"BLINKIT ANALYSIS DASHBOARD: MICROSOFT EXCEL"

PROJECT REPORT

By

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CONTENTS

INTRODUCTION

Blinkit, formerly known as Grofers (2013 -2021), is a leading Indian grocery delivery service specialising in last-minute delivery needs. In **2022**, Blinkit was owned by **Zomato** and is based in Gurugram. The app provides a wide range of products, including groceries, household essentials, and personal care items, all delivered within minutes. This makes it a preferred choice for customers seeking convenience and speed in their daily shopping needs.

The relevance of Blinkit lies in its ability to cater to the growing demand for quick commerce, where time-sensitive delivery is prioritized. Its diverse outlet sizes and geographical coverage make it an ideal case for sales analysis, offering insights into regional performance, product preferences, and operational efficiency.

This project focuses on analyzing sales performance, item distribution, and outlet efficiency using sales data from Blinkit. By leveraging data analytics tools in **Microsoft Excel**, this project aims to create a dynamic dashboard that provides actionable insights for business improvement.

ABSTRACT

This project aims to develop a **Blinkit Analysis Dashboard using Microsoft Excel**, with the dependent variable being revenue. The dashboard visualizes key metrics such as total sales, item types, outlet performance, and fat content distribution. The primary goal is to offer actionable insights for improving sales strategies and outlet performance. The analysis uses Excel tools like PivotTables, charts, and slicers for data transformation and visualization.

The analysis uses a dataset containing key attributes of Credit Cards and Customers. The **dependent variable** in this study is **Sales**, while the **independent variables** include key indicators of the **business.**

OBJECTIVE

To develop a comprehensive Blinkit analysis dashboard that provides **real-time insights** into key performance metrics and trends, enabling stakeholders to monitor and analyze business operations effectively.

- To analyze sales distribution across different outlet types and sizes.
- To identify top-performing item categories and their contribution to total sales.
- To evaluate outlet performance based on location and size.
- To provide insights into sales patterns and improve strategic decision-making.

DATA ANALYSIS

I. PROCEDURE

- **Data Import:** The dataset was imported into Microsoft Excel from a structured CSV file.
- **Data Cleaning:** Removed duplicates, handled missing values, and standardized formats.
- **Data Transformation:** Created calculated columns and grouped data for analysis.
- **Dashboard Creation:** Utilized PivotTables and PivotCharts to generate interactive visuals.
- **Slicers:** Added slicers for dynamic filtering based on outlet size, location, and item types.
- **Visualization:** Implemented charts such as pie charts, bar graphs, and line graphs for clear data representation.

II. ABOUT DATASET

This Dataset is collected from **Kaggle**. The datasets used in this project consist of the sales data from Blinkit grocery outlets. Below is a brief description of the columns present in datasets:

- **Outlet Size:** Specifies the size of the outlet (Small, Medium, Large).
- **Item Type:** Describes the category of the item sold (e.g., Fruits, Vegetables, Snacks).
- **Outlet Location:** Indicates the geographical location of the outlet.
- **Total Sales:** Represents the total revenue generated by the outlet.
- **Average Sales:** Shows the average revenue per transaction.
- **Number of Items:** Displays the total number of items sold.
- **Fat Content:** Classifies items based on fat content (Low Fat, Regular).

