



Students' Placement Office, IIT Kanpur



Tit Students' Placement Office	Business & Data Analyst Intern @Blinkit
Commencement Date	12 May 2025
Completion Date	12 July 2025
Project Supervisor	Khushboo Jain
Organization/Institution where the Project was accomplished	Blinkit

Project Description (You can use extra A4 sheets in case you run out of space however the extra sheets should also have the seal & signature of the Project Supervisor or the relevant authority)

Analytics & Market Research

- Built a predictive model to flag high-risk stores for excessive **dump** using historical GRN vs Indent data.
- Created **Power BI dashboards** to track store-wise operational metrics and performance KPIs.
- Conducted **competitor analysis** across Zepto, Swiggy Instamart, Flipkart Minutes, and JioMart — with special focus on **ASP (Average Selling Price)** trends and **discount-led sales growth**.
- Researched and benchmarked Blinkit pricing for 20+ **top SKUs** (e.g., onion, banana, royal gala apples) vs Flipkart Minutes and others.

Operations & Process Optimization

- Monitored **Fill Rate**, **Dump%**, and **QNG%** daily across bottom 10 “Pareto” stores; shared actionable insights with cluster and ops heads.
- Implemented key operational fixes like **FIFO (First In, First Out)** method, **repacking methods**, and **1:1 store calls** to address delays and wastage.
- Tracked vendor performance using the **Hyblink dataset** (Indent vs GRN data) and shared consolidated reports with central ops.

Strategic Insights & Brand Onboarding

- Deep-dived into **Flipkart Minutes'** branding and pricing strategies; evaluated it as Blinkit's biggest emerging threat ([research links](#)).
- Supported the **onboarding of new brands** and **regional/organic segments** on the Blinkit app to maintain competitive parity.
- Played a key role in **category mapping & API extraction** from platforms like Nature's Basket and Freshpik to inform product listing decisions.

Store & Vendor-Level Support

- Assisted in fulfilling **freezer/chiller requirements** at store level to preserve cold chain integrity.
- Collaborated on packaging material redesign — calculated **repacking material requirements** for all 135 Blinkit stores in Bengaluru.
- Participated in **central team meetings** to resolve vendor quality issues for “ROK” stores and push for packaging upgrades.

Additional Projects & Suggestions

- Proposed a dump-reduction SOP with manual + AI scanner integration for picker teams.
- Suggested collaborations with **juice vendors** to utilize slightly dumped fruits and vegetable