BlinkIt Sales Analysis

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.

Tools Used: Power BI
Techniques Used: Power Query Editor
DAX Expressions (SUM, COUNTROWS, AVERAGE)
Graphs Ans 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.

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

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)**.

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.

Dashboard Snapshot

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