

blinkit

EXCEL DASHBOARD



Introducing

Blinkit – India's Fastest Grocery Delivery Service!



Blinkit is a leading online grocery delivery platform in India, renowned for its lightning-fast service. Formerly known as Grofers, it rebranded to emphasize its mission—delivering essentials in the blink of an eye.

Founded in 2013, Blinkit has transformed grocery shopping by offering a vast selection of fresh produce, household essentials, and more, delivered right to your doorstep in record time.

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Business Requirements

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 Excel.

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: The total count of different items sold.
4. Average Rating: The average customer rating for items sold.



Visualization Requirements

1. Total Sales by Fat Content
2. Total Sales by Item Type
3. Fat Content by Outlet for Total Sales
4. Sales by Outlet Size
5. Sales by Outlet Location
6. All Metrics by Outlet Type



Dashboard:

\$1.20M

TOTAL SALES



\$141

AVG SALES



8523

NO OF ITEMS

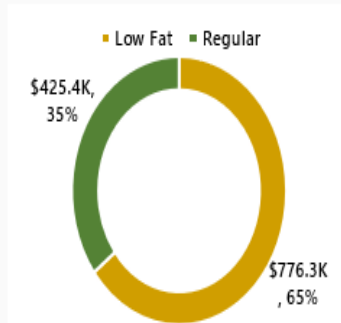


3.9

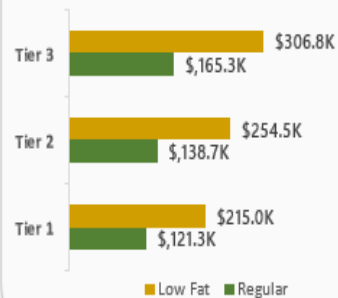
AVG RATING



FAT CONTENT



FAT BY OUTLET



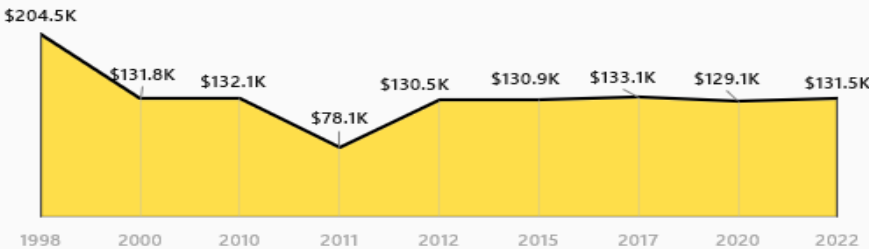
ITEM TYPE



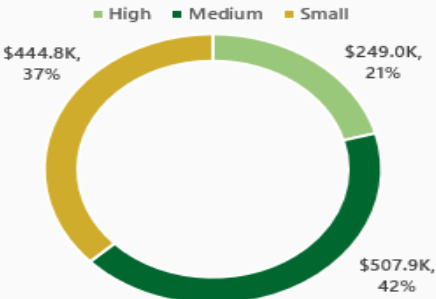
04

Dashboard:

