items, Average Rating) vary with fat content.

Chart Type: Stacked Column Chart.



BLINKIT ANALYSIS



BUSINESS REQUIREMENT

Chart's Requirements

4. Total Sales by Outlet Establishment:

Objective: Evaluate how the age or type of outlet establishment influences total sales..

Chart Type: Line Chart.

5. Sales by Outlet Size:

Objective: Analyze the correlation between outlet size and total sales.

Chart Type: Donut / Pie Chart.

6. Sales by Outlet Location:

Objective: Assess the geographic distribution of sales across different locations.

Chart Type: Funnel Chart.

7. All Metrics by Outlet Type:

Objective: Provide a Comprehensive view of all key metrics (Total Sales, Average Sales, Number of Items, Average Rating) broken down by different Outlet types.

Chart Type: Matrix Card.



BLINKIT ANALYSIS



SQL Analysis: Analyze row data and create a table as blinkit_grocery_data in Postgre SQL.

The screenshot shows the pgAdmin 4 interface with the 'Query' tab selected. The query editor contains the following SQL code:

```
1 CREATE TABLE blinkit_grocery_data (  
2 item_fat_content VARCHAR(20),  
3 item_identifier VARCHAR(20),  
4 item_type VARCHAR(50),  
5 outlet_establishment_year INT,  
6 outlet_identifier VARCHAR(20),  
7 outlet_location_type VARCHAR(20),  
8 outlet_size VARCHAR(20),  
9 outlet_type VARCHAR(30),  
10 item_visibility FLOAT,  
11 item_weight FLOAT,  
12 sales FLOAT,  
13 rating FLOAT  
14 );
```

The 'Data Output' tab shows the result of the query: 'CREATE TABLE'. A message at the bottom states: 'Query returned successfully in 46 msec.' The status bar indicates 'Total rows: 1000 of 8523' and 'Query complete 00:00:00.046'.

The screenshot shows the pgAdmin 4 interface with the 'Data Output' tab selected. The table displays the following data:

id	item_fat_content	item_identifier	item_type	outlet_establishment_year	outlet_identifier	outlet_location_type	outlet_size	outlet_type
1	ar	FDX32	Fruits and Vegetables	2012	OUT049	Tier 1	Medium	Supermarket Type1
2	at	NCB42	Health and Hygiene	2022	OUT018	Tier 3	Medium	Supermarket Type2
3	ar	FDR28	Frozen Foods	2016	OUT046	Tier 1	Small	Supermarket Type1
4	ar	FDL50	Canned	2014	OUT013	Tier 3	High	Supermarket Type1
5	at	DR25	Soft Drinks	2015	OUT045	Tier 2	Small	Supermarket Type1
6	at	FDS52	Frozen Foods	2020	OUT017	Tier 2	Small	Supermarket Type1
7	at	NCU05	Health and Hygiene	2011	OUT010	Tier 3	Small	Grocery Store
8	lu	nanon	Miscellaneous	2015	OUT045	Tier 3	Small	Supermarket Type1



BLINKIT ANALYSIS



SQL Analysis:

1. Distribution of Item Types

- The distribution of item types indicates the variety of products available. Understanding which types are most common can help in inventory management and marketing strategies.

2. Outlet Analysis:

- **Outlet Size Distribution:** Most outlets are of medium size, followed by small and high.
- **Outlet Type Distribution:** Supermarket Type1 is the most common outlet type, followed by Supermarket Type2 and Supermarket Type3.
- **Outlet Location Distribution:** Tier 3 locations have the most outlets, followed by Tier 2 and Tier 1.

3. Sales Analysis

- **Top 10 Items by Sales:** The top-performing items generate the highest revenue. These items should be prioritized in stock and promotional efforts.
- **Bottom 10 Items by Sales:** These items have the lowest sales and may need review for potential discontinuation or targeted marketing to boost sales.
- **Top 10 Outlets by Sales:** The best-performing outlets by sales can provide insights into successful business practices and customer preferences in specific locations.
- **Bottom 10 Outlets by Sales:** These outlets may require strategic interventions to improve performance.