BLINKIT ANALYSIS

blinkit
India's Last Minute App

FILTER PANEL

Outlet Location Type: All

Outlet Size: All

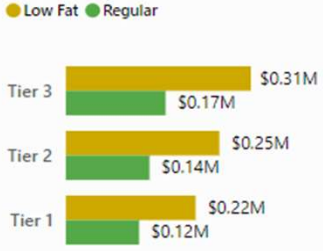
Item Type: All

$1.20M	$141
Total Sale	Avg Sale
8523	**3.9**
No of Items	Avg Rating

Total Sales | Avg Sales | No of Items | Avg Rating

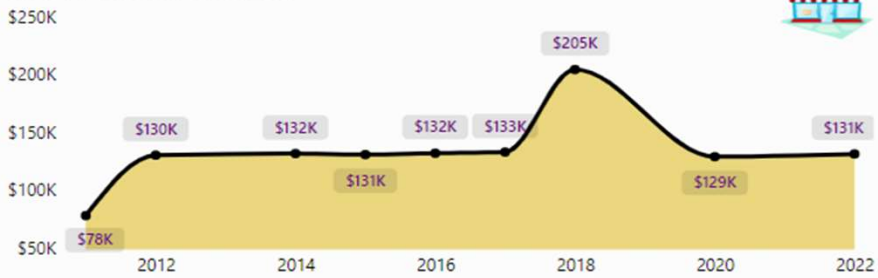
FAT CONTENT

FAT BY OUTLET

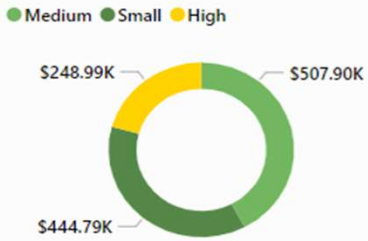


ITEM TYPE

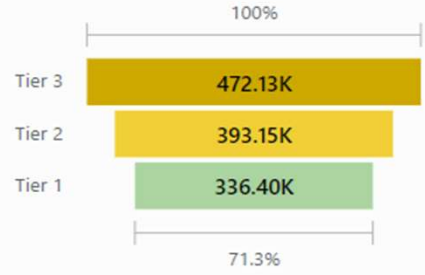
OUTLET ESTABLISHMENT



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.

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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.

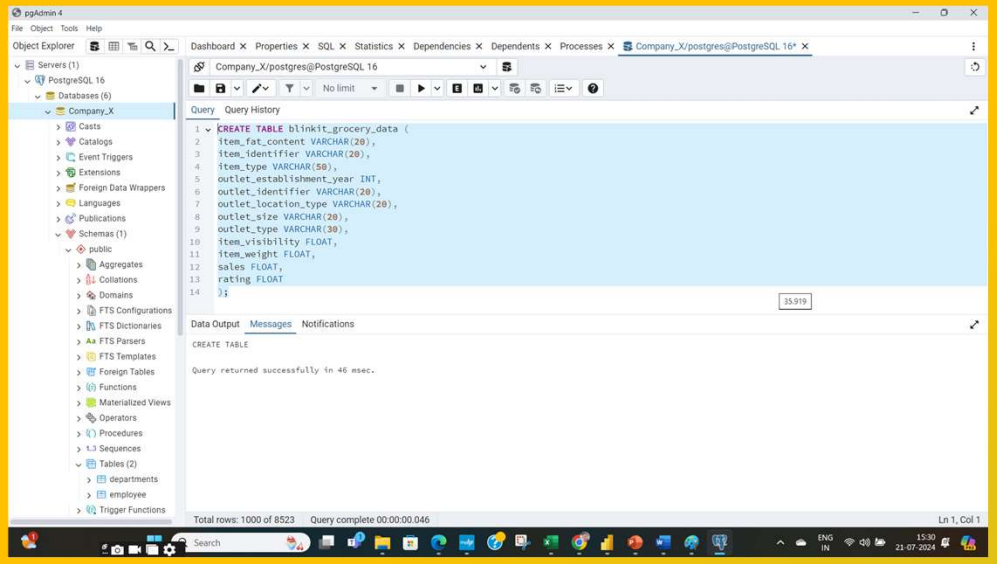
5. **Sales by Outlet Size:**
   Objective: Analyze the correlation between outlet size and total sales.
   Chart Type: Donut / Pie Chart.

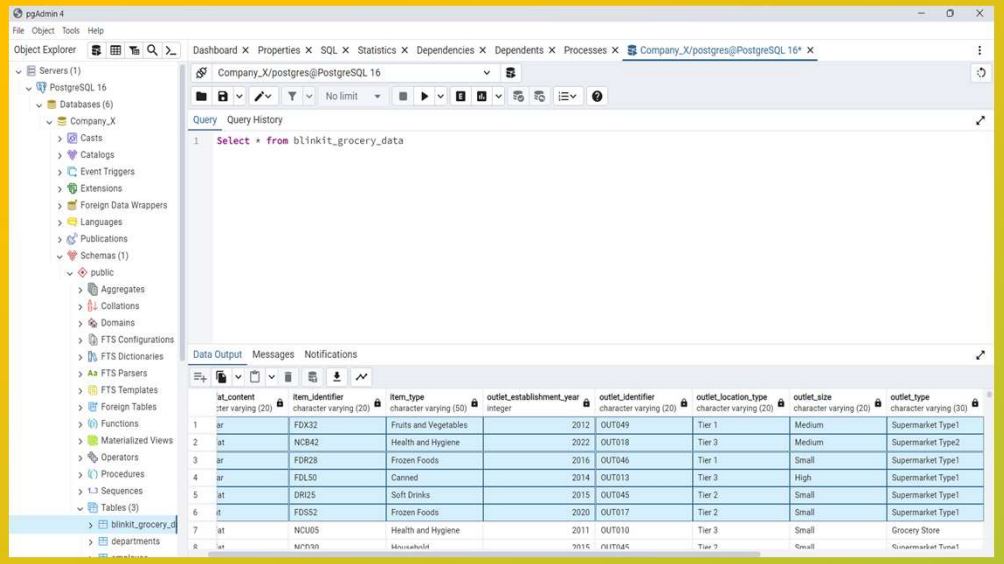
6. **Sales by Outlet Location:**
   Objective: Assess the geographic distribution of sales across different locations.
   Chart Type: Funnel Chart.

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_grogcery_data in Postgre SQL.





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.