

India's Last Minute App

# **blinkit Sales Data Analysis**



# CONTENT

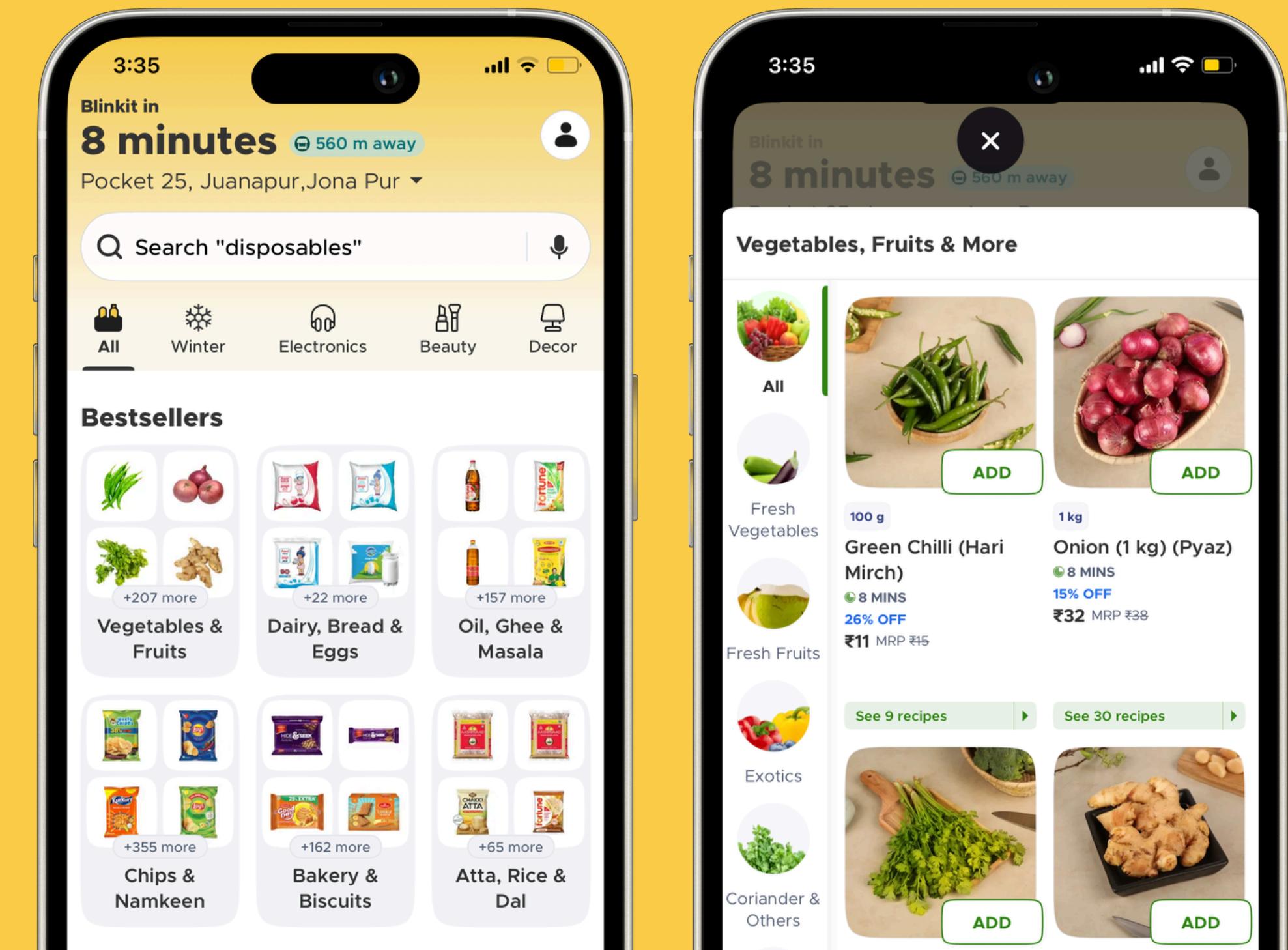
- 1 Overview**
- 2 About the Dateset**
- 3 Sales Insights**
- 4 Product Insights**
- 5 Customer Insights**
- 6 Delivery Insights**
- 7 Marketing Insights**



