Blinkit

India's Last Minute App

Analysis Project Using PowerBi

Introduction

Blinkit, formerly Grofers, is a leading player in the rapidly evolving quick commerce sector in India. With a promise to deliver groceries and essentials in under 10 minutes, Blinkit has redefined customer convenience. This report aims to analyze Blinkit's business operations, customer behavior, and key performance metrics. Leveraging data analytics, the report sheds light on purchase trends, operational efficiency, and areas of improvement to provide strategic recommendations that can help Blinkit sustain its competitive edge in the market.

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BUSINESS REQUIREMENT

To conduct a comprehensive analysis of 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:

Total Sales

The overall revenue generated from all items sold.

Average Sales

The average revenue per sale

Number of Items

The total count of different items sold.

Average Rating

The average customer rating for items sold.

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BUSINESS REQUIREMENT

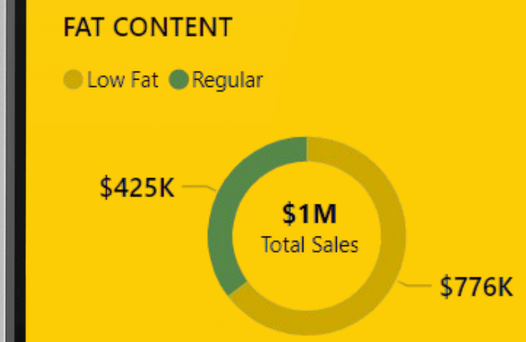
Chart's Requirements

1. Total Sales by Fat Content

Objective: Analyze the impact of lat 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.

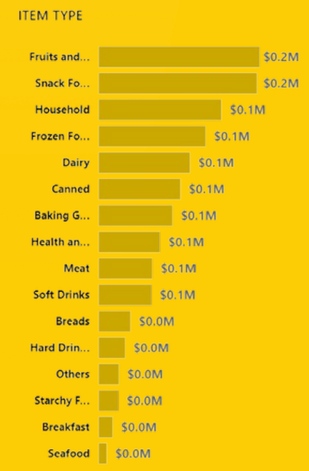


2. Total Sales by Item Type:

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**.**



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BUSINESS REQUIREMENT

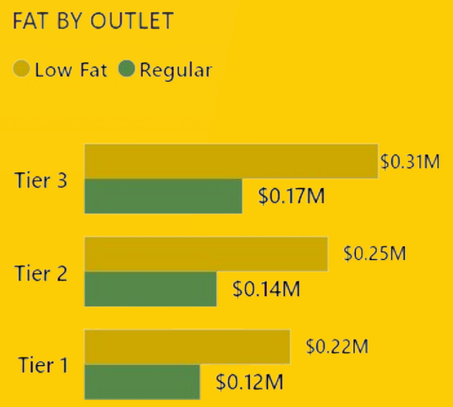
Chart's Requirements

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.

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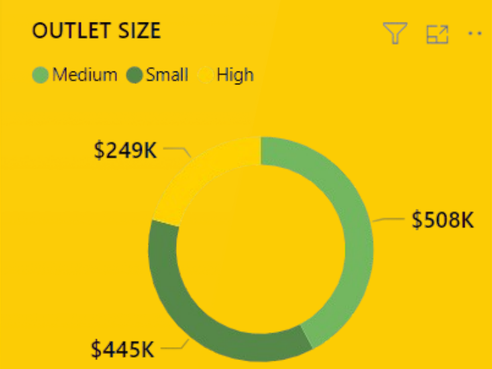
BUSINESS REQUIREMENT

Chart's Requirements

5. Sales by Outlet Size:

Objective: Analyze the correlation between outlet size and total sales.

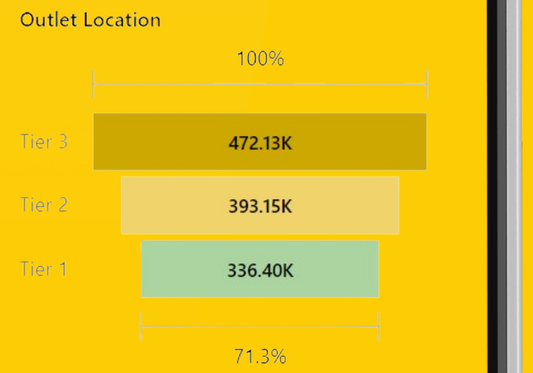
Chart Type: Donut/ Pie Chart.



6. Sales by Outlet Location:

Objective: Assess the geographic distribution of sales across different locations.

Chart Type: Funnel Map.



