

# Blinkit Analysis Report

## Business Requirement

To conduct a comprehensive analysis of blinkit sales performance, customer satisfaction, and inventory distribution to identify key insights and opportunities for optimization various KPI's and visualizations in Power Bi.

### KPI's Requirement

1. The overall revenue generated from all items sold.
2. The average revenue per sale.
3. The total count of different item sold.
4. The average customer rating for item sold.

### Visualization Requirement

1. Analyse the impact of fat content on Total sales.
2. Identify the performance of different item types in terms of Total sales.
3. Compare Total sales across different outlets segment by fat content.
4. Evaluate how the age or type of outlet establishment influence Total sales.
5. Analyse the correlation between outlet size and Total sales.
6. Assess the geographic distribution of sales across different locations.
7. Provide a comprehensive view of all key metrics (Total sales, Average sales, Number of items, Average rating) broken down by outlet types.

### KPI's Requirement



## **1. Total Revenue Generated**

- **\$1.20M** revenue has been achieved across all outlets.
- This reflects strong market demand and effective sales strategies.

**Insight:** Revenue distribution shows stable performance over time with peaks in certain years, which may indicate successful campaigns or expansion strategies.

**Recommendation:** Focus on replicating the strategies used in high-performing years to sustain growth.

## **2. Average Revenue per Sale**

- The **average sales value is \$141** per transaction.

**Insight:** A higher average spend suggests that customers are purchasing multiple items or higher-value products.

**Recommendation:** Introduce bundled offers and targeted upselling to increase this value further.

## **3. Total Number of Items Sold**

- A total of **9K items** have been sold across all outlets.

**Insight:** This is a healthy volume, showing strong product movement. However, item-type distribution reveals that some categories (like Frozen Foods and Dairy) dominate sales while others contribute less.

**Recommendation:** Strengthen promotion of underperforming categories to balance product mix and reduce dependency on a few top categories.

## **4. Average Customer Rating**

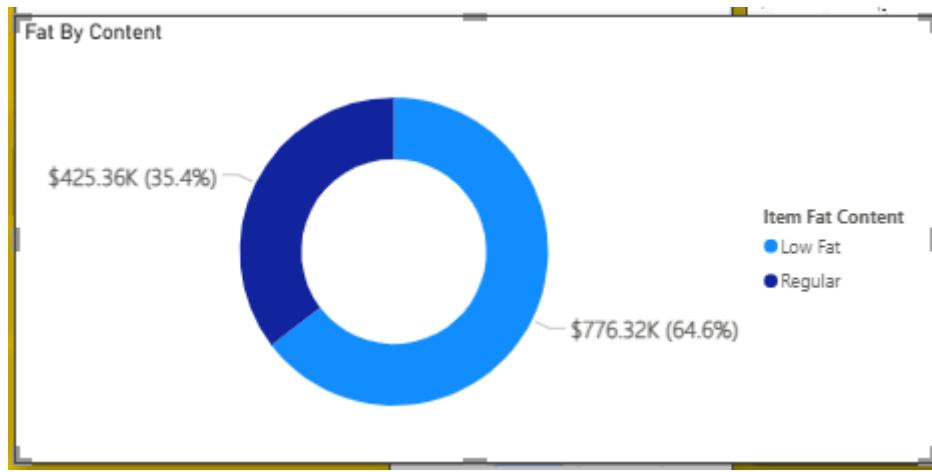
- Customer satisfaction stands at **3.9 out of 5**.

**Insight:** While generally positive, the score indicates that not all customer expectations are being met.

**Recommendation:** Conduct feedback surveys to identify pain points. Improving delivery experience, packaging, and product freshness can help push ratings closer to 4.5 or higher.