# What is blinkit?

 Blinkit is an online grocery delivery app service in India

 They are operating in 153 cities in India (2025)



# In this project

SQL

Power BI

 Analyzed sales data across five key areas — sales and revenue, products, customer, delivery, and marketing

 Drove business insights and developed actionable recommendations



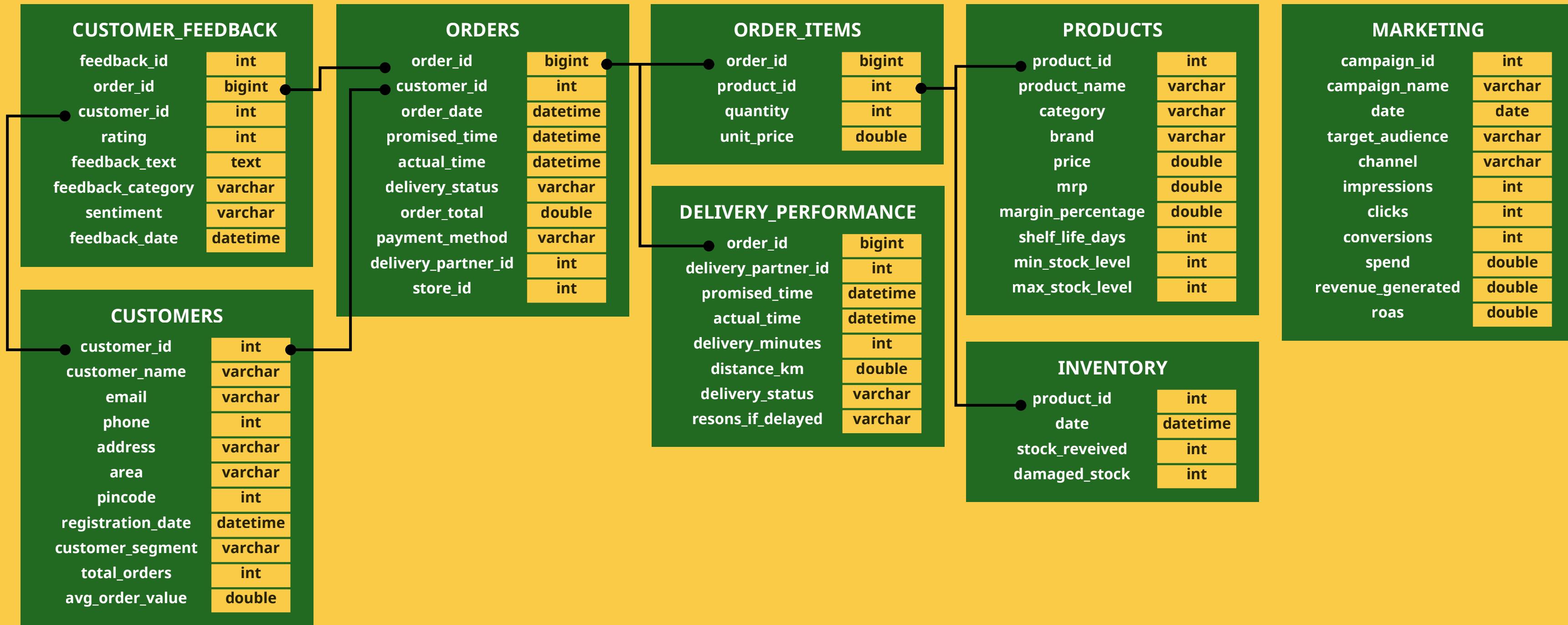
# Blinkit Sales Dataset

 Sales data from March 2023 to November 2024

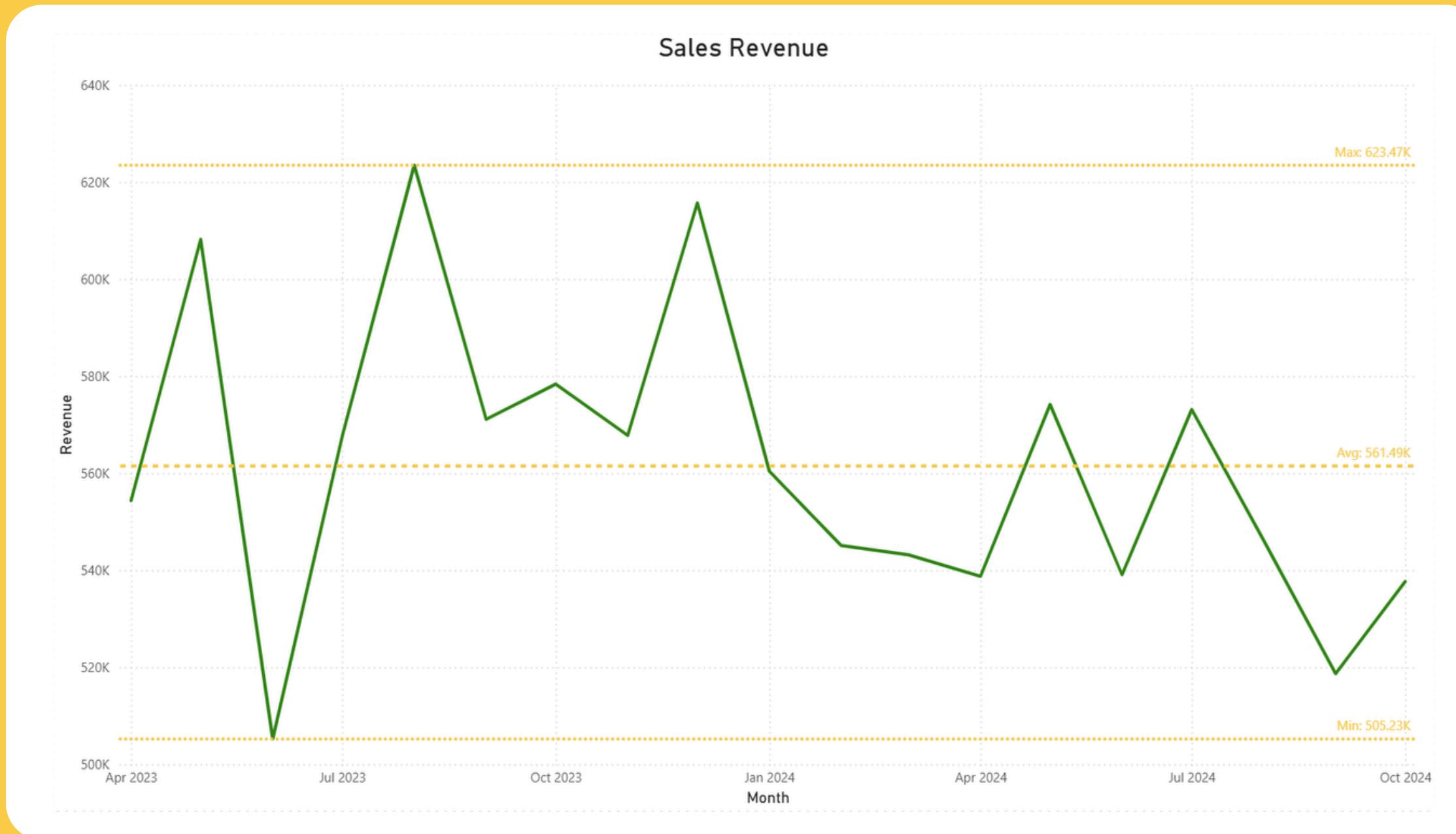
 Consists of eight tables

- Orders
- Order Items
- Products
- Customers
- Customer feedback
- Delivery Performance
- Marketing Performance
- Inventory

