

Blinkit Sales Analysis

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Objective

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.

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Tools Used: Power BI

Techniques Used: Power Query Editor

DAX Expressions (SUM, COUNTROWS, AVERAGE)

Graphs And Charts

Filters and Slicers

KPI Cards

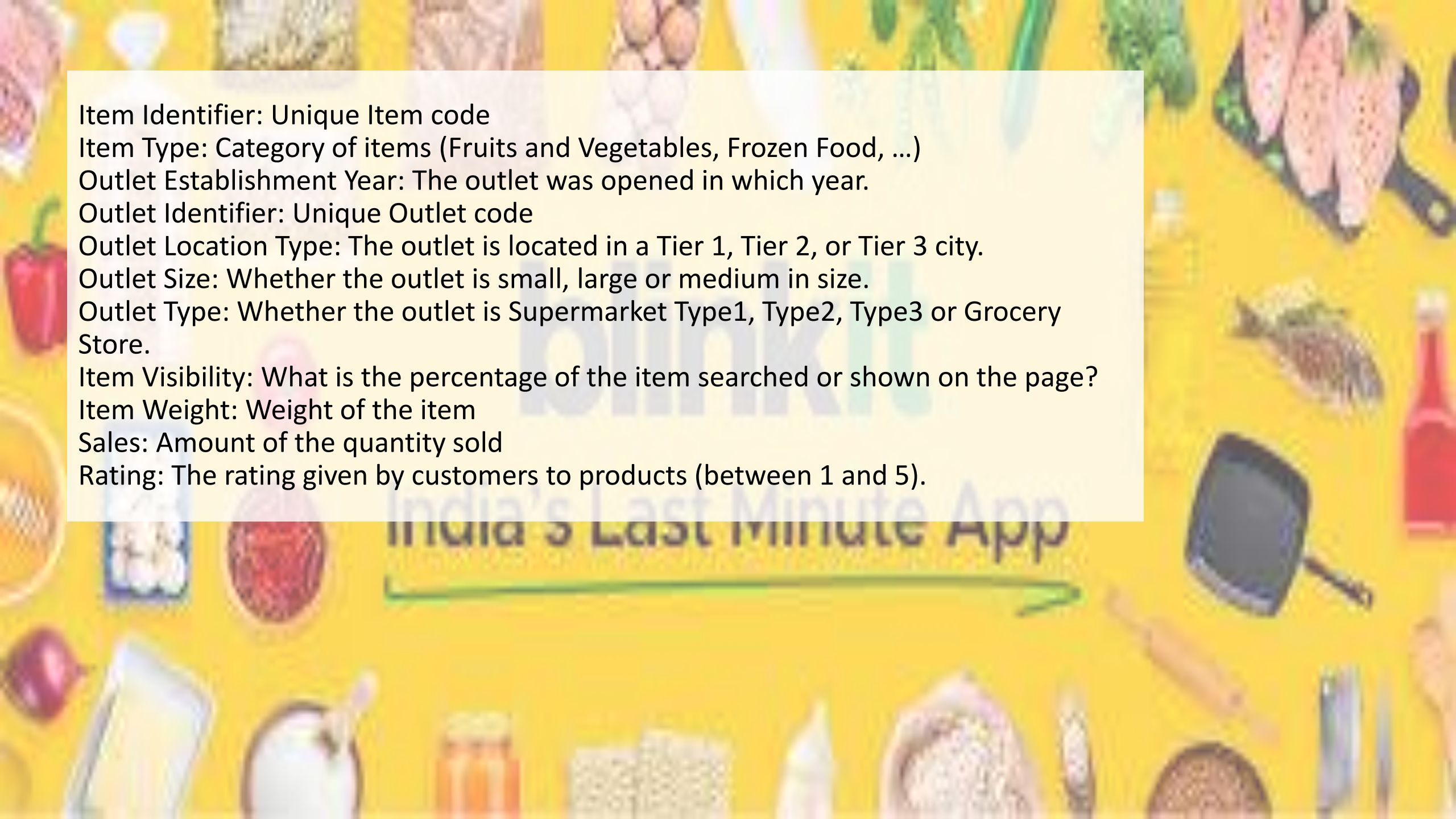
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Dataset Description

The given data is of the blinkit company a renowned company that delivers food items , household items to the customers. The dataset is taken from Kaggle.com and it consists 8523 rows & 12 columns.