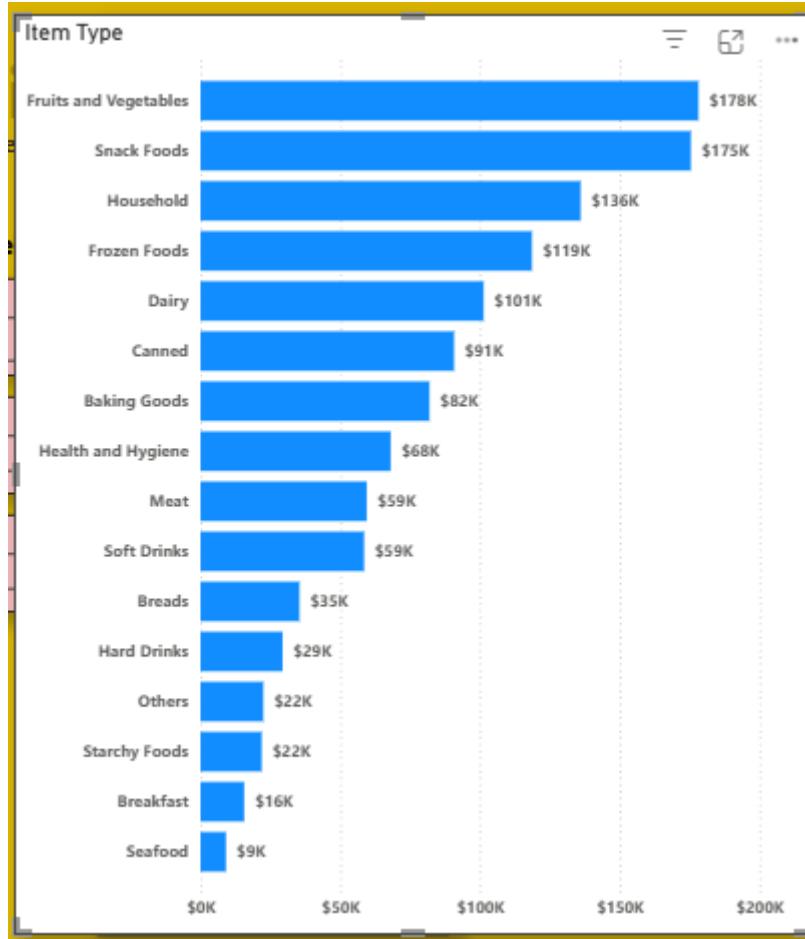
# **Visualization Requirement**

## **1. Analyse the impact of fat content on Total sales**



- **Total Sales by Fat Content:**
  - **Regular Items: \$425.36K ( $\approx 35.4\%$ )**
  - **Low Fat Items: \$776.32K ( $\approx 64.6\%$ )**
- **Insights:**
  - Low Fat items dominate sales, contributing nearly **two-thirds** of total sales.
  - Regular items account for a little over **one-third**, which indicates that **customer preference leans strongly toward Low Fat products**.
  - This suggests a **health-conscious buying trend**, where promoting Low Fat items could further maximize sales.
- **Business Implication:**
  - Marketing campaigns should emphasize **Low Fat product lines** as the main revenue driver.
  - However, Regular items still contribute a significant share (over \$425K), so maintaining variety is essential.
  - Bundling strategies (e.g., **Low Fat + Regular combos**) could help capture both segments.

## 2. Identify the performance of different item types in terms of Total sales



## Top Performing Categories

- **Fruits & Vegetables: \$178K** → Highest contributor.
  - **Snack Foods: \$175K** → Very close second, nearly equal to Fruits & Vegetables.
  - **Household Items: \$136K** → Strong non-food performer.
- ◆ These three categories together contribute a **major share of overall sales**, indicating both **daily essentials** and **snacking behavior** drive revenue.

## Mid Performing Categories

- **Frozen Foods: \$119K**
  - **Dairy: \$101K**
  - **Canned Goods: \$91K**
  - **Baking Goods: \$82K**
  - **Health & Hygiene: \$68K**
- ◆ Mid-range categories focus on **staples and convenience items**, forming a consistent but secondary sales base.

## Low Performing Categories

- Meat: \$59K
  - Soft Drinks: \$59K
  - Breads: \$35K
  - Hard Drinks: \$29K
  - Others: \$22K
  - Starchy Foods: \$22K
  - Breakfast: \$16K
  - Seafood: \$9K → Lowest contributor.
- ◆ Sales are relatively weaker here, with **specialized or luxury items** (Seafood, Hard Drinks) performing the least.