# Dataset Structure



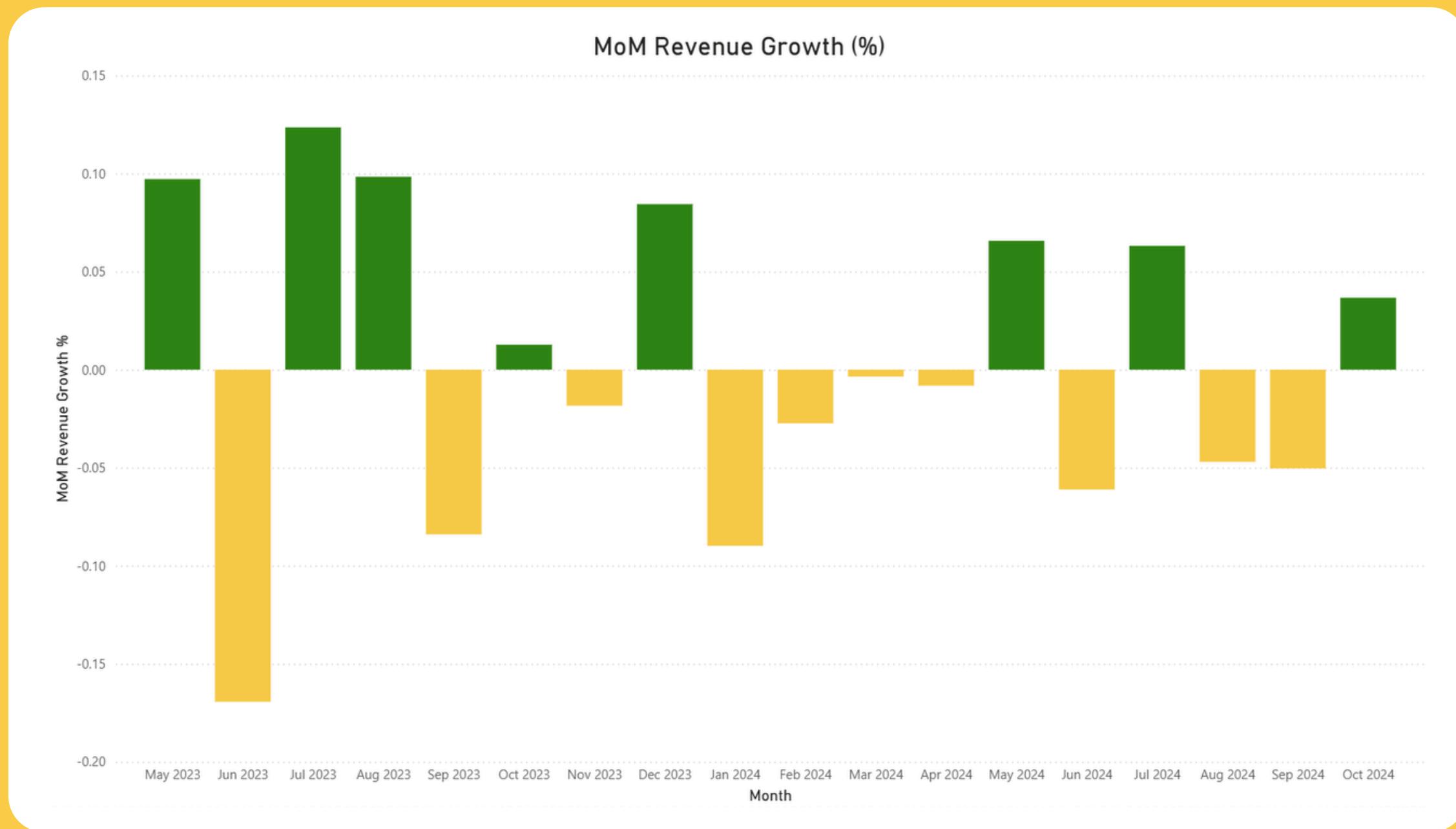
# What is the monthly sales trend?



