

blinkit sales analysis

STEPS IN PROJECT

- ✓ Requirement Gathering Business Requirements
- ✓ Data Walkthrough
- ✓ Data Connection
- ✓ Data Cleaning / Quality Check
- ✓ Data Modeling
- ✓ Data Processing
- ✓ DAX Calculations
- ✓ Dashboard Lay outing
- ✓ Charts Development and Formatting
- ✓ Dashboard / Report Development
- ✓ Insights Generation

BUSINESS REQUIREMENT

To comprehensively analyze Blinkit's sales performance, customer satisfaction, and inventory distribution to identify key insights and opportunities for optimization using various KPIs and visualizations in Power BI.

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

Chart'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

Chart's Requirements

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.

Problem Statement

Blinkit is facing the challenge of optimizing sales and customer satisfaction by addressing product performance and outlet effectiveness discrepancies. Despite varying sales and performance across different product categories and outlet types, there is a need for targeted strategies to improve overall sales and customer engagement. Based on the Sales data draw useful insights and tell the scope of sales improvement.

Insights

➤ **Product Performance Low-Fat vs Regular**

Low-fat items sold more and contributed more to total sales despite having similar ratings and average sale prices as regular items.

➤ **Top-Selling Categories**

1. Fruits and vegetables
2. snack foods
3. household items
4. frozen food
5. dairy

➤ **Outlet Analysis**

Despite similar average sales and ratings across categories, total sales and items sold followed these sequences:

1. Outlet Location: Tier 3 > Tier 2 > Tier 1
2. Outlet Size: Medium > Small > Large
3. Outlet Type: Supermarket 1 > Grocery store > Supermarket > Supermarket 3

➤ **Outlet Establishments Sales Trend**

1. Pre-2012: Least sales
2. 2013-2017: Constant sales
3. 2018: Highest sales
4. Post-2018: Slight decrease, then constant

Scope for sales improvement

➤ Product Performance

Low-Fat Items: Leverage their popularity with targeted promotions and greater visibility.

Regular Items: Enhance marketing efforts to highlight unique qualities and benefits.

➤ Item Categories

High Selling Items: Expand variety and ensure fresh stock.

Others: Increase visibility Promote through bundled offers and discounts and improve packaging.

➤ Outlet Location

Tier 3: Continue strong promotions and community engagement.

Tier 2 and Tier 1: Implement localized marketing strategies to boost sales.

➤ Outlet Size

Medium: Optimize inventory and maintain strong customer service.

Small and Large: Tailor product offerings and enhance in-store experiences.

➤ Outlet Type

Supermarket 1 and Grocery Store: Maintain high standards and innovate with customer loyalty programs.

Supermarket 2 and 3: Improve layout and customer engagement strategies.

➤ Outlet Establishments

Pre-2012: Revamp and modernize to attract customers

2013-2017 and Post-2018: Maintain quality and innovate to sustain high sales levels.

THANK



YOU