## Insights

- **Fresh produce and snacks** dominate sales, showing strong demand for **everyday consumption** and **quick-purchase items**.
- Household products show that Blinkit is not just a food delivery app but also a **last-minute essentials provider**.
- Categories like Seafood, Breakfast, and Starchy Foods represent **untapped or niche markets**.

## Business Implications

- Focus on **strengthening inventory & promotions** around **Fruits, Snacks, Household, and Frozen Foods**.
- Introduce **combo offers** combining mid-tier categories (like Dairy + Baking goods).
- For low sales categories (Seafood, Breakfast), run **awareness campaigns or discounts** to improve adoption.

## 3. Compare Total sales across different outlets segment by fat content



## Tier 3 Outlets

- **Low Fat:** \$306.81K
- **Regular:** \$165.33K
- **Total:** \$472.14K
  - ◆ Tier 3 outlets generate the **highest sales overall**, with **Low Fat items contributing ~65%**.

## Tier 2 Outlets

- **Low Fat:** \$254.46K
- **Regular:** \$138.69K
- **Total:** \$393.15K
  - ◆ Tier 2 outlets are strong performers, also showing a **clear preference for Low Fat items**.

## Tier 1 Outlets

- **Low Fat:** \$215.05K
- **Regular:** \$121.35K
- **Total:** \$336.40K
  - ◆ Tier 1 outlets contribute the **least sales among the three**, but Low Fat still dominates.

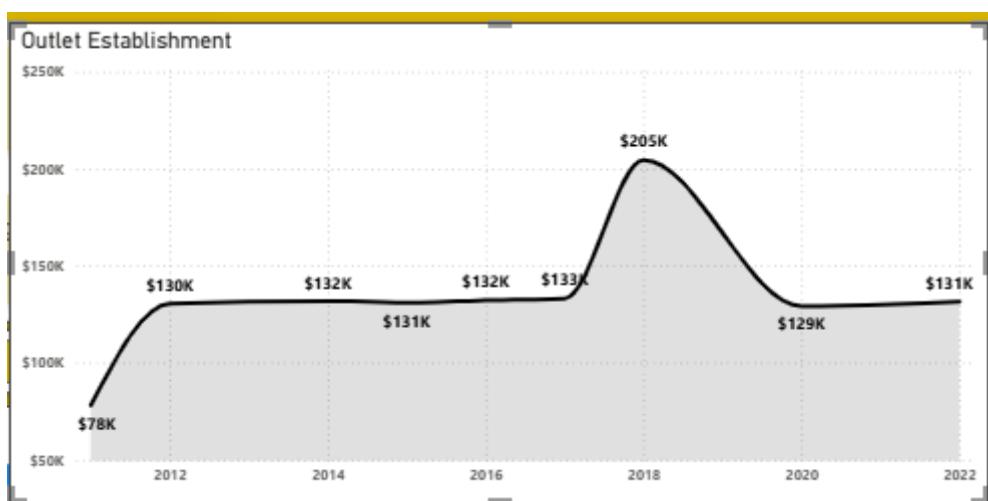
## Insights

- Across **all outlet tiers**, **Low Fat products consistently outperform Regular products**, reinforcing the **health-conscious trend** observed earlier.
- Tier 3 outlets (likely large metro/urban areas) are the **biggest revenue drivers**, followed by Tier 2, then Tier 1.
- Regular products, though smaller in share, still represent a significant portion of sales across all tiers.

## Business Implications

- Blinkit should **prioritize Low Fat product supply** across all tiers, especially Tier 3 where demand is strongest.
- **Tier 1 outlets**, despite lower sales, should not be ignored—opportunities exist to increase sales via **targeted marketing** and **local promotions**.
- A **tier-wise promotional strategy** can be applied:
  - **Tier 3:** Bulk promotions & premium health offerings.
  - **Tier 2:** Balanced mix of Low Fat + Regular.
  - **Tier 1:** Awareness campaigns to boost category penetration.

## 4. Evaluate how the age or type of outlet establishment influence Total sales



## Sales Trend by Establishment Year

- **2010 (Oldest outlets)** → **\$78K** → Lowest sales, likely due to outdated operations or limited market relevance.
- **2011–2016** → **\$130K–\$132K range** → Stable sales without significant growth, suggesting maturity.
- **2017** → **\$133K** → Slight upward movement.
- **2018 (Peak year)** → **\$205K** → Highest sales spike, likely due to **rapid expansion or strong customer adoption**.
- **2019–2020** → Drop to **\$129K**, showing **decline post-peak**.
- **2021–2022** → Stabilized around **\$131K**, indicating a plateau.

