

blinkit

India's Last Minute App

FILTER PANEL

OUTLET LOCATION

All

ITEM TYPE

All

OUTLET SIZE

All



\$1.20M

Sum of Sales



\$140.99

Average of Sales



8.523K

Count of Item Type



3.92

Average of Rating



Total Sales

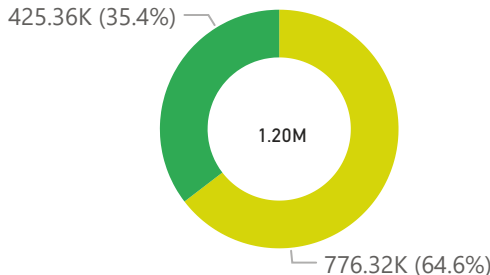
No of Items

Avg Sales

Avg Rating

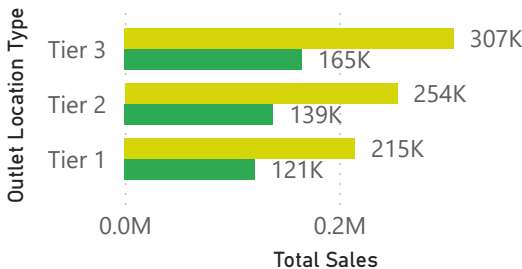
FAT CONTENT

Low Fat Regular

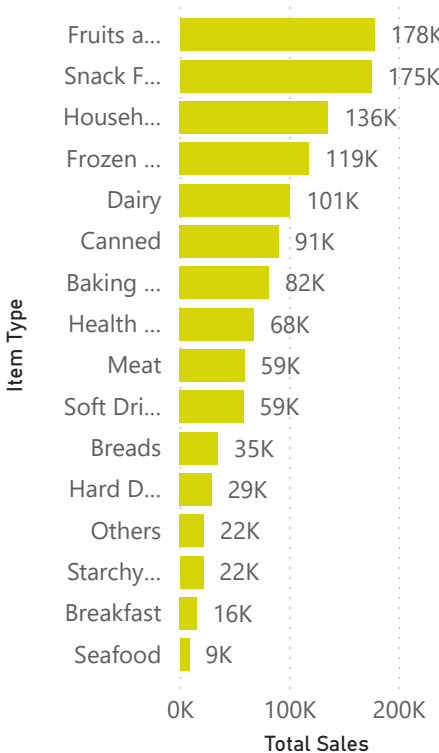


FAT BY OUTLET

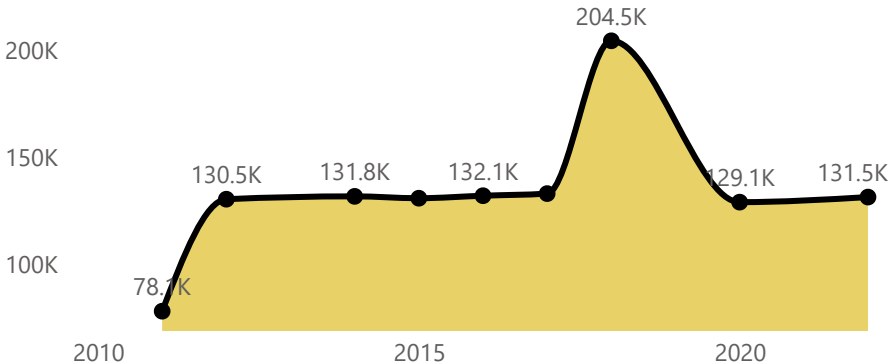
Low Fat Regular



ITEM TYPE

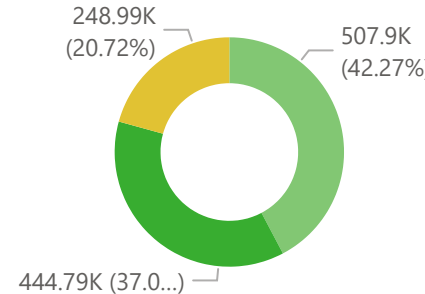


Outlet Establishment

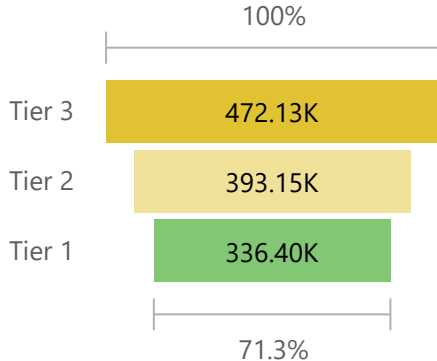


OUTLET SIZE

Outl... Medium Small High



OUTLET LOCATION



OUTLET TYPE

Outlet Type	Total Sales	No of Items	Avg Sales	Avg Rating	Item Visibility
Supermarket Type1	787.55K	5577	141.21	3.92	0.06
Grocery Store	151.94K	1083	140.29	3.93	0.10
Supermarket Type3	130.71K	935	139.80	3.91	0.06
Supermarket Type2	131.48K	928	141.68	3.93	0.06

Blinkit Sales Performance Analysis

Objective:

To analyze sales trends, outlet performance, and product distribution across different regions and store formats to support data-driven decision-making.

Recommendations:

- **Increase stock** and promotions for high-performing categories like Dairy in top regions.
- Focus **marketing efforts** on Tier 2 cities to expand reach.
- **Optimize inventory** in Grocery Stores for better item visibility and turnover.

Key Insights:

- **Supermarkets** generate the highest sales overall, while **Grocery Stores** have better visibility and product range.
- **Tier 1 cities** lead in total sales, suggesting strong demand in urban areas.
- **Dairy** and **Processed Foods** are the top-selling categories.
- **Low-fat items** are more preferred in Tier 1 regions, indicating a shift toward health-conscious choices.

Created By:

Name: Sajid Saifi
Data Analyst

Email: saifisajid323@gmail.com

LinkedIn:

<https://www.linkedin.com/in/sajidsaifi02/>



Blinkit Analysis

