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OBJECTIVE

The objective of this project is to conduct an in-depth analysis of Blinkit's sales data using Power BI to uncover actionable insights related to product performance, customer buying behavior, regional demand patterns, and sales trends over time. Through dynamic dashboarding and visual storytelling, the goal is to identify key growth drivers, understand operational inefficiencies, and support data-driven strategic decisions that enhance revenue generation and customer satisfaction.

blinkit

India's Last Minute App

Filter Panel

Outlet Location Type

All

Outlet Size

All

Item Type

All

TOTAL SALES

1.20M

AVG. RATING

3.92

AVG. SALES

141

NO. OF ITEMS

8523

Avg Sales

Avg rating

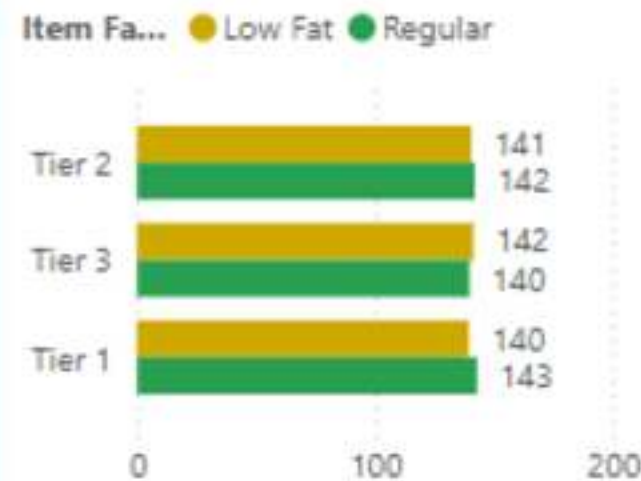
No. of items

Total Sales

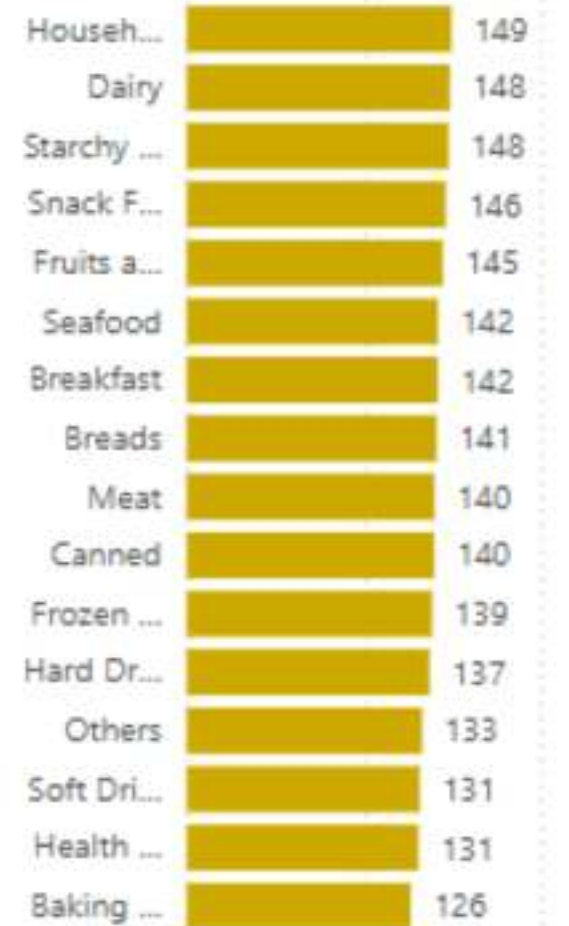
Fat Content



Fat By Outlet



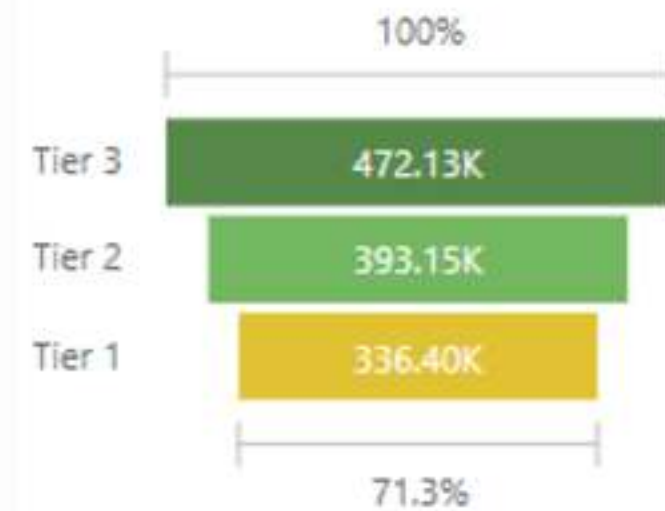
Item Type



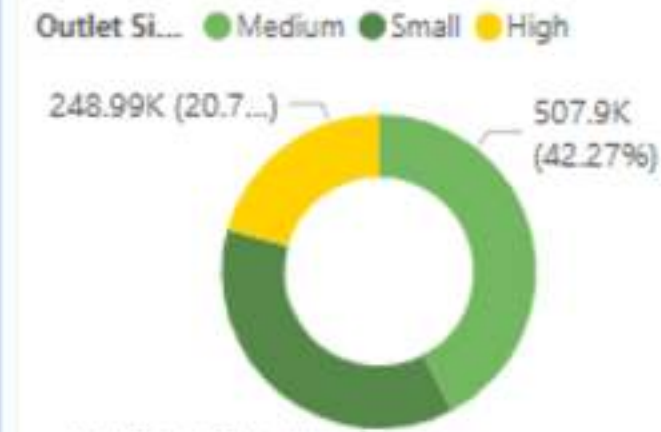
Outlet Establishment



Outlet Location



Outlet Size



Outlet Type	Total Sales	Avg Sales	Avg rating	No. of items	Sum of Item Visibility
Supermarket Type1	7,87,549.89	141.21	3.92	5577	338.65
Grocery Store	1,51,939.15	140.29	3.93	1083	113.57
Supermarket Type2	1,31,477.78	141.68	3.93	928	56.62
Supermarket Type3	1,30,714.67	139.80	3.91	935	54.80

KEY INSIGHTS

- Sales peaked in Q4 across most regions, likely due to promotions
- Government segment contributes highest to profit margins
- Discounts significantly influence sales but reduce profit margins
- Certain products perform better in specific regions
- High sales do not always correlate with high profitability

RECOMMENDATIONS

- Focus on high-margin segments like Government for strategic promotions
- Review discounting strategies to protect profit margins
- Invest in top-performing regions and products for growth
- Leverage time-based sales insights to optimize inventory and staffing

Conclusion

- Sales performance varies across regions, with notable spikes during Q4 due to seasonal promotions.
- Discounts increase sales volume but negatively impact overall profitability.
- Certain products outperform others in specific geographic regions, suggesting targeted marketing opportunities.
- High sales do not always equal high profit, highlighting the need to balance revenue with cost efficiency.
- This Power BI dashboard provides a comprehensive, interactive view of key business metrics.

**THANK
YOU**

