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
Data cleaning
Data transformation
Data modelling
Dashboard creation

Power Query
Data extraction
Data filtering & transformation

Excel Charts & Visualizations
Bar chart
Line chart
Pie & Donut charts
Scatter plot
KPI cards