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Problem Statement

Blinkit is facing the challenge of optimizing sales and customer satisfaction by addressing discrepancies in product performance and outlet effectiveness.

Despite varying sales and performance across different product categories and outlet types, there is a need for targeted strategies to improve overall sales and customer engagement.

Based on the Sales data draw useful insights and tell scope of sales improvement.

Data Visualization & Analysis Using Power Bi

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India's Last Minute App

OUTLET LOCATION
All

OUTLET SIZE
All

ITEM TYPE
All

⟲ check website

DEVELOPED BY
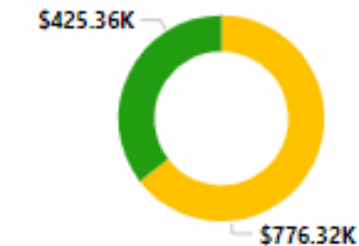ⓘ RITIKA BISHNOI

$1.20M TOTAL SALES

$141 AVERAGE SALES

8523 TOTAL ITEMS

3.9 AVERAGE RATING

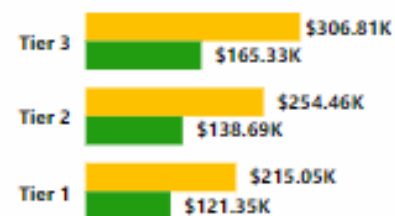| total Sales | Average Sales | Total Items | Average Rating |

FAT CONTENT
● Low Fat ● Regular
$425.36K
$776.32K

ITEM TYPE

Item Type	Value
Fruits ...	$178.12K
Snack...	$175.43K
House...	$135.98K
Froze...	$118.56K
Dairy	$101.28K
Canned	$90.71K
Bakin...	$81.89K
Healt...	$68.03K
Meat	$59.45K
Soft D...	$58.51K
Breads	$35.38K
Hard ...	$29.33K
Others	$22.45K
Starch...	$21.88K
Break...	$15.60K
Seafood	$9.08K

FAT CONTENT BY OUTLET
● Low Fat ● Regular

Tier 3: $306.81K / $165.33K
Tier 2: $254.46K / $138.69K
Tier 1: $215.05K / $121.35K