STEPS IN PROJECT

- Requirement Gathering / Business Requirements
- Data Walkthrough
- Data Cleaning / Quality Check
- Data Modeling
- Data processing
- DAX Calculations
- Dashboard Lay outing
- Charts Development and formatting
- Dashboard / Report Development
- Insights Generation



Blinkit Analysis

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.

KPIs 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.



Blinkit Analysis

BUSINESS REQUIREMENT

Chart's Requirements

1. Total Sales by Fat Content:

Objective: Analyze the impact of fat content on total sales.

Additional KPI Metrics: Assess how other KPIs (Average Sales, Number of Items, Average Rating) vary with fat content.

Chart Type: Donut Chart.

2. Total sales by Items Type:

Objective: Identify the performance of different item types in terms of total sales.

Additional KPI Metrics: Assess how other KPIs (Average Sales, Number of Items, Average Rating) vary with fat content.

Chart Type: Bar Chart.

3. Fat Content by Outlet for Total Sales:

Objective: Compare total sales across different outlets segmented by fat content.

Additional KPI Metrics: Assess how other KPIs (Average Sales, Number of Items, Average Rating) vary with fat content.

Chart Type: Stacked Column Chart.

4. Total Sales by Outlet Establishment:

Objective: Evaluate how the age or type of outlet establishment influences total sales.

Chart Type: Line Chart.



Blinkit Analysis

BUSINESS REQUIREMENT

Chart's Requirements

5. Sales by Outlet Size:

Objective: Analyze the correlation between outlet size and total sales.

Chart Type: Donut/ Pie Chart.

6. Sales by Outlet Location:

Objective: Assess the geographic distribution of sales across different locations.

Chart Type: Funnel Map.

7. All Metrics by Outlet Type:

Objective: Provide a comprehensive view of all key metrics (Total Sales, Average Sales, Number of Items, Average Rating) broken down by different outlet types.

Chart Type: Matrix Card.