Blinkit Sales Analysis Report

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Internship Program: Data Analytics / PowerBI
Company: Blinkit – Last Minute Delivery App
Tool Used: Power BI, Microsoft Excel
Date: [17-06-2025 to 17-08-2025]

Executive Summary

This report provides a detailed analysis of Blinkit's sales performance, marketing effectiveness, customer behavior, and product insights. Data cleaning and transformation were conducted in Microsoft Excel, followed by interactive dashboard creation and visualization in Power BI. The goal is to present actionable insights to support Blinkit's strategic business decisions, improve operational efficiency, optimize marketing spend, and drive customer engagement.

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1. Data Cleaning & Preparation

Before analysis, the dataset underwent a structured cleaning process in Microsoft Excel to ensure accuracy and integrity:

Steps Taken:

- **Missing Values Handling:** Null values were identified and imputed using mean/mode where relevant, or removed if too sparse.
- **Data Type Corrections:** Proper data formats (e.g., Date, Text, Numeric) were applied to ensure compatibility with Power BI measures and visuals.
- **Duplicate Removal:** Repeated entries were identified and deleted to prevent duplication in counts and skewed averages.
- **Data Consistency:** Unification of formats in fields like category names and dates was ensured to prevent segmentation errors.
- **Validation:** Manual cross-checking and logic testing were conducted to ensure no erroneous figures remained.

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2. Key Performance Indicators (KPIs)

The Power BI dashboard highlights major KPIs summarizing Blinkit's performance:

Metric	Value
Total Orders	5,000 Orders
Average Order Value	₹2,200
Gross Profit	₹122 Million
Total Sales Revenue	₹5 Million
Average Customer Rating	3 Stars
ROAS (Return on Ad Spend)	1.97

Metric	Value
Total Conversions	298K
Total Marketing Spend	₹16 Million
Revenue Generated	₹32 Million
Customer Lifetime Value	₹1,000
Damaged Stock	87 Units

These KPIs serve as a high-level snapshot of Blinkit's business performance across sales, marketing, and customer satisfaction.

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3. Customer Segmentation Analysis

Customers were divided into four segments: **New**, **Regular**, **Premium**, and **Inactive**. This segmentation helps in tailoring marketing strategies and promotions.

Customer Insights:

- Distribution is relatively even among the segments (~25% each).
- Premium customers show the highest average order value.
- Inactive users still have moderate order values — suggesting potential for reactivation.

Recommendations:

- Retarget Inactive Customers with reactivation offers.
- Create Loyalty Programs for Regular and Premium customers to enhance retention.
- Improve Onboarding Funnels for New customers to increase their lifetime value.

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4. Product & Category Performance

Top Products by Quantity Ordered:

- Pet Treats
- Toilet Cleaner
- Dish Soap
- Cough Syrup
- Lotion

Top Products by Total Sales:

- Vitamins
- Pet Treats
- Cough Syrup
- Toilet Cleaner
- Bread

Top Performing Categories:

- Dairy & Breakfast – 566 Orders

- Pharmacy – ₹14,977 Revenue
- Fruits & Vegetables – ₹14,758 Revenue

Order Trend Insights:

- Orders peaked between **August and October**.
- There is a noticeable drop in orders from **January to March**.

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5. Delivery and Order Timeliness

Order Status:

- **On-Time Deliveries:** ~3,000+
- **Slightly Delayed:** ~1,000
- **Significantly Delayed:** ~700

Recommendations:

- Focus on reducing delay rates by optimizing logistics.
- Identify bottlenecks in supply chains, particularly during peak months.

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6. Marketing Campaign Analysis

Channels Analyzed:

- App
- Email
- SMS
- Social Media

Campaigns Tracked:

- App Push Notifications
- Flash Sale
- Referral Program
- Membership Drive
- Category Promotion
- Email Campaign

Performance Highlights:

- **Revenue Generated:** ₹32 Million
- **Impressions:** 29 Million
- **ROAS:** 1.97

Best Performing Campaigns (by ROAS):

- Flash Sale
- App Push Notification

Revenue by Audience:

- Premium and All users generated the most revenue.
- Inactive users contributed minimally.

