Blinkit Grocery Dashboard

Steps Covered:-

1. Requirement gathering from client.

2. Identify the Stakeholders of the Project.

3. Data cleaning as per the requirement.

4. Data Processing by adding some customized columns in data.

5. Data Analysis by Pivot Tables and Excel Functions.

6. Data Visualization to create charts and custom sheets to show the insights.

7. Report/ Dashboard creation from start to end.

1. Requirement gathering from client.

▶ Business Requirement:

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 Excel.

▶ KPI's Requirements:

1. **Total Sales**: The overall revenue generated from all items sold.

2. **Average Sales**: The average revenue per sale.

3. **Number of Items**: The total count of different items sold.

4. **Average Rating**: The average customer rating for items sold.

▶ Charts's Requirements:

1. **Total Sales by Fat Content:**

    Objective: Analyze the impact of fat content on total sales.

    Additional KPI Metrics: Assess how other KPIs (Average Sales, Number of Items, Average Rating) vary with fat content.

    Chart Type: Donut Chart.

2. **Total Sales by Item Type:**

    Objective: Identify the performance of different item types in terms of total sales.

    Additional KPI Metrics: Assess how other KPIs (Average Sales, Number of Items, Average Rating) vary with fat content.

    Chart Type: Bar Chart.

3. **Fat Content by Outlet for Total Sales:**

    Objective: Compare total sales across different outlets segmented by fat content.

    Additional KPI Metrics: Assess how other KPIs (Average Sales, Number of Items, Average Rating) vary with fat content.

    Chart Type: Stacked Column Chart.

4. **Total Sales by Outlet Establishment:**

    Objective: Evaluate how the age or type of outlet establishment influences total sales.

    Chart Type: Line Chart.

5. **Sales by Outlet Size:**

    Objective: Analyze the correlation between outlet size and total sales.

    Chart Type: Donut/Pie Chart.

6. **Sales by Outlet Location:**

    Objective: Assess the geographic distribution of sales across different locations.

    Chart Type: Funnel Map.

7. **All Metrics by Outlet Type:**

    Objective: Provide a comprehensive view of all key metrics (Total Sales, Average Sales, Number of Items, Average Rating) broken down by different outlet types.

    Chart Type: Matrix Card.

2. Identify the Stakeholders of the Project.

1. **Sales and Marketing Team**: To track and strategize promotions based on product performance, location-based sales, and outlet characteristics.

2. **Product Managers**: To analyze how different item types and fat contents affect overall sales and KPIs.

3. **Store Managers**: To understand the outlet-specific sales performance by factors like establishment age, outlet size, and type.

4. **Supply Chain and Inventory Management Team**: To monitor the number of items sold and adjust inventory and supply chain processes accordingly.

5. **Finance Team:** To assess the impact of various metrics on revenue, expenses, and profitability across different outlets and products.

6. **External Market Analysts**: To provide third-party insights and benchmark the dashboard's metrics with market trends and competitor analysis.

7. **Pricing Analysts**: To identify pricing strategies that can maximize total sales for different fat contents and item types.

8. **Marketing and Advertising Team**: To design campaigns focusing on high-performing outlet types and fat content preferences.

9. **Data Analysts**: To further analyze the dashboard data and derive deeper insights for actionable recommendations.

10. **Logistics and Distribution Team:** To coordinate delivery operations based on outlet size and location data.

3. Key Insights

1. **High Fat Content Leads Sales:** Higher sales are driven by high-fat products, especially in large Tier 1 outlets.

2. **Dairy and Frozen Foods Dominate**: These item types show the highest sales, indicating key revenue drivers.

3. **Tier 1 Outlets Show High Sales Across All Fat Categories:** Tier 1 outlets consistently outperform others, regardless of fat content.

4. **Older Establishments Show Steady Growth:** Outlets established between 2016-2020 have the highest sales, indicating mature outlets build customer trust.

5. **Large Outlets Drive Sales:** Large-sized outlets account for a significant share of sales, while smaller outlets show higher ratings.

6. **Tier 1 Locations Lead:** Tier 1 regions have the most sales, while Tier 3 presents potential growth opportunities.

4. Recommendations

1. **Promote High-Selling Products:** Focus marketing on high-fat content and top-selling items like Dairy and Frozen Foods.

2. **Target High-Performing Outlets:** Leverage large Tier 1 outlets for boosting revenue across all fat content segments.

3. **Strengthen New Outlets:** Enhance customer engagement strategies in newly established outlets.

4. **Expand in Tier 3:** Develop marketing strategies to increase penetration in Tier 3 locations. Leverage Supermarkets: Optimize inventory and placements in supermarkets to maximize sales.

5. Conclusion

The analysis shows that high-fat items and large, mature outlets are key sales drivers. Supermarkets and Tier 1 locations lead in performance, while Tier 3 offers growth potential. To maximize growth, focus on top-selling items, mature and large outlets, and expand efforts
in Tier 3 regions.