OUTLET ESTABLISHMENT

$250K
$200K
$150K
$100K
$50K

$78K $130K $132K $132K $133K $205K $129K $131K $131K

2012 2014 2016 2018 2020 2022

OUTLET SIZE
● Medium ● Small ● High
$248.99K
$507.90K
$444.79K

OUTLET LOCATION
100%

Tier 3	$472.13K
Tier 2	$393.15K
Tier 1	$336.40K

71.3%
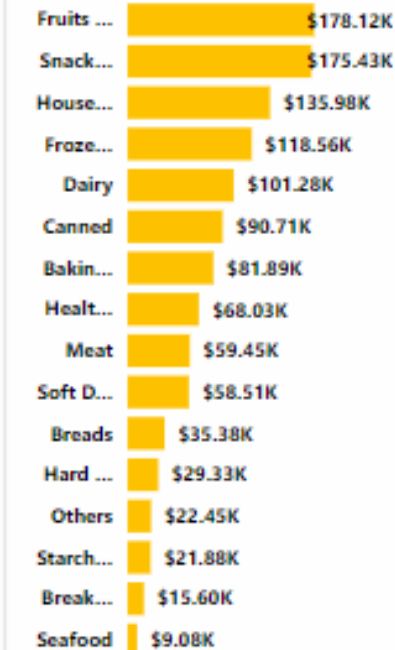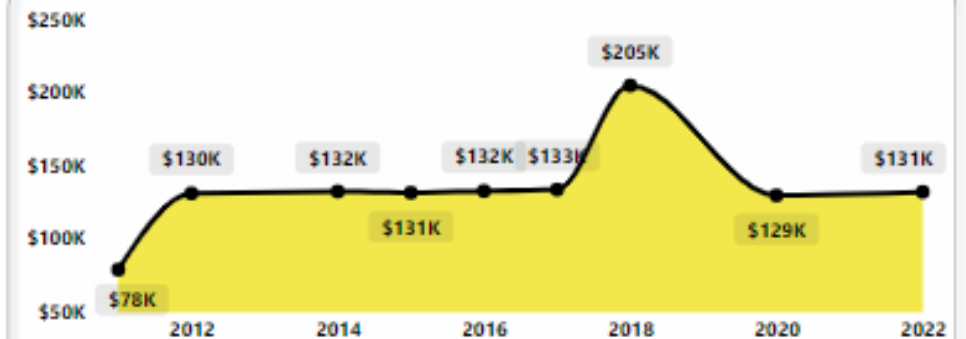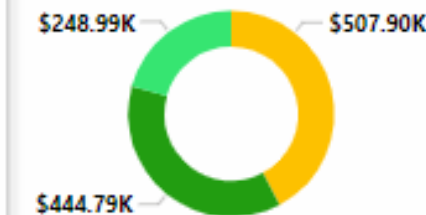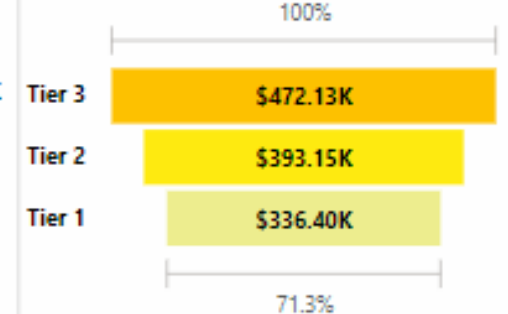
OUTLET TYPE

Outlet Type	Total Sales	Average Sales	Total Items	Average Rating
Supermarket Type1	$787.55K	$141	5577	3.9
Grocery Store	$151.94K	$140	1083	3.9
Supermarket Type2	$131.48K	$142	928	3.9
Supermarket Type3	$130.71K	$140	935	3.9

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Insights

Product Performance:

Low-Fat vs. Regular:
- Low-fat items sold more and contributed more to total sales despite having similar ratings and average sale prices as regular items.

Top-Selling Categories:

- Fruits and vegetables
- snack foods
- household items
- frozen food
- dairy

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Insights

Outlet Analysis

Despite similar average sales and ratings across categories, total sales and items sold followed these sequences:

Outlet Location:

Tier 3 > Tier 2 > Tier 1

Outlet Size:

Medium > Small > Large

Outlet Type:

Supermarket 1 > Grocery store > Supermarket 2 > Supermarket 3.

Insights

Outlet Establishments:

Sales Trend:

Pre-2012: Least sales

2013-2017: Constant sales

2018: Highest sales

Post-2018: Slight decrease, then constant

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Scope for Sales Improvement

Product Performance:

Low-Fat Items: Leverage their popularity with targeted promotions and greater visibility.

Regular Items: Enhance marketing efforts to highlight unique qualities and benefits.

Item Categories :

High Selling Items: Expand variety and ensure fresh stock.

Others : Increase visibility Promote through bundled offers and discounts and improve packaging.

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Scope for Sales Improvement

Outlet Location:

Tier 3: Continue strong promotions and community engagement.
Tier 2 and Tier 1: Implement localized marketing strategies to boost sales.

Outlet Size:

Medium: Optimize inventory and maintain strong customer service.
Small and Large: Tailor product offerings and enhance in-store experiences.

Outlet Type:

Supermarket 1 and Grocery Store: Maintain high standards and innovate with customer loyalty programs.
Supermarket 2 and 3: Improve layout and customer engagement strategies.

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Scope for Sales Improvement

Outlet Establishments:

Pre-2012: Revamp and modernize to attract customers.

2013-2017 and Post-2018: Maintain quality and innovate to sustain high sales levels.