Recommendations:

- Scale up campaigns with high ROAS (e.g., Flash Sale).
- Discontinue or rework low-performing campaigns like Email Campaign or Referral Program.
- Enhance SMS and Email personalization for better click-through and conversion.

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7. Customer Ratings and Feedback

Average Rating:

- **3 Stars**

Top Feedback Categories:

- Delivery
- Product Quality
- Customer Support
- App Experience

Each category had a near-equal share of feedback (~25%), indicating no single dominant issue.

Top-Rated Brands:

- Yohannan Inc
- Yogi Group

Recommendations:

- Conduct qualitative analysis on 1–2 star reviews to identify common issues.
- Train delivery staff regularly and enhance app user experience.

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8. Stock and Inventory Insights

- **Damaged Stock:** 87 units — likely due to poor handling/packaging.
- **Inventory Peaks:** Highest inventory recorded from **September to November**.
- **Stock vs. Order Trends:** Aligned well, showing good inventory planning.

Recommendations:

- Improve warehouse handling and packaging procedures.
- Use predictive analytics for stock demand during high season.

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9. Operational Insights

- **Gross Profit:** ₹122 Million
- **Average Margin:** 39%
- **Average Discount Offered:** 28% (across campaigns)

Recommendations:

- Reevaluate discount strategy to avoid cutting into margins.
- Use margin-based discounting to balance profitability and competitiveness.

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10. Recommendations Summary

Area	Action Item
Marketing	Increase budget allocation to high-ROAS campaigns
Inventory	Improve warehouse handling to reduce damages
Customer Segments	Retain New and Regular users through loyalty offers
Product Mix	Promote high-demand and high-margin products
Delivery	Optimize delivery routes and minimize delays
Ratings & Support	Analyze low ratings and enhance customer service

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✅ Conclusion

The Blinkit sales dashboard provides a 360-degree view of the company's performance. With 5,000 total orders, ₹5M in sales, and a gross profit of ₹122M, the business shows strong fundamentals. However, there are clear opportunities for improvement in customer retention, campaign efficiency, delivery optimization, and product prioritization.

By refining marketing efforts, improving customer experience, and reducing stock-related issues, Blinkit can unlock its next phase of growth.

🚀 Strategies to Increase Sales Further

1. Customer Retention & Personalization

- Targeted offers using segmentation (New, Regular, Premium)
- Personalized product bundles and recommendations
- Loyalty programs and referral rewards

2. Delivery Optimization

- Streamline logistics to reduce delays
- Add real-time tracking and ETAs for customers
- Plan staff and vehicle availability around peak demand

3. Product Strategy

- Focus on high-margin products like Pet Treats, Vitamins, Cough Syrup
- Bundle or discount low-performing SKUs
- Expand successful categories: Dairy, Grocery, Pharmacy

4. Campaign Optimization

- Invest more in high-performing campaigns (Flash Sale, App Push)
- A/B test marketing content to improve ROAS
- Reduce investment in underperforming campaigns (Email, Referral)

5. Boost App Engagement

- Introduce gamification (daily check-ins, spin-the-wheel)
- Offer app-exclusive discounts
- Implement refer & earn programs

6. Improve Ratings & Customer Experience

- Encourage 4–5 star reviews from happy customers
- Address low-star feedback through improved service
- Improve app UI and delivery training

7. Inventory & Stock Efficiency

- Reduce damage rates with better packaging
- Predict stock needs based on seasonal and historical trends
- Ensure top-selling items remain in stock

📈 Final Thought

With strong gross profit margins, a growing user base, and rich analytics, Blinkit is well-positioned to scale profitably. By focusing on customer engagement, campaign optimization, and operational excellence, Blinkit can increase sales, retain customers, and lead the hyperlocal delivery market in India.

📎 Appendix

- **Tools Used:** Microsoft Excel (Data Cleaning), Power BI (Visualization And Data Modeling)
- **Data Period:** [17-06-2025 to 17-08-2025]
- **Data Source:** Sales & Marketing Dataset provided by ClassroomTech.
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