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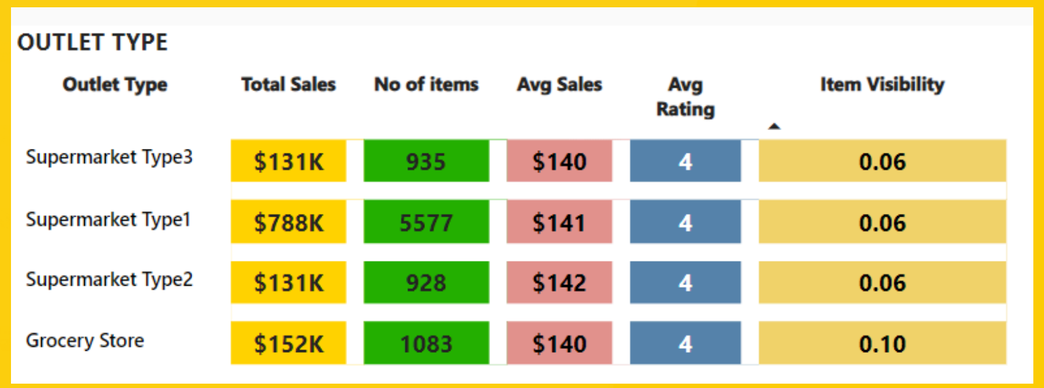
BUSINESS REQUIREMENT

Chart's Requirements

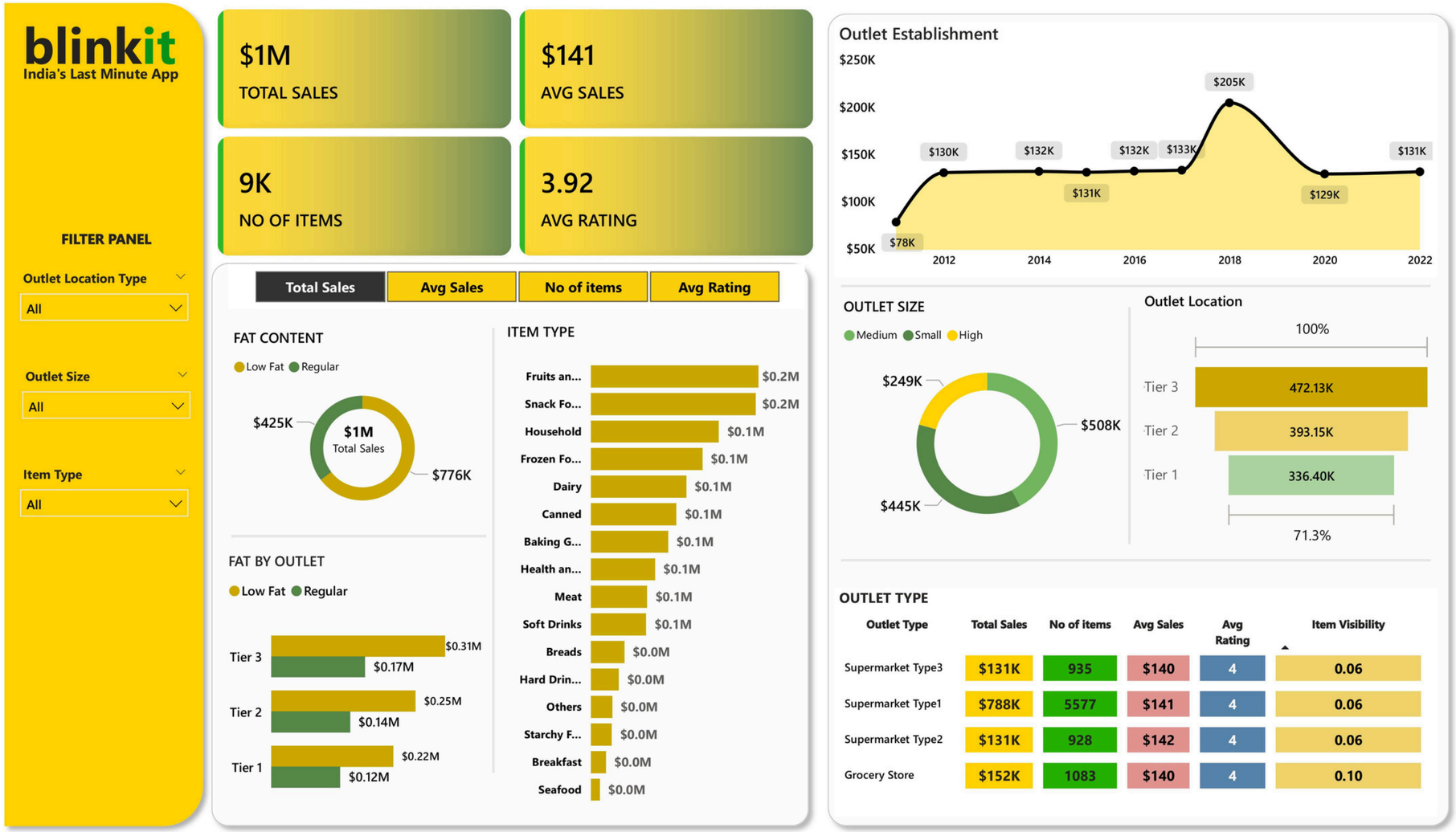
7. All Metrics by Outlet Type:

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.



Dashboard of blinkit Analysis PowerBi



THANK YOU!