✓ The average monthly sales is INR 561.49K

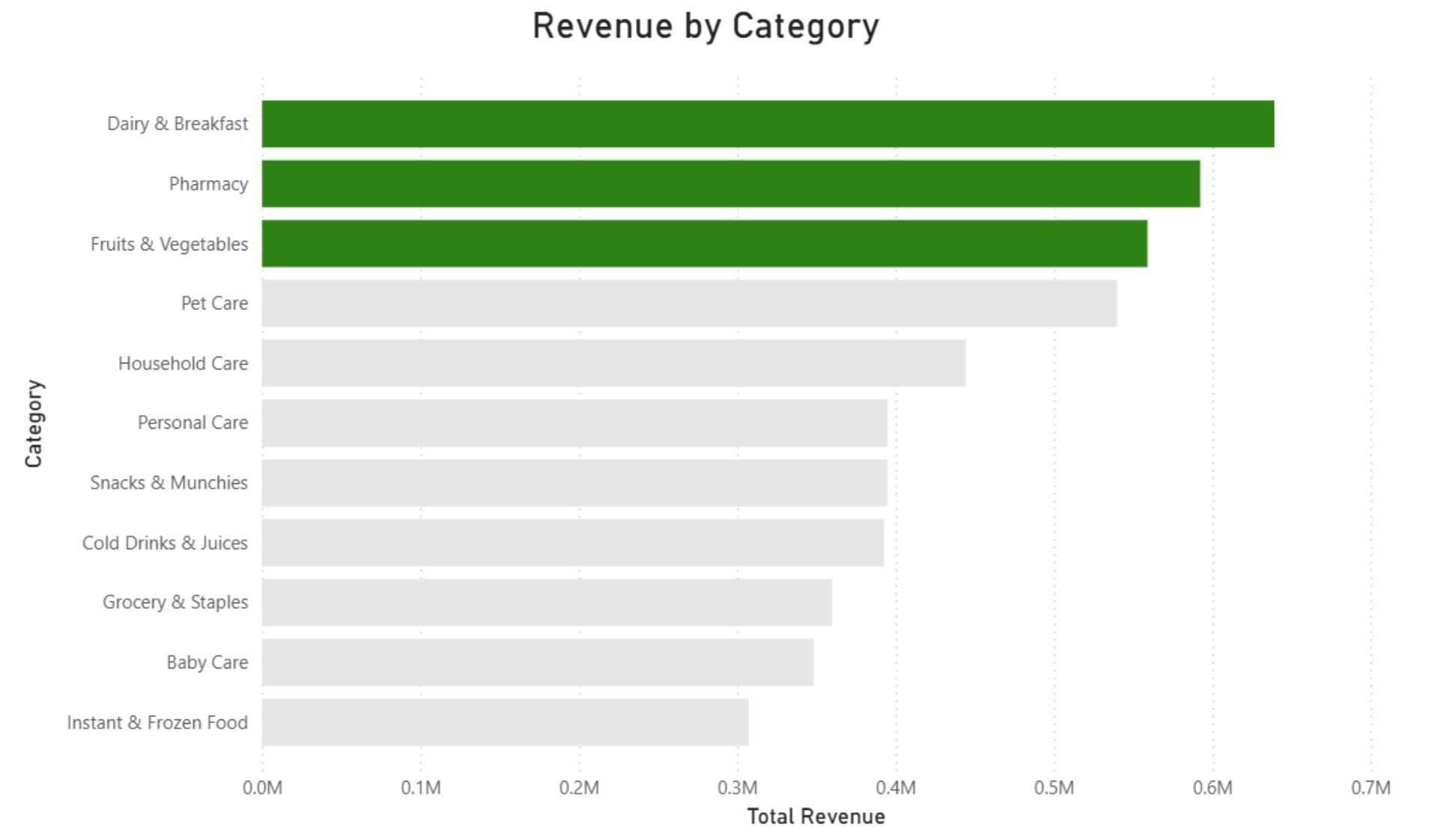
✓ Blinkit recorded the highest sales in August 2023 and the lowest in June 2023

