



BInk**i**t

POWER BI DASHBOARD





Introducing

Blinkit is a leading online grocery delivery service in India, known for its lightning-fast delivery times. Formerly known as Grofers, the company rebranded to reflect its commitment to delivering essentials in the blink of an eye.

Founded in 2013, Blinkit has revolutionized the way people shop for groceries by offering a wide range of products, from fresh produce to household essentials, right at your doorstep.



01



Business Requirements

02

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.

KPI's Requirements :

- 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.



Visualization Requirements

03

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





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\$997.16K



Total Sales

\$141



Avg Sales

3.9

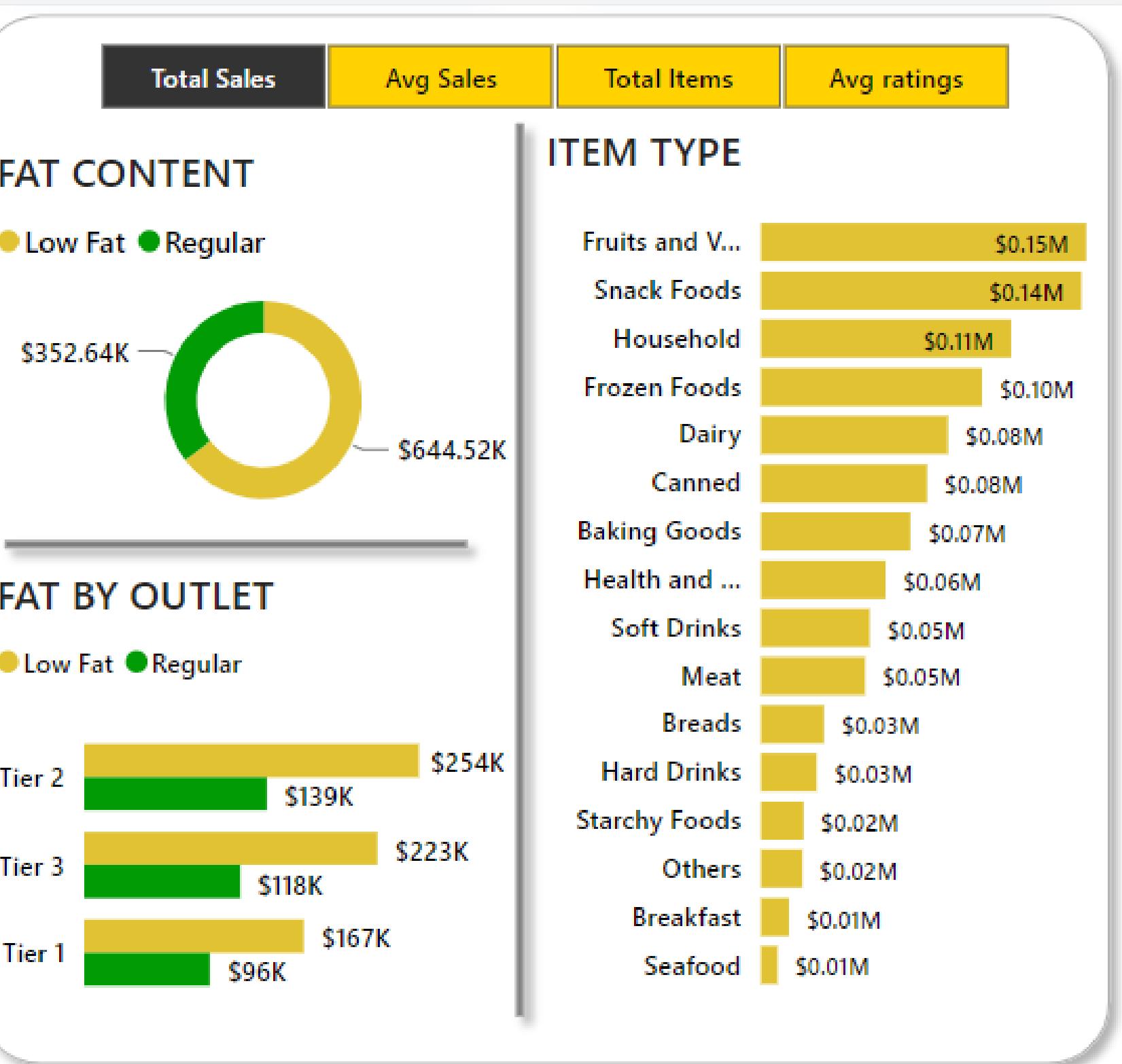


Avg ratings

7060



Total Items



04

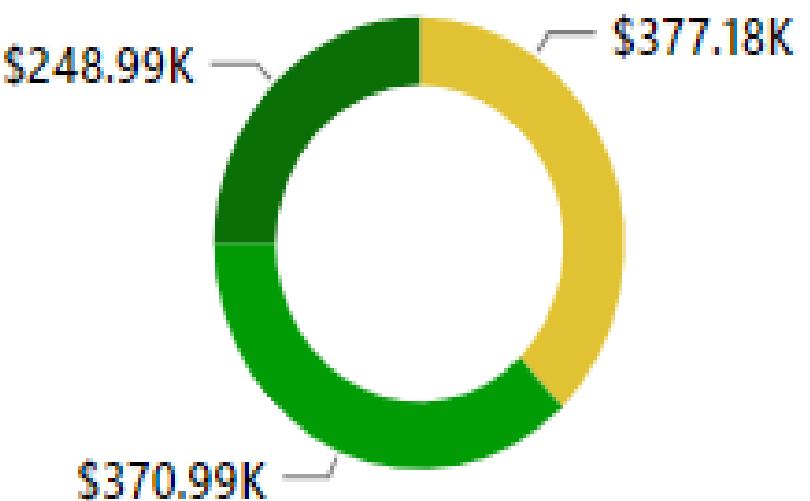


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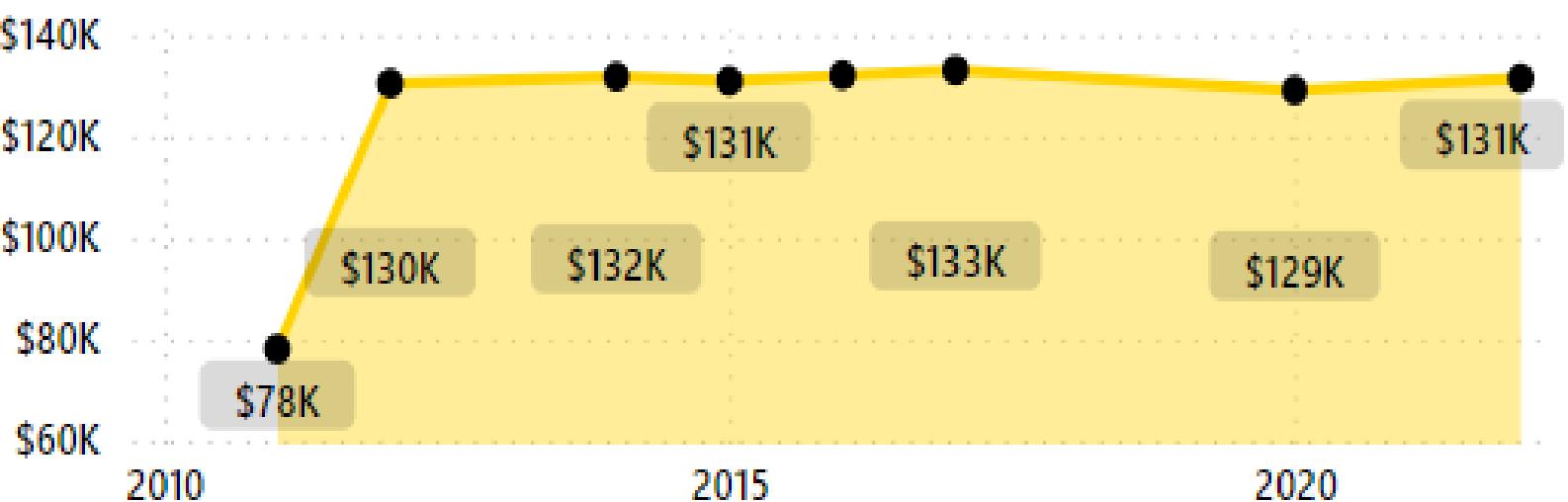
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OUTLET SIZE

