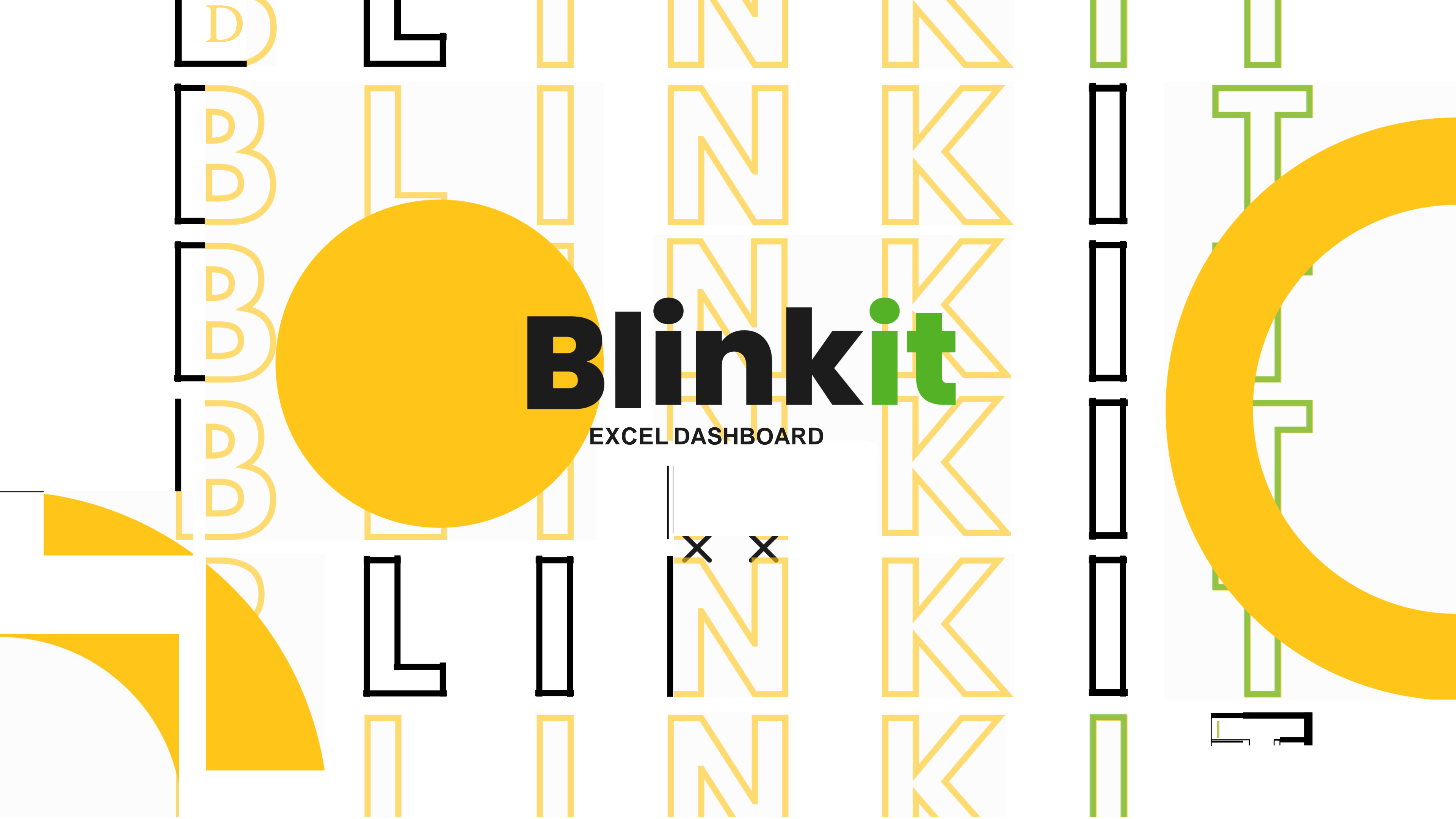




**Blinkit**

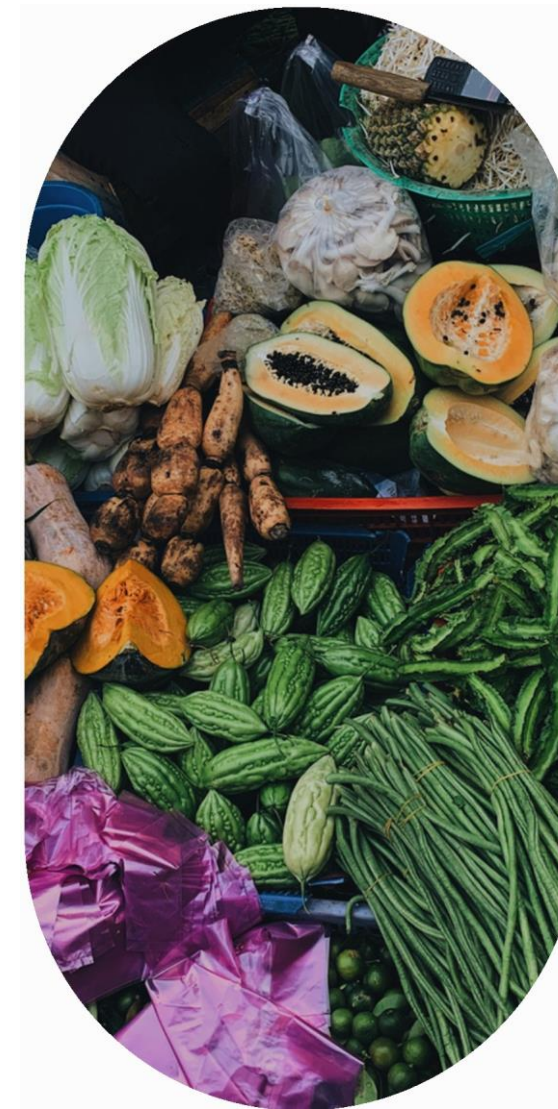
EXCEL DASHBOARD



# 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



# 02

## 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 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.





# 03

## 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

## Blinkit

India's Last Minute App

 FILTER PANEL

Outlet Size

High

Medium

Small

Outlet Location

Tier 1

Tier 2

Tier 3

Item Type

Baking Goods

Breads

Breakfast

Canned

Dairy

Frozen Foods

Fruits and Vegetables

Hard Drinks



\$1.20M

TOTAL SALE



\$141

AVG SALE



8523.0

NO OF ITEMS



4.0

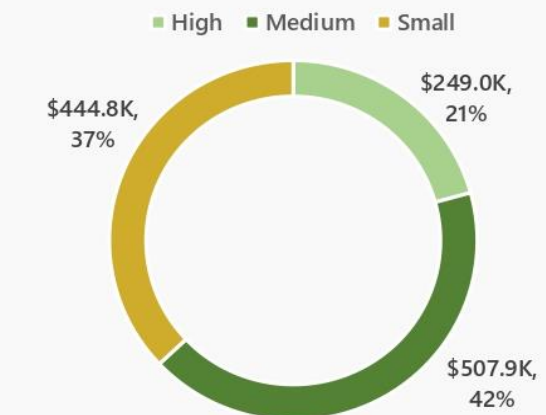