# What is the monthly revenue growth rate?



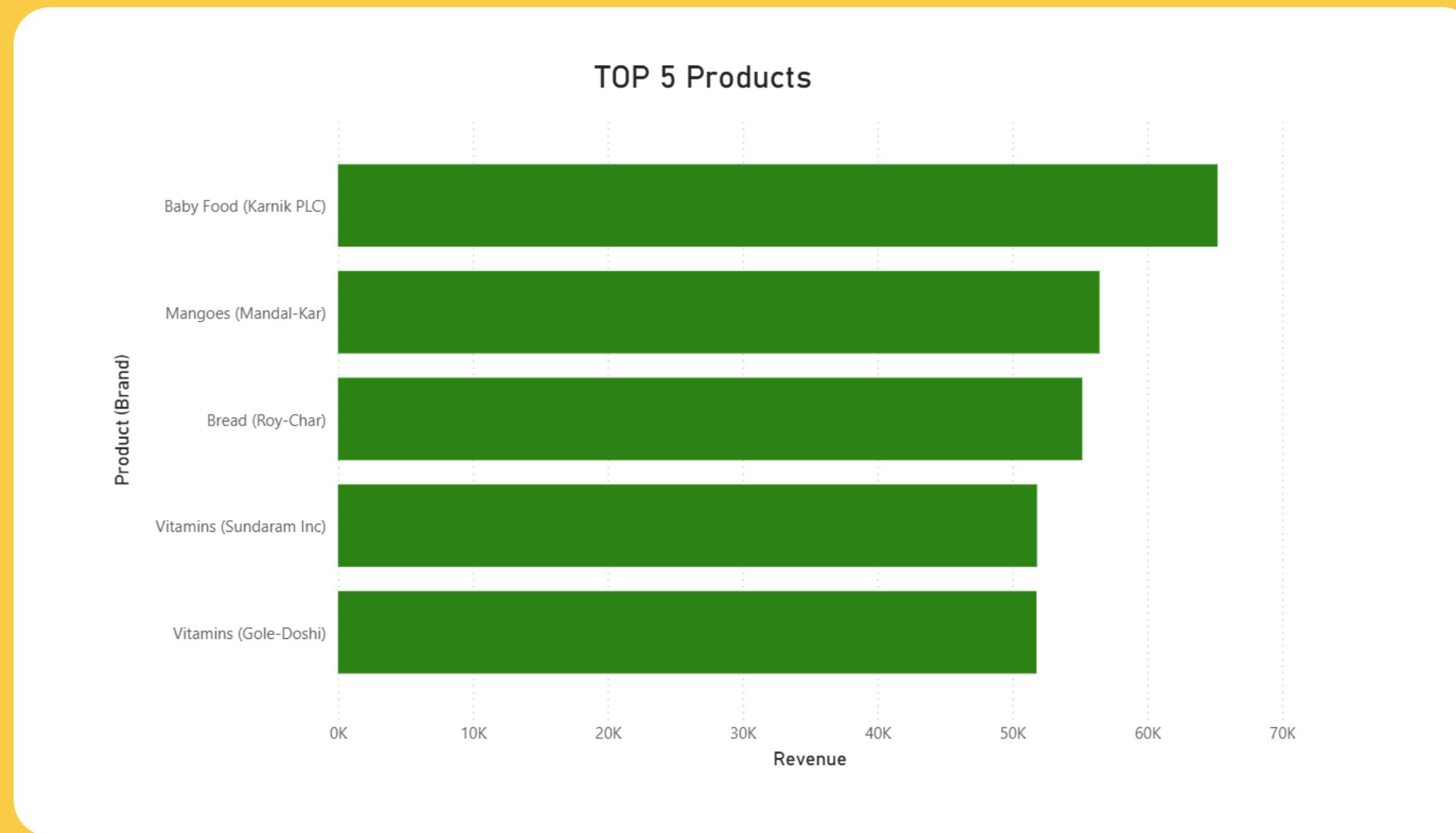
- ✓ Monthly revenue growth shows high volatility
- ✓ Consistent promotional strategies may help stabilize revenue and support sustained growth

# Which category generated the highest total revenue?



✓ Among 11 categories, Dairy & Breakfast, Pharmacy, and Fruits & Vegetables are the top 3 revenue contributors