III. METHODOLOGY

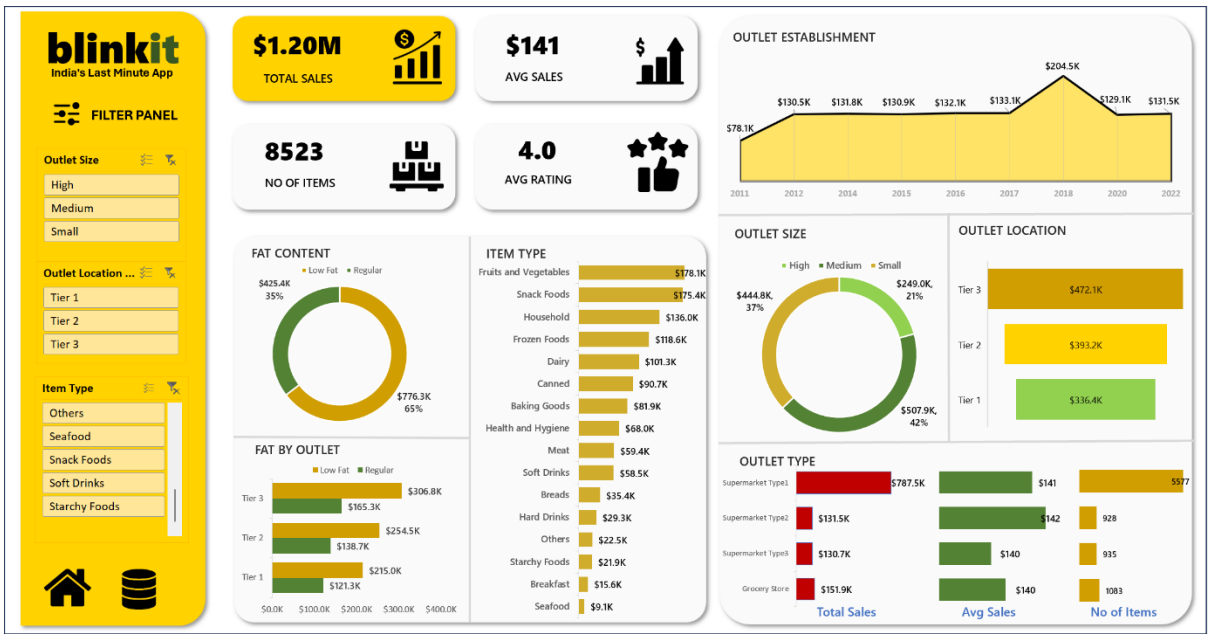
- **Tools Used:** Microsoft Excel
- **Techniques Used:** PivotTables, Pivot Charts, Slicers, Conditional Formatting
- **Process:**
    - Import dataset
    - Clean and preprocess data
    - Apply PivotTables and charts
    - Add interactive slicers
    - Generate summary statistics and insights.

IV. DATA INTERPRETATION

The analysis focuses on identifying the relationship between the **dependent variable** and **several independent variables**.

- **Dependent Variable:** Total Sales, Average Sales, Number of Items Sold.
- **Independent Variables:** Outlet Size, Item Type, Outlet Location, Fat Content.

V. DATA VIZUALIZATION



(Source: MS Excel)

Key Performance Indicators (KPIs):

- Total Sales
- Average Sales
- Total Number of items sold
- Average Customer Rating

Slicers:

- Outlet Size
- Outlet Location
- Item Type

PROJECT INSIGHTS

- **Total Sales** is **$1.20M**.
- **Average Customer Rating** is **4** out of 5.
- Total no of items sold is **8523**
- **Tier 3** outlets have the **highest total sales.**
- **Medium-sized outlets** contribute most significantly to **sales revenue**.
- **Fruits** and **Vegetables** are the top-performing item categories.
- Sales were higher in outlets with **regular fat-content products**.
- **Supermarket Type 1** leads in **total sales** compared to other outlet types.
- **Snack Foods** are the top-performing item categories in **High and Small Outlet Sizes**.
- The Outlet had the **highest Sales** in **2018** Selling **$204.5k** worth of items.

SUGGESTION

- Focus on expanding Tier 3 outlets due to their high sales potential.
- Increase the availability of high-demand categories like Fruits, Vegetables, and Snack Foods.
- Enhance marketing efforts for medium-sized outlets, as they contribute significantly to sales revenue.
- Implement promotional campaigns in outlets with regular fat-content products since they drive higher sales.
- Expand Supermarket Type 1 models across regions due to their consistent top sales performance.
- Focus on stocking more Snack Foods in High and Small outlet sizes due to their strong performance.
- Conduct periodic performance reviews to identify emerging sales trends and adjust strategies accordingly.

CONCLUSION

The Blinkit Analysis Dashboard successfully provided a comprehensive understanding of the sales performance across different outlet sizes, locations, and item types. Key insights such as Tier 3 outlets and medium-sized stores contributing the most to total sales and the importance of regular fat-content products in driving revenue were highlighted. The findings emphasize the need to focus on top-performing categories and locations for further business growth. By using Microsoft Excel's analytical tools effectively, the project demonstrated how data-driven strategies can aid in decision-making and operational improvements for a leading grocery delivery service like Blinkit.

DATASET LINK