● Medium ● Small ● High



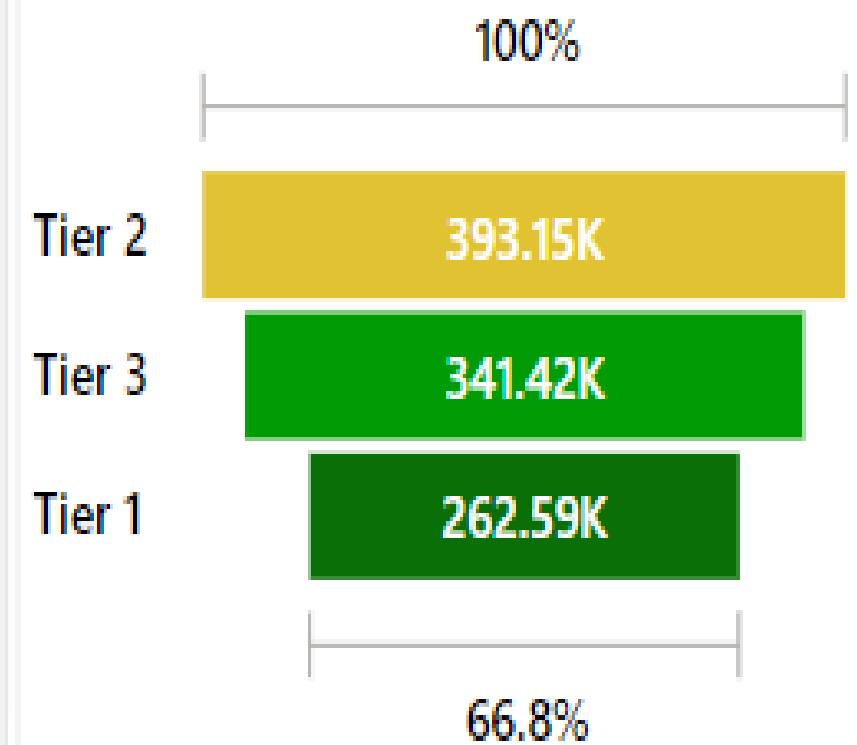
OUTLET ESTABLISHMENT



OUTLET TYPE

Outlet Type	Total Sales	Total Items	Avg Sales	Avg ratings	Item
Grocery Store	\$78.13K	555	\$141	3.92	0.10
Supermarket Type1	\$787.55K	5577	\$141	3.92	0.06
Supermarket Type2	\$131.48K	928	\$142	3.93	0.06