Item Identifier	Item Type	Outlet Establishment Year	Outlet Identifier	Outlet Location Type	Outlet Size	Outlet Type	Item Visibility	Item Weight	Sales	Rating
FDX32	Fruits and Vegetables	2012	OUT049	Tier 1	Medium	Supermarket Type1	0.1000135	15.1	145.4786	5
NCB42	Health and Hygiene	2022	OUT018	Tier 3	Medium	Supermarket Type2	0.008596051	11.8	115.3492	5
FDR28	Frozen Foods	2016	OUT046	Tier 1	Small	Supermarket Type1	0.025896485	13.85	165.021	5
FDL50	Canned	2014	OUT013	Tier 3	High	Supermarket Type1	0.042277867	12.15	126.5046	5
DRI25	Soft Drinks	2015	OUT045	Tier 2	Small	Supermarket Type1	0.033970195	19.6	55.1614	5
FDS52	Frozen Foods	2020	OUT017	Tier 2	Small	Supermarket Type1	0.005505481	8.89	102.4016	5
NCU05	Health and Hygiene	2011	OUT010	Tier 3	Small	Grocery Store	0.098312421	11.8	81.4618	5
NCD30	Household	2015	OUT045	Tier 2	Small	Supermarket Type1	0.026903714	19.7	96.0726	5
FDW20	Fruits and Vegetables	2014	OUT013	Tier 3	High	Supermarket Type1	0.024129332	20.75	124.173	5
FDX25	Canned	2018	OUT027	Tier 3	Medium	Supermarket Type3	0.101561568		181.9292	5
FDX21	Snack Foods	2018	OUT027	Tier 3	Medium	Supermarket Type3	0.084554569		109.8912	5
NCU41	Health and Hygiene	2017	OUT035	Tier 2	Small	Supermarket Type1	0.052044976	18.85	192.1846	5
FDL20	Fruits and Vegetables	2022	OUT018	Tier 3	Medium	Supermarket Type2	0.128937661	17.1	112.3886	5
NCR54	Household	2014	OUT013	Tier 3	High	Supermarket Type1	0.090486828	16.35	195.211	5
FDH19	Meat	2018	OUT027	Tier 3	Medium	Supermarket Type3	0.03292824		173.1738	5
FDB57	Fruits and Vegetables	2017	OUT035	Tier 2	Small	Supermarket Type1	0.018801549	20.25	222.1772	5
FDO23	Breads	2022	OUT018	Tier 3	Medium	Supermarket Type2	0.147023834	17.85	93.7436	5
NCB07	Household	2012	OUT049	Tier 1	Medium	Supermarket Type1	0.077628053	19.2	197.611	5
FDJ56	Fruits and Vegetables	2018	OUT027	Tier 3	Medium	Supermarket Type3	0.182514881		98.77	5
DRN47	Hard Drinks	2022	OUT018	Tier 3	Medium	Supermarket Type2	0.016895293	12.1	178.566	5
FDZ07	Fruits and Vegetables	2018	OUT027	Tier 3	Medium	Supermarket Type3	0		60.2194	5
NCK31	Others	2018	OUT027	Tier 3	Medium	Supermarket Type3	0.026916794		50.9666	5
FDJ41	Frozen Foods	2022	OUT018	Tier 3	Medium	Supermarket Type2	0.022976497	6.85	261.6594	5



Item Identifier: Unique Item code

Item Type: Category of items (Fruits and Vegetables, Frozen Food, ...)

Outlet Establishment Year: The outlet was opened in which year.

Outlet Identifier: Unique Outlet code

Outlet Location Type: The outlet is located in a Tier 1, Tier 2, or Tier 3 city.

Outlet Size: Whether the outlet is small, large or medium in size.

Outlet Type: Whether the outlet is Supermarket Type1, Type2, Type3 or Grocery Store.

Item Visibility: What is the percentage of the item searched or shown on the page?

Item Weight: Weight of the item

Sales: Amount of the quantity sold

Rating: The rating given by customers to products (between 1 and 5).

Data Cleaning

- Replaced “reg” values with “regular” and replaced “low fat” with “Low Fat”.
- There were some missing values in “Item Weight” column. So removed those missing rows.

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KPI Requirements

- Total Sales: The overall revenue generated from all items sold
- Average Sales: The Average revenue per sales
- Number of items: The total count of different items sold
- Average rating: The average customer rating for items sold

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Recommended Data Analysis

- What are the Total Sales, Average Order, Average Rating of the Company?
- Which are top 5 selling Item Type?
- Which outlet location generates the highest revenue?
- Which outlet size contributes the highest revenue?
- Which outlet type contributes the highest revenue?

Data Analysis

- What are the Total Sales, Average Order, Average Rating of the Company?
 - The total sales of the company is **\$ 997.16K**.
 - The Average order of the company is **\$ 141**.
 - The Average rating of the company is **3.9**.
- Which are top 5 selling Item Type?
 - The top 5 selling item types are as follows:
 - a) Fruits and Vegetables
 - b) Snack Foods
 - c) Household
 - d) Frozen Foods
 - e) Dairy

Which outlet location generates the highest revenue?

