Blinkit Business Performance Report – Power BI Analysis

1. Introduction

This report presents a comprehensive analysis of operational, sales, customer, marketing, inventory, and delivery performance for Blinkit – India's Last Minute Delivery App, using interactive dashboards developed in Microsoft Power BI.
The objective of this dashboard is to enable data-driven decision-making by visualizing key performance indicators (KPIs), trends, and patterns across multiple business functions.

---

2. Data Overview

The dashboard integrates data from multiple domains:

- **Orders and sales transactions**

- **Customer profiles and segmentation**

- **Product categories and brands**

- **Inventory and stock intake**

- **Marketing campaigns**

- **Delivery performance**

- **Customer feedback**

The dataset spans from 16 March 2023 to 04 November 2024, covering 5,000+ orders and customers.

---

3. Customer Feedback Analysis

3.1 Distribution of Feedback by Category

Customer feedback is evenly distributed across four categories:

- **Customer Service – 25.12%**

- **Product Quality – 25.09%**

- **Delivery – 25.03%**

- **App Experience – 24.76%**

Insight:
Feedback is uniformly spread, indicating that no single area dominates customer dissatisfaction. Improvement efforts must be balanced across all service dimensions.

3.2 Customer Feedback by Store and Category

- **Feedback ratings range from 1 to 2, indicating critical issues.**

- **Common negative feedback areas:**

  - **App Experience**

  - **Delivery delays**

  - **Customer service responsiveness**

Insight:
Certain stores repeatedly receive low ratings, highlighting the need for store-level operational audits.

---

4. Customer Analysis

4.1 Customer Segmentation

Customer distribution by segment:

- **Regular – 25.56%**

- **Premium – 25.32%**

- **New – 25.12%**

- **Inactive – 24%**

Insight:
The customer base is well-balanced, but nearly 24% inactive users indicate opportunities for re-engagement campaigns.

4.2 Top Customers by Number of Orders

- **Top customers place 7–9 orders**
- **High repeat customers contribute significantly to revenue stability**

Insight:
Loyal customers should be targeted with exclusive offers and loyalty programs.

---

5. Order & Sales Performance

5.1 Monthly Order Trends

- Orders show a steady upward trend from 2023 to 2024
- Peak months observed during festive and promotional periods

Insight:
Seasonal demand plays a critical role and should be leveraged through targeted marketing.

5.2 Trend of Order Frequency Based on Quantity

- **Quantity ordered per transaction:**
  - **Mostly 1–3 items**
- **Order frequency increases slightly with higher quantity**

Insight:
Customers prefer small, frequent purchases, aligning with Blinkit's quick-commerce model.

5.3 Total Revenue Generated

- **Total Revenue: ₹64.39M**

- Consistent growth over time

Insight:
Revenue growth aligns with increasing order volume and effective campaign strategies.

---

6. Marketing Campaign Performance

6.1 Campaign Spend vs Revenue Generated

Top campaigns:

- **Referral Program**

- **New User Discount**

- **Email Campaign**

- **App Push Notifications**

Overall Performance:

- **Total Spend: ₹16.31M**

- **Total Revenue Generated: ₹32.19M**

Insight:
Marketing campaigns deliver nearly 2x return, indicating strong ROI.

6.2 Return on Ad Spend (ROAS)

- **ROAS: 14.80K**

- **Average Order Value (AOV): 1.46K**

Insight:
High ROAS reflects efficient campaign targeting and customer acquisition strategy.

---

7. Delivery Performance Analysis

7.1 Timeliness of Order Deliveries

Delivery status distribution:

- **On Time: 3,470 orders**

- **Slightly Delayed: 1,037 orders**

- **Significantly Delayed: 493 orders**

Insight:
Over 69% of orders are delivered on time, but delayed deliveries still impact customer satisfaction.

7.2 Delivery Distance vs Delivery Time

- **Delivery time increases with distance**

- **Minor outliers indicate traffic or logistical inefficiencies**

Insight:
Route optimization and delivery partner allocation can reduce delays.

7.3 Delivery Delays Distribution

- **Most delays are within 0–20 minutes**

- **Few extreme delays cause major dissatisfaction**

Insight:
Addressing minor delays can significantly improve customer perception.

---

8. Inventory & Stock Analysis

8.1 Daily Stock Intake Overview

- **Stock intake fluctuates daily**

- **Peak stock intake observed towards month-end**

Insight:
Inventory planning aligns with demand cycles.

8.2 Percentage of Damaged Stocks

High damaged stock items:

- **Vitamins**

- **Baby Food**

- **Frozen Biryani**

Insight:
Improved storage and handling procedures are required for sensitive products.

---

9. Product Performance Analysis

9.1 Top Movers – Highest Volume Products

Top-selling products include:

- **Pet Treats**

- **Toilet Cleaner**

- **Dish Soap**

- **Vitamins**

- **Cough Syrup**

Insight:
Essential and repeat-use items dominate sales volume.

9.2 Order Quantity by Product Category

Top categories by quantity:

- **Dairy & Breakfast – 1,114**

- **Fruits & Vegetables – 966**

- **Grocery & Staples – 895**

Insight:
Daily-need items drive Blinkit's core business.

9.3 Gross Profit by Product

Highest gross profit contributors:

- **Pet Treats**

- **Lotion**

- **Vitamins**

- **Cat Food**

Insight:
High-margin products should be prioritized in promotions.

9.4 Margin Percentage by Product

Top margin products:

- **Pet Treats – 420%**

- **Lotion – 350%**

- **Frozen Biryani – 280%**

Insight:
Premium and specialty products significantly improve profitability.

---

10. Geographic & Order Distribution

10.1 Order Volume by Pincode

- **Orders distributed across multiple pincodes**

- **Total orders analyzed: 5,000**

Insight:
Geographic diversification reduces dependency on a single region.

---

11. Key Business Insights & Recommendations

Key Insights

- **Balanced customer feedback across service areas**

- **Strong marketing ROI**

- **High dependency on essential products**

- **Majority on-time deliveries**

- **Significant inactive customer base**

Recommendations

1. **Improve app experience and customer support responsiveness**

2. **Reduce delivery delays using route optimization**

3. **Re-engage inactive customers via personalized offers**

4. **Focus marketing on high-margin products**

5. **Improve inventory handling for perishable goods**

---

12. Conclusion

The Power BI dashboard provides a 360-degree view of Blinkit's business performance, integrating sales, customer behaviour, logistics, marketing, and inventory insights.
By leveraging these insights, Blinkit can enhance operational efficiency, customer satisfaction, and profitability, reinforcing its position as a leading quick-commerce platform.