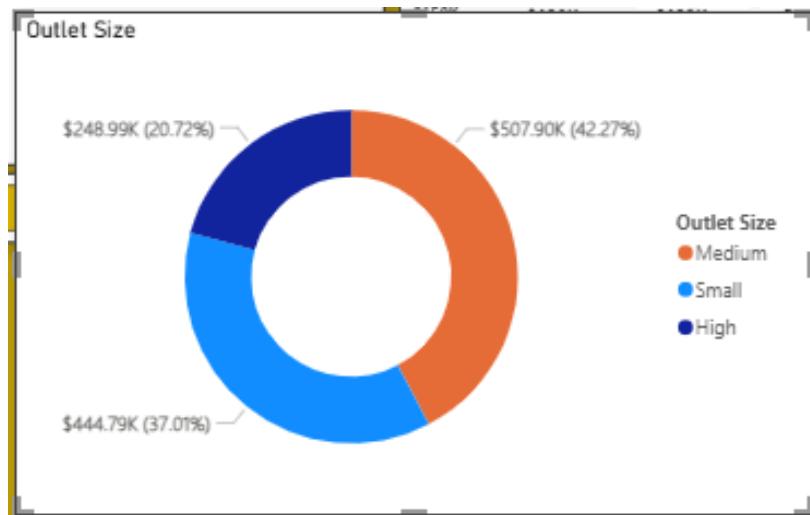
## Insights

- **Older outlets (2010–2012)**: Initially underperformed but stabilized at a moderate level.
- **Newer outlets (2017–2018)**: Achieved a **sharp peak in sales**, proving newer establishments initially attract higher sales.
- **Post-2018**: A downward correction occurred, possibly due to **market saturation, competition, or reduced novelty factor**.
- **Recent outlets (2021–2022)**: Showing consistent stabilization, but at a lower level compared to 2018.

## Business Implications

- **Newer outlets** (around 2017–2018) drive higher sales, showing that **fresh market entry has strong short-term impact**.
- **Older outlets** maintain steady performance, but lack growth → may need **revitalization strategies (renovation, rebranding, localized offers)**.
- Sales dip after 2018 highlights the importance of **sustained marketing and customer retention efforts** to avoid decline post-expansion.
- Blinkit should **invest more in upgrading old outlets** while ensuring that new outlets sustain growth beyond their launch period.

## 5. Analyse the correlation between outlet size and Total sales



### Sales by Outlet Size

- **Medium Outlets: \$507.90K (42.27%) → Highest contributor.**
- **High Outlets: \$444.79K (37.01%) → Strong performance, close to medium outlets.**
- **Small Outlets: \$248.99K (20.72%) → Lowest contribution.**

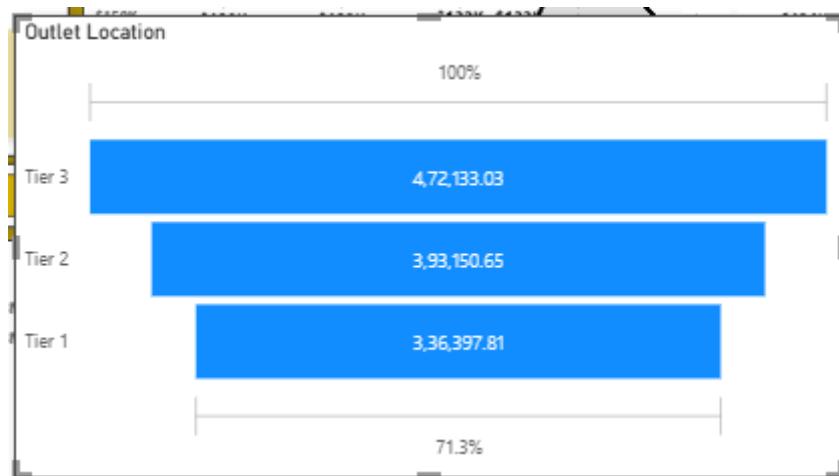
### Insights

- **Medium-sized outlets dominate sales**, suggesting a **balance between accessibility and product variety**.
- **High outlets**, while larger in capacity, contribute slightly less than medium outlets, possibly due to **higher operational costs or less frequent usage by customers**.
- **Small outlets significantly underperform**, contributing only one-fifth of total sales, showing **limited reach and lower inventory**.

