

Blinkit Analysis

Power Bi Project for Business
Requirement

By:- Prateek Chauhan



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 KPIs and visualizations in Power BI.

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

Chart's Requirements

Total Sales by
fat content

Total Sales by
Item type

Fat Content by
outlet for outlet
total sales

Total Sales by
outlet
establishment

Sales by outlet
location

Sales by outlet
size

All metrics by
outlet type

Power Bi Process



Upload Blinkit data set



Cleaning the data set



Model the data



Visualize the data



Publish the report

Blinkit Dashboard



Insights from Blinkit sales analysis

Sales by fat content

Regular fat products outperform low-fat products, indicating consumer preferences

Top-selling categories

Fruits and vegetables, snack foods, and household items are the top-selling categories

Outlet establishment trends

The number of outlets has been growing consistently, with a peak in 2018

Outlet location

Tier 3 locations contribute the largest share of sales, while Supermarket Type 1 dominates

Customer satisfaction

Blinkit has a strong customer satisfaction score, reflecting a focus on quality service and products

Thankyou