



BLINKIT SALES ANALYSIS REPORT 2025

Prepared By:

**Amr Abdelhamid
Elbrolosy**

Introduction

- **About Blinkit:** Blinkit is a quick-commerce grocery delivery platform operating in multiple cities.
- **Dataset Overview:** The dataset contains sales transactions including product details, pricing, order information, delivery timelines, and customer demographics.
- **Objective:** The goal of this report is to analyze Blinkit's sales performance, identify trends, and highlight opportunities for growth.

blinkit



Business Questions (Objectives)

This report seeks to answer:

- . Which days of the week have the lowest Sales volume**
- . What percentage of orders are delivered on time, slightly delayed, or significantly delayed, and what are the possible reasons?**
- . Which months recorded the highest and lowest sales during the year?**
- . What are the lowest 10 selling categories ?**
- . Which areas are the lowest in sales**

Data Visualization

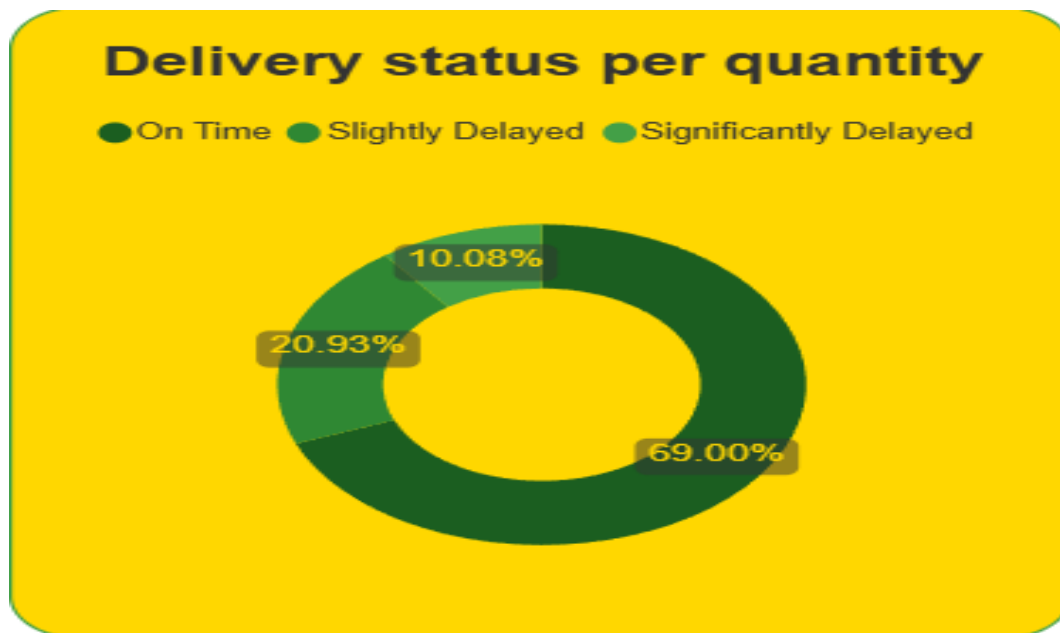
1. Which days of the week have the lowest Sales volume

Day Name	quantity
Monday	1373
Saturday	1409
Tuesday	1421
Friday	1423
Sunday	1438
Thursday	1438
Wednesday	1532

The chart shows the total sales quantity distributed across the days of the week.

- **Monday is consistently underperforming compared to other days**
- **Possible reason: customers may shop less at the beginning of the week.**
- **Midweek (Wednesday) shows a sales peak**
Could be an opportunity to run promotions or push marketing campaigns on Mondays to balance demand.

2. What percentage of orders are delivered on time, slightly delayed, or significantly delayed, and what are the possible reasons?