### Business Implications

- Blinkit should **prioritize expansion in medium-sized outlets**, as they deliver the best sales-to-size efficiency.
- **High outlets** remain important but should be optimized with **premium product positioning and bulk purchase incentives**.
- **Small outlets** may be re-evaluated:
  - Either **upgrade to medium-size** for higher returns, or
  - Position them as **localized, quick-service points** targeting niche customer bases.

## 6. Assess the geographic distribution of sales across different locations



### Sales by Outlet Location

- **Tier 3: \$472.13K** → Highest contributor.
- **Tier 2: \$393.15K** → Second highest.
- **Tier 1: \$336.40K** → Lowest among the three.

### Insights

- **Tier 3 outlets dominate sales**, likely due to **higher population density and broader customer base**.
- **Tier 2 outlets** also perform strongly, suggesting a **growing demand in semi-urban areas**.
- **Tier 1 outlets contribute the least**, possibly due to **market saturation or smaller catchment areas**.

### Business Implications

- Focus marketing and inventory expansion on **Tier 3 regions** to maximize revenue growth.
- **Tier 2 regions** present a strong **growth opportunity**, requiring **targeted campaigns** to increase penetration.

- For Tier 1 outlets, adopt localized strategies (discounts, community engagement, niche products) to boost sales.

## 7. Provide a comprehensive view of all key metrics (Total sales, Average sales, Number of items, Average rating) broken down by outlet types

Outlet Type	Total Sales	Avg Sales	No of items	Avg Rating	Item Visibility
Supermarket Type3	\$130.71K	\$140	925	3.9	54.80
Supermarket Type2	\$131.48K	\$142	928	3.9	56.62
Supermarket Type1	\$787.55K	\$141	5577	3.9	338.65
Grocery Store	\$151.94K	\$140	1083	3.9	113.57
Total	\$1,201.68K	\$141	8523	3.9	563.64

### Performance by Outlet Type

- **Supermarket Type 3**
  - Total Sales: **\$130.71K**
  - Avg Sales: **\$140**
  - No. of Items: **925**
  - Avg Rating: **3.9**
  - Visibility: **54.80**
- **Supermarket Type 2**
  - Total Sales: **\$131.48K**
  - Avg Sales: **\$142**
  - No. of Items: **928**
  - Avg Rating: **3.9**
  - Visibility: **56.57**
- **Grocery Store**
  - Total Sales: **\$151.94K**
  - Avg Sales: **\$140**
  - No. of Items: **1083**
  - Avg Rating: **3.9**

- Visibility: **113.57**
- **Supermarket Type 1**
  - Total Sales: **\$787.55K → Highest**
  - Avg Sales: **\$141**
  - No. of Items: **5577 → Highest**
  - Avg Rating: **3.9**
  - Visibility: **40.51**

## Insights

- **Supermarket Type 1 clearly outperforms** all other outlet types in both **Total Sales (\$787K)** and **Number of Items (5577)**.
- **Grocery Stores**, despite having fewer sales overall, have the **highest visibility (113.57)**, indicating strong customer reach but lower sales conversion.
- **Supermarket Type 2 and 3** perform at similar levels, with moderate sales and visibility.
- Average sales per item and ratings are **consistent across all outlet types (~\$140, rating 3.9)**.

## Business Implications

- **Supermarket Type 1** should remain the **primary revenue focus**, with strategies to maintain its leadership.
- **Grocery Stores** need **conversion strategies** (e.g., promotions, bundling) to turn high visibility into higher sales.
- **Supermarket Types 2 & 3** could be optimized by **differentiating product categories** or targeting niche customer groups.
- Since ratings are flat across all outlet types, Blinkit may need to introduce **service-quality initiatives** to create differentiation.