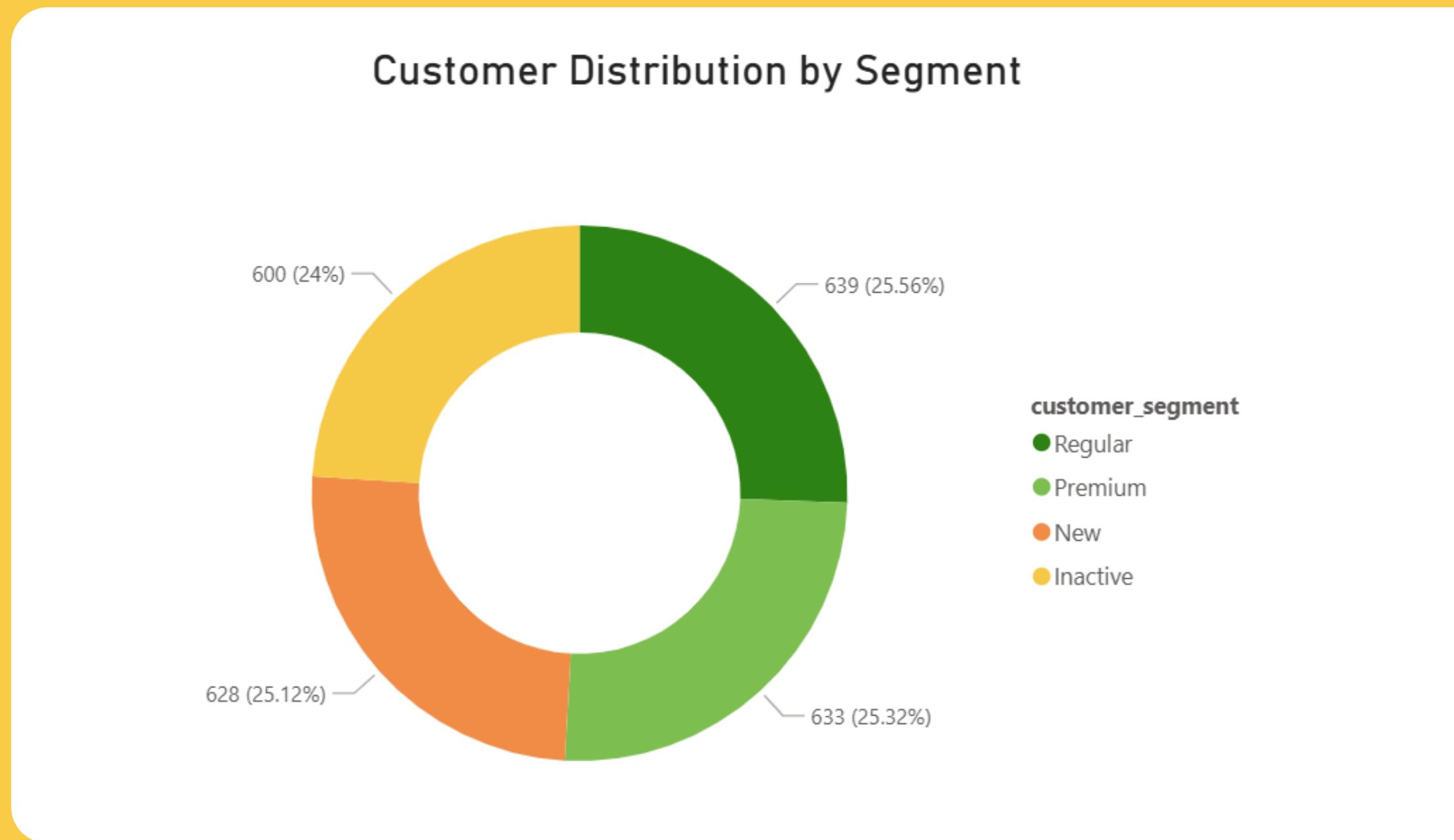
# What are the top 5 products by revenue?