OUTLET LOCATION

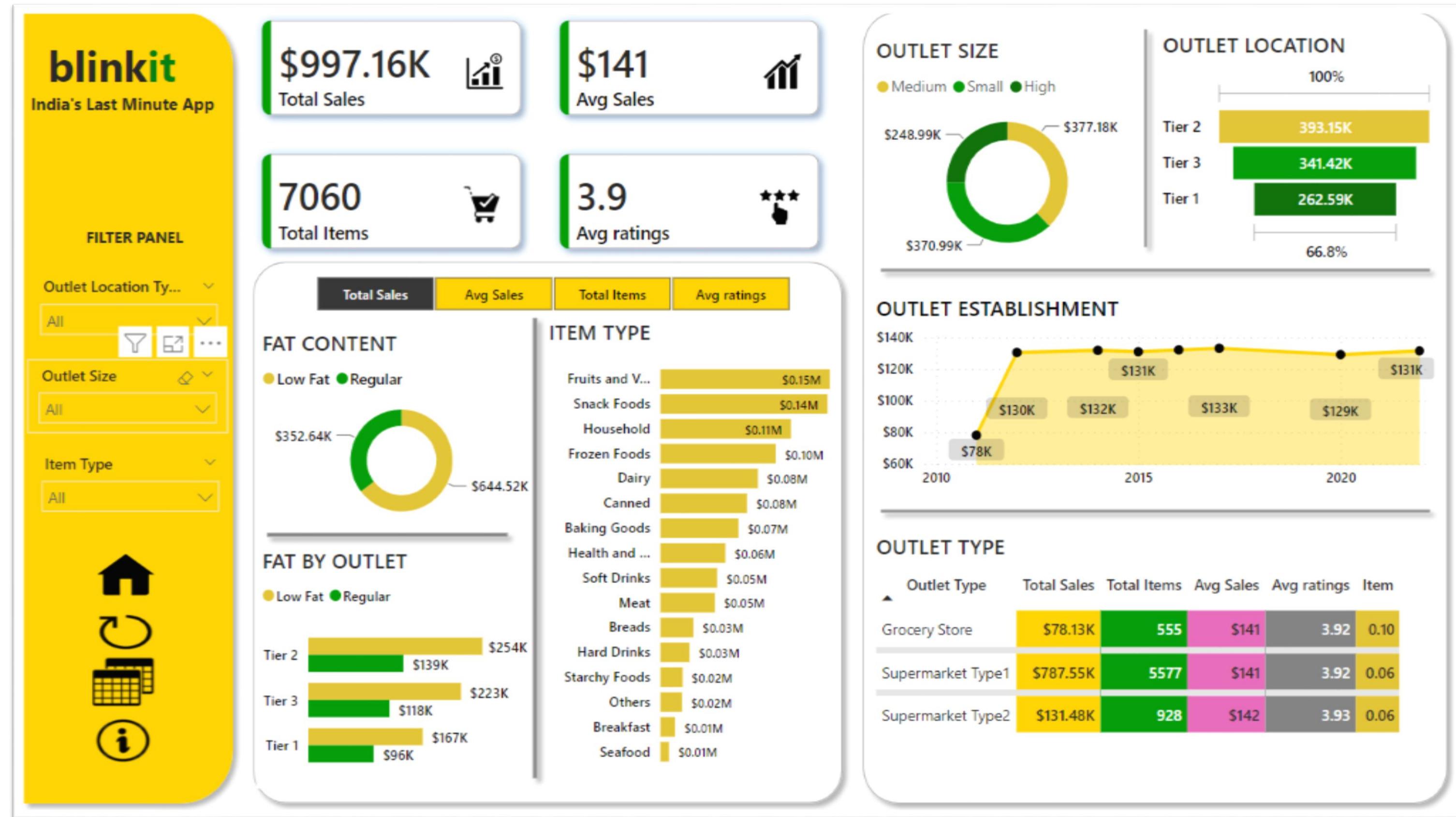


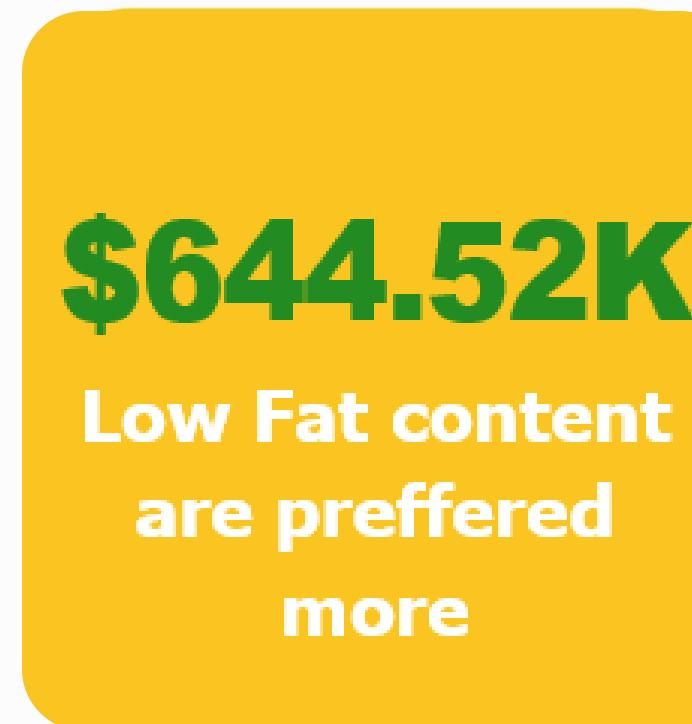
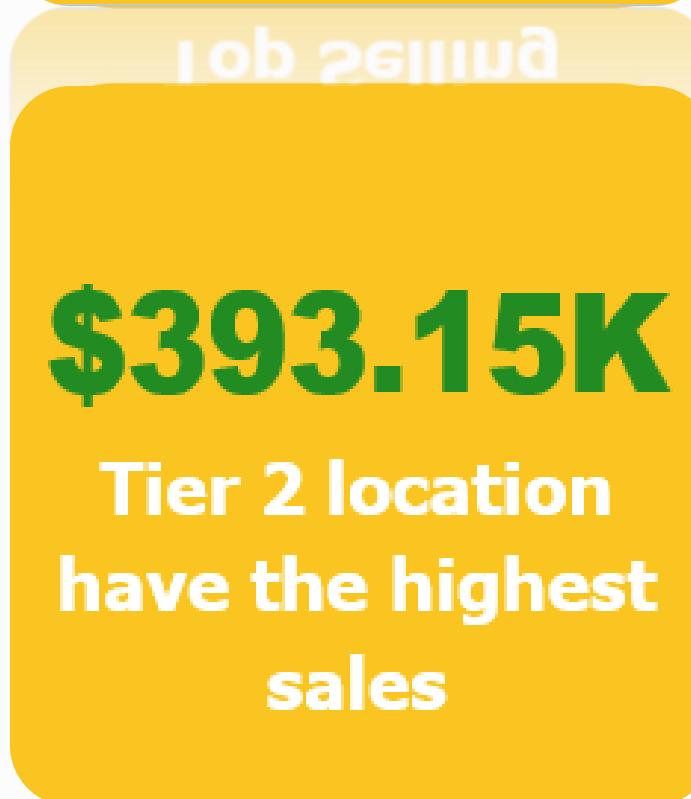
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Findings

