



# Analysis Project Using PowerBi

**Fastest  
Delivery**

**On First 4 orders**



# 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.



# blinkit Anlysis



# Blinkit

India's Last Minute App

## 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.

## BUSINESS REQUIREMENT

### 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.

FAT CONTENT

● Low Fat ● Regular



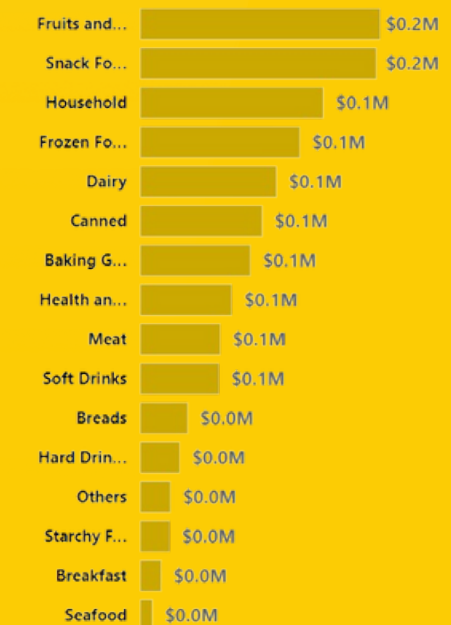
#### 2. Total Sales by Item Type:

**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.

ITEM TYPE



# Blinkit

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## BUSINESS REQUIREMENT

### Chart's Requirements

#### 3. Fat Content by Outlet for Total Sales

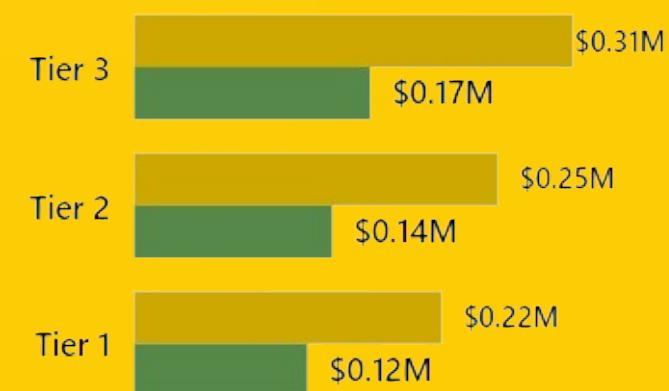
**Objective:** Compare total sales across different outlets segmented by fat content.

**Additional KPI Metrics:** Assess how other KPIs (Average Sales, Number of Items, Average Rating) vary with fat content.

**Chart Type:** Stacked Column Chart.

FAT BY OUTLET

● Low Fat ● Regular



#### 4. Total Sales by Outlet Establishment

**Objective:** Evaluate how the age or type of outlet establishment influences total sales.

**Chart Type:** Line Chart.



# Blinkit

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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.

OUTLET SIZE

● Medium ● Small ● High

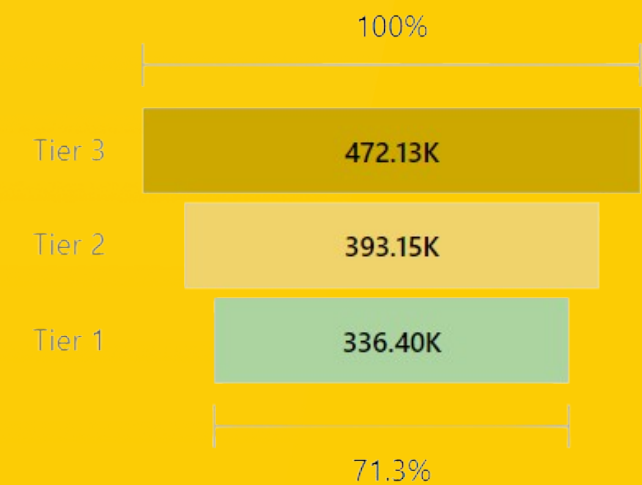


#### 6. Sales by Outlet Location:

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

**Chart Type:** Funnel Map.

Outlet Location





## 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.

##### OUTLET TYPE

Outlet Type	Total Sales	No of items	Avg Sales	Avg Rating	Item Visibility
Supermarket Type3	\$131K	935	\$140	4	0.06
Supermarket Type1	\$788K	5577	\$141	4	0.06
Supermarket Type2	\$131K	928	\$142	4	0.06
Grocery Store	\$152K	1083	\$140	4	0.10



# Dashboard of blinkit Analysis PowerBi



A stylized illustration of a smartphone with a silver frame and a black notch at the top. The screen is a solid yellow color, matching the background. The words "THANK YOU!" are written in a bold, black, sans-serif font, centered horizontally and vertically on the screen. The phone is shown from a slightly elevated perspective, with the top and bottom edges visible.

**THANK YOU!**