- Outlets in Tier 2 generates the highest revenue (**\$ 393.15K**).

Which outlet size contributes the highest revenue?

- Medium outlet size contributes the highest revenue (**\$ 377.18K**).

Which outlet type contributes the highest revenue?

- Supermarket Type 1 contributes the highest revenue (**\$ 787.5K**).

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Conclusion

- We can observe that the highest sales come from Tier 2 cities, indicating a scope for business expansion in these areas. Additionally, attention should be given to Tier 3 cities, as they account for lower revenue.
- Average sales are not very good, so they should be given priority.
- We can observe that the average sales is almost same for all the outlets.

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Dashboard Snapshot

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Filter Panel

Outlet Location Type

All

Outlet Size

All

Item Type

All

\$997.16K

TOTAL SALES



\$141

AVG SALES



7,060

NO OF ITEMS

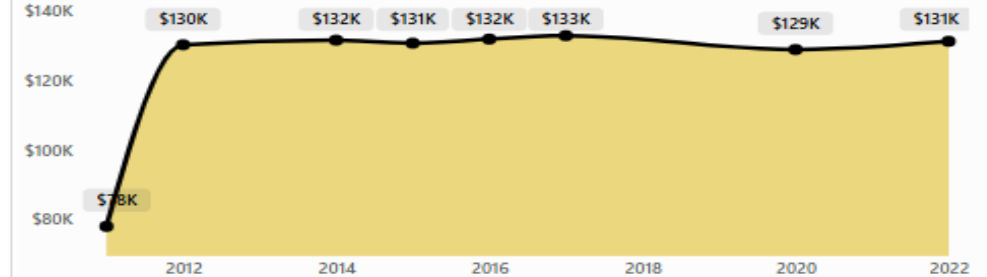


3.9

AVG RATING

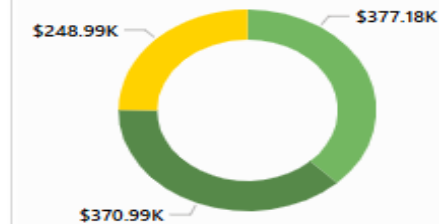


Outlet Establishment

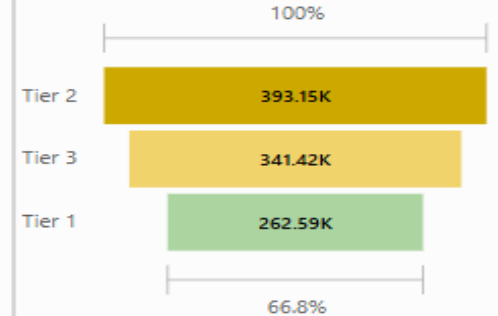


Outlet Size

Medium Small High



Outlet Location

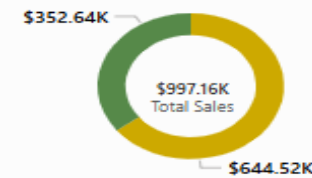


Outlet Type

Outlet Type	Total Sales	No of Items	Avg Sales	Avg Rating	Item Visibility
Grocery Store	\$78.1K	555	\$141	3.9	0.10
Supermarket Type1	\$787.5K	5577	\$141	3.9	0.06
Supermarket Type2	\$131.5K	928	\$142	3.9	0.06

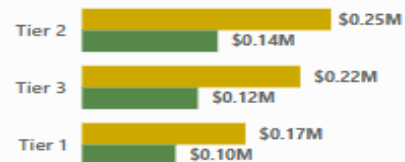
Fat Content

Low Fat Regular

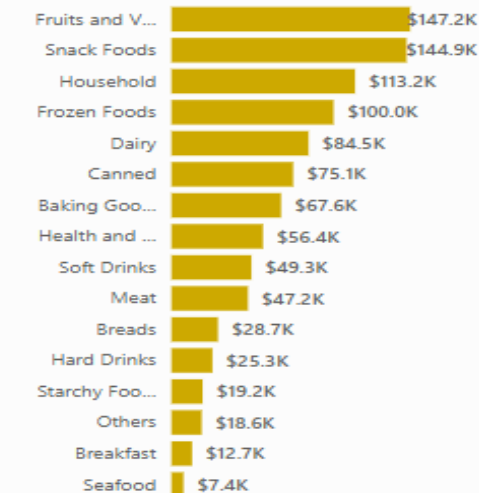


Fat by Outlet

Low Fat Regular



Item Type





Thank You

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