- **69% of orders are delivered on time, meeting the promised delivery window.**
- **20.93% of orders are slightly delayed (a short delay that may not heavily affect customer experience).**
- **10.08% of orders are significantly delayed, which is more critical and likely to reduce customer satisfaction and loyalty.**

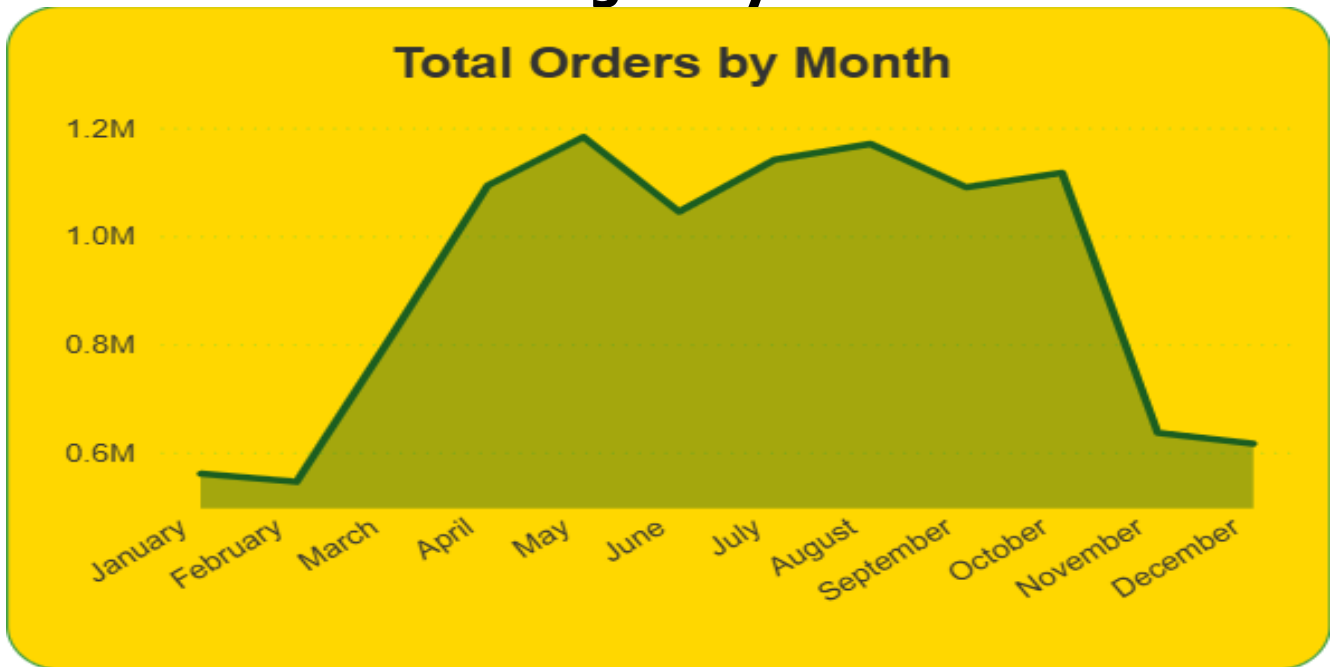
possible reason : for the delays could be the high volume of orders combined with a limited number of delivery staff.

Recommendation:

- **Increase delivery workforce during peak hours and high demand days**



3. Which months recorded the highest and lowest sales during the year?



- May recorded the highest sales in the year, showing a clear seasonal peak.
- January and February are the lowest-performing months in terms of sales volume.

Possible Reason : Cold weather months may reduce demand for certain product categories (like beverages or fresh produce)

Recommendation : Introduce targeted promotions in January and February to stimulate demand and balance out the yearly sales curve.



4. What are the lowest 10 selling categories ?



- **Cold & Drinks Juices:** Demand is very low, possibly due to limited customer preference or seasonal factors.
- **Instant Frozen Food:** Although in the lowest 10, it shows relatively better performance, which means it could be improved further with targeted promotions.
- **Possible Reason :** Seasonal demand , Limited variety or weaker promotions compared to other beverages , Short shelf life for some juice products.
- **Recommendation :** Launch seasonal promotions (especially in summer months) , Expand product variety (flavors/brands) , Improve storage and visibility in the app to attract more buyers

5. Which areas are the lowest in sales



- **Within the bottom 10 areas by sales volume:**
 - **Mangalore is the lowest-selling area overall.**
 - **Among these lowest 10 areas, Cuttack has the highest sales compared to the rest.**
- **Mangalore may have low sales due to limited customer base, weaker brand presence, or logistical challenges.**
- **Cuttack, despite being in the bottom 10, performs relatively better, which means it has potential to grow if targeted with promotions and improved delivery services.**

Possible Reasons : LowCustomer density , Limited service coverge

Recommendation : Expand marketing campaigns

Thank You!

