

blinkit

BLINKIT SALES DATA ANALYSIS

Problem Statement

Blinkit processes a large volume of hyperlocal delivery orders every day across multiple cities. However, the management lacks a consolidated analytical view to monitor overall business performance. Key metrics such as total sales, order volume, delivery efficiency, customer satisfaction, category-wise demand, and payment mode preferences are not visible in a single place.

Due to the absence of a unified dashboard, decision-making becomes difficult, and identifying city-wise trends, customer behavior patterns, or operational bottlenecks becomes time-consuming.

Thus, Blinkit requires a comprehensive, interactive sales analysis dashboard to summarize business insights and support data-driven decision-making.

Objective of the Project

The primary objective of this project is to build an interactive Sales Dashboard using Excel and Power Query that helps Blinkit:

- Evaluate overall business performance at a glance
- Analyze city-wise and category-wise sales contribution
- Understand customer rating impact on sales
- Track daily sales trends for operational decisions
- Monitor average delivery time to improve service efficiency
- Examine payment mode share and customer preferences
- Identify sub-category level performance based on delivery time and quantity
- Provide key metrics such as Total Sales, Total Orders, AOV, and Avg Rating

Dataset Description

The dataset contains order-level sales and operational information. The major fields include:

- Order ID
- Order Date / Daily Sales
- City
- Category
- Sales Amount
- Quantity
- Delivery Time (min)
- Customer Rating
- Payment Mode
- Discount %

Business Analysis Questions

The dashboard helps answer important business questions such as:

- What is the total sales and total number of orders?
- Which city generates the highest sales?
- Which category contributes the most to revenue?
- What is the average customer rating across orders?
- How is the daily sales trend fluctuating over the month?
- Which payment mode is most preferred by customers?
- What is the average delivery time, and how does it vary across sub-categories?
- What is the Average Order Value (AOV)?
- How does customer rating impact overall sales volume?
- Which sub-categories have the highest quantity ordered?

Tools Used

Microsoft Excel

1. Raw dataset creation
2. Data cleaning
3. Checking duplicates
4. Initial formatting and preparation

Power BI

1. Data Modelling
2. DAX Measures
3. Interactive Visualizations
4. Slicers (Year, Month, City)
5. KPI Cards
6. Trend Line + Bar Combination
7. Pie/Donut Charts
8. Professional Zomato-themed UI Design

Power Query

1. Data extraction
2. Data filtering & transformation
3. Data Type Check