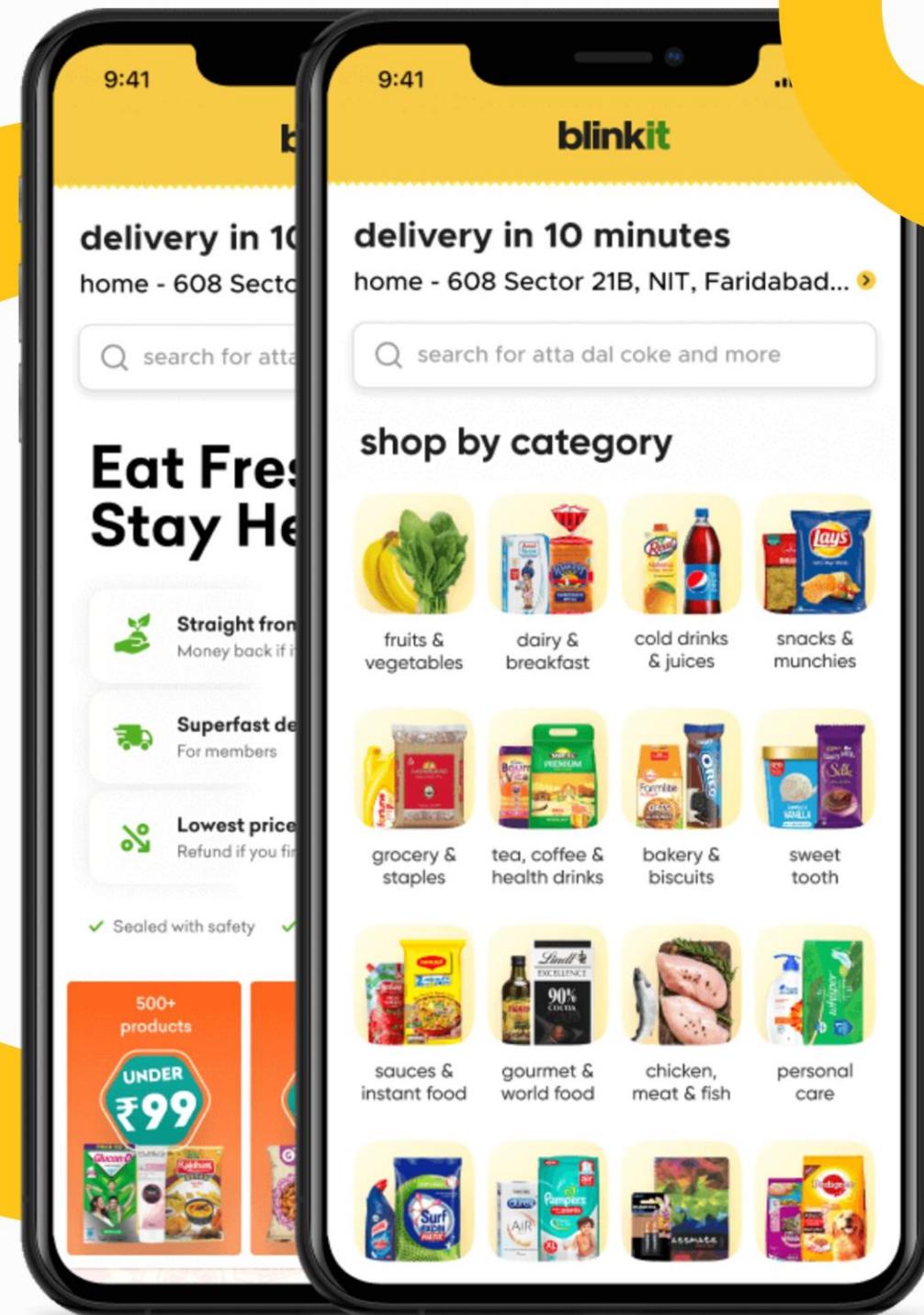
- Total sales: \$997.16K
- Average sales per item: \$141
- Number of items: 7060
- Average rating: 3.9 out of 5





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Conclusion



- The business is performing well with over \$997.16K 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 most popular categories, suggesting opportunities for expansion or promotions in these areas.



Thank You

For Watching × × × ×