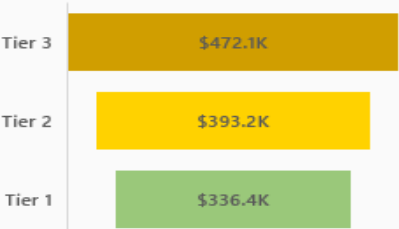
OUTLET ESTABLISHMENT



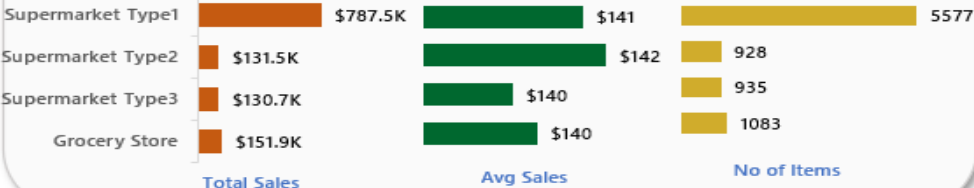
OUTLET SIZE



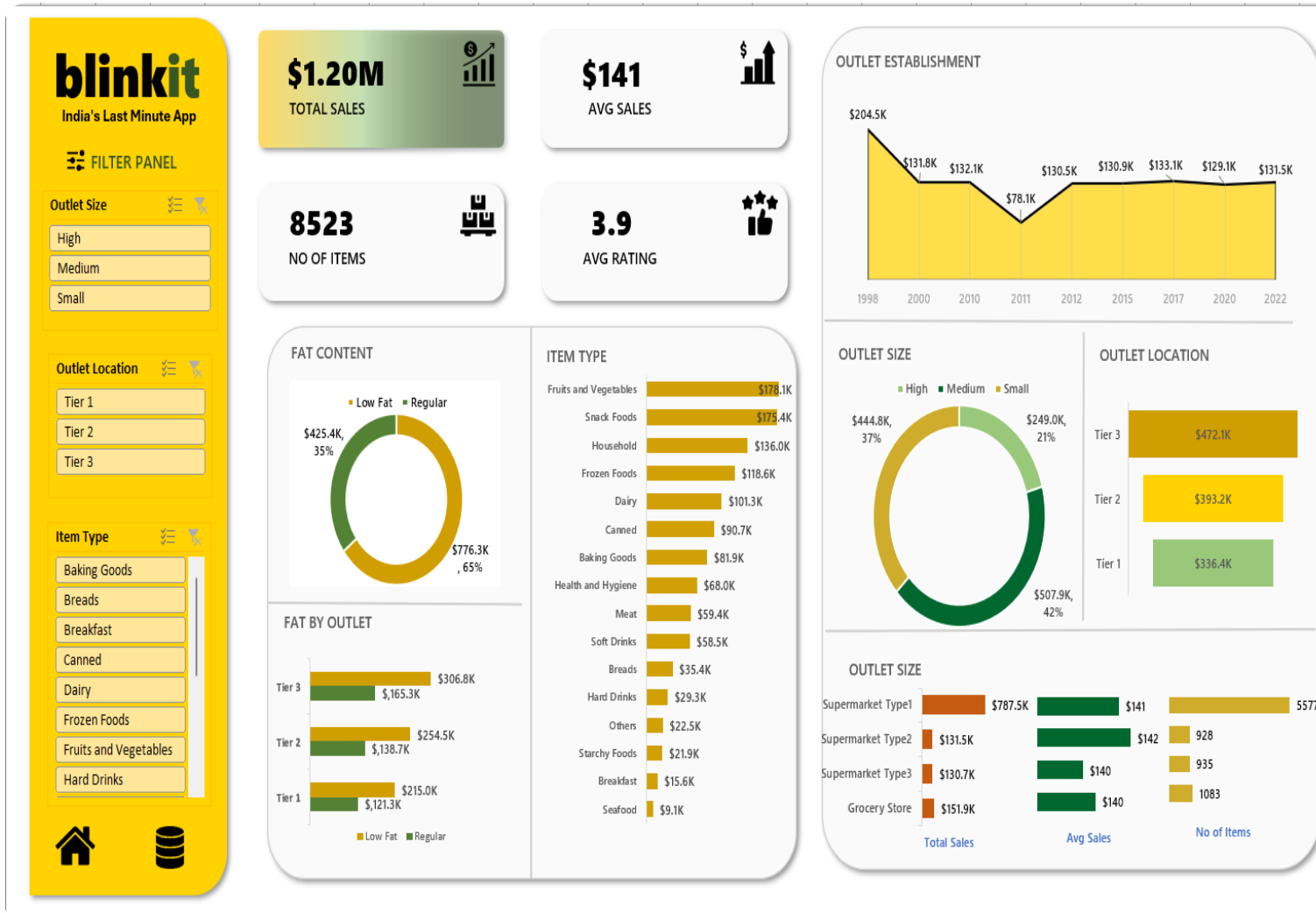
OUTLET LOCATION



OUTLET SIZE



Dashboard:



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Conclusion

The business is performing well with over \$1M in total sales and a decent average rating of 3.9.

A strong consumer preference for low-fat products indicates health-conscious buying habits.

Fruits, vegetables, and snack foods are the popular categories, suggesting opportunities for expansion or promotions in these areas.