✓ The top five products by revenue include baby food, mangoes, bread, and vitamins across two brands

✓ “Buy 2 Get 1 Free” promotions for breakfast products and supplements could increase basket size

# How many customers belong to each segment?

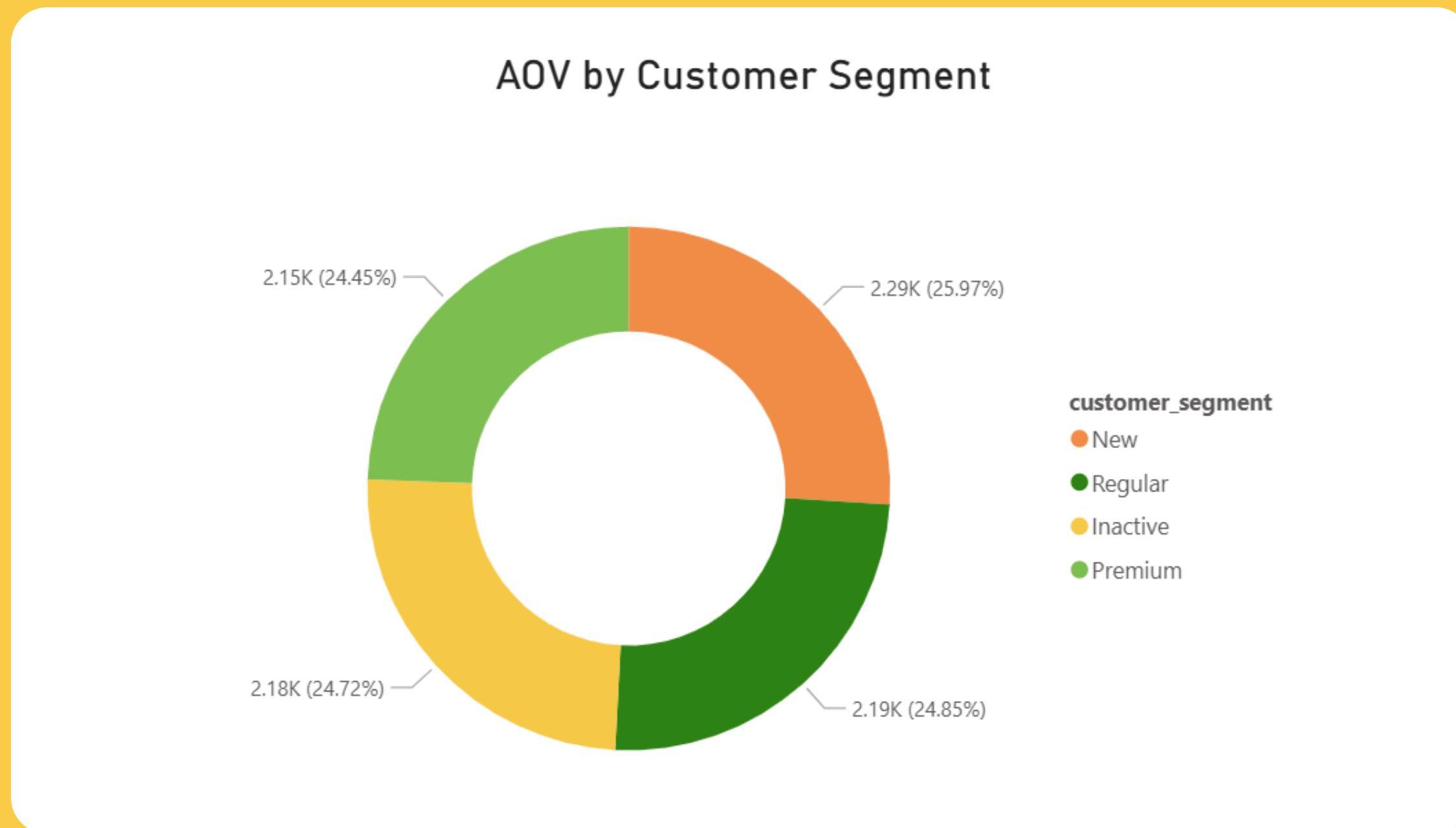


✓ Customers are segmented into four groups:

New, Regular, Premium, and Inactive