AVG RATING



OUTLATE ESTABLISHMENTS



OUTLATE SIZE



OUTLATE LOCATION



OUTLATE TYPE



**\$0.18M**

Fruits and  
Vegetables are  
Top Selling



## Findings

- Total sales: \$1.20M
- Average sales per item: \$141
- Number of items: 8523
- Average rating: 3.9 out of 5

**\$472.13K**

Tier 3 locations  
have the highest  
sales

**\$776.32K**

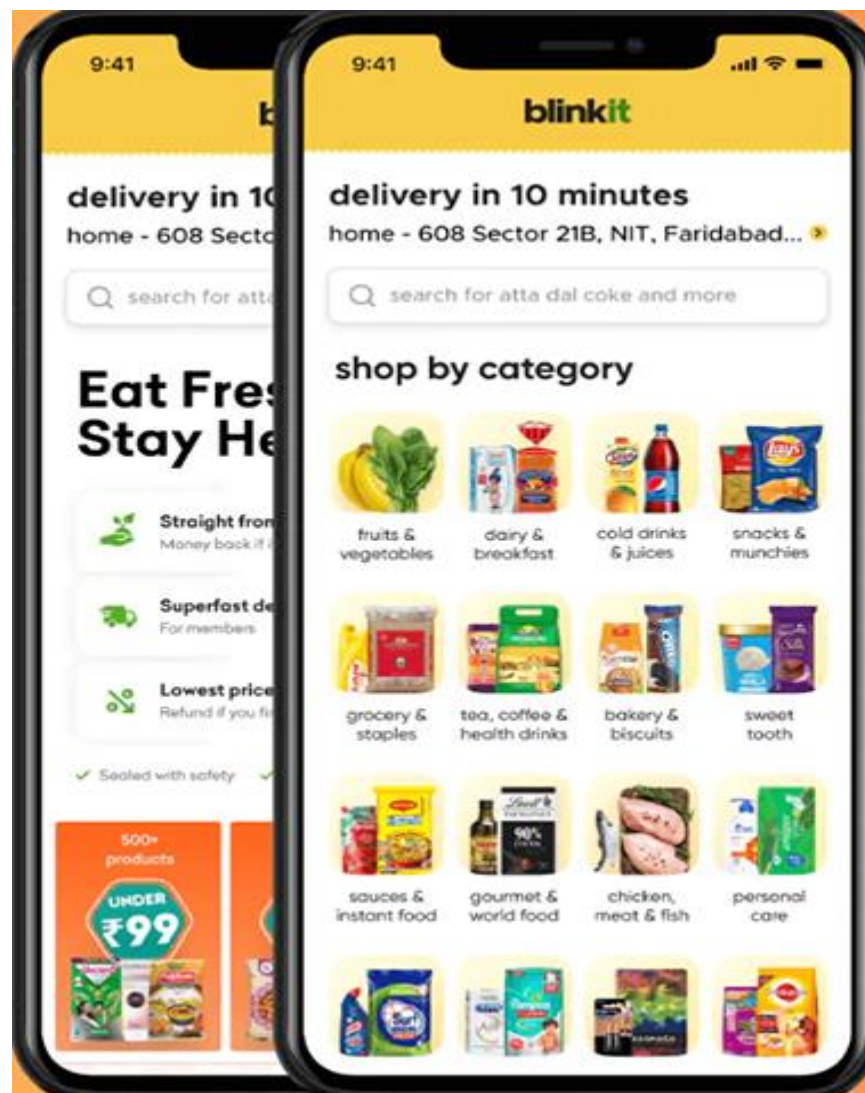
Low Fat content  
are preferred  
more

**05**

**\$123,456**

Total Revenue  
2021

# 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 most popular categories, suggesting opportunities for expansion or promotions in these areas.







# Thank You

**For Watching**    ×    ×    ×    ×