

# 2024 Power BI Insights

**blinkit**

Analysis

by N. Veeraj

## FILTER PANEL

Outlet Location Type

All

Outlet Size

All

Item Type

All

RESET

TOTAL SALES



\$1.20M

AVERAGE SALES



\$141

AVG RATINGS



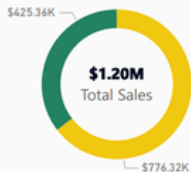
3.9

NUMBER OF...



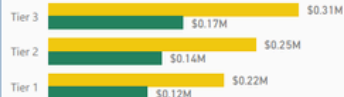
8523

### FAT CONTENT



### FAT BY OUTLET

Low Fat Regular

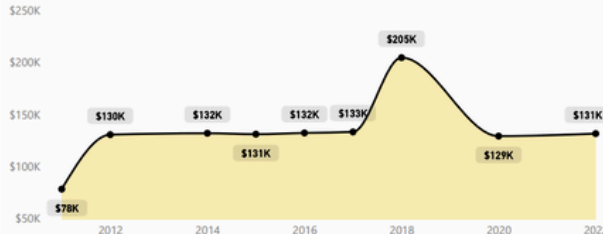


### ITEM TYPE



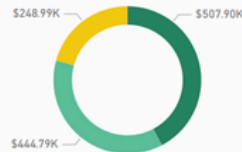
\$0.0M \$0.1M \$0.2M

### OUTLET ESTABLISHMENT

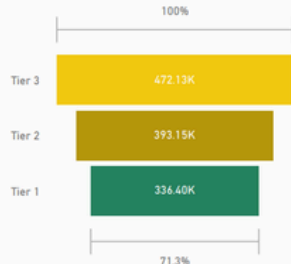


### OUTLET SIZE

Medium Small High



### OUTLET LOCATION



### OUTLET TYPE

Outlet Type	Total Sales	Average Sales	Avg Rating	No of Items	Item Visibility
Supermarket Type1	\$787.55K	\$141	4	5577	338.65
Grocery Store	\$151.94K	\$140	4	1083	113.57
Supermarket Type2	\$131.48K	\$142	4	928	56.62
Supermarket Type3	\$130.71K	\$140	4	935	54.80

## Key Insights from the BlinkIt Sales Dashboard:

1. **Impressive Sales Performance:** Total sales reached \$1.20 million, with an impressive average of \$141k per month, indicating robust revenue generation and market demand.
2. **Customer Satisfaction:** With an average rating of 3.9, BlinkIt continues to deliver a satisfactory experience to its customers, showcasing the quality of service and product offerings.
3. **Delivery Efficiency:** The dashboard reveals that 8,000 items have been successfully delivered, reflecting BlinkIt's operational capabilities and customer reach.
4. **Nutritional Transparency:** The fat content details represented in a donut chart allow for quick insights into the healthiness of the products, helping customers make informed choices.
5. **Outlet Performance:** A bar plot detailing fat content by outlet offers visibility into which outlets are providing healthier options, promoting competition among establishments to enhance their product offerings.
6. **Diverse Product Categories:** The dashboard categorizes items into various types, such as fruits & vegetables, snacks, household items, dairy, canned goods, and baking supplies. This analysis aids in understanding customer preferences and stock management.
7. **Strategic Location Insights:** An area plot visualizes outlet establishments, helping stakeholders identify potential expansion locations based on existing sales data and market saturation.
8. **Market Segmentation:** A funnel chart categorizes outlets by location tiers (Tier 1, Tier 2, Tier 3), providing insights into market penetration and helping strategize marketing efforts based on geographic performance.
9. **Outlet Type Analysis:** A table chart summarizing outlet types offers a detailed look at various business models, assisting in tailoring marketing strategies and enhancing customer engagement.

## Conclusion

This dashboard not only highlights the current performance metrics of BlinkIt but also serves as a vital tool for strategic decision-making and operational improvements. By leveraging these insights, stakeholders can optimize resource allocation and enhance customer satisfaction.

**by N. Veeraj**

**DATA HAS A STORY TO TELL. LETS MAKE SURE WE LISTEN.  
THANK YOU FOR YOUR TIME!.**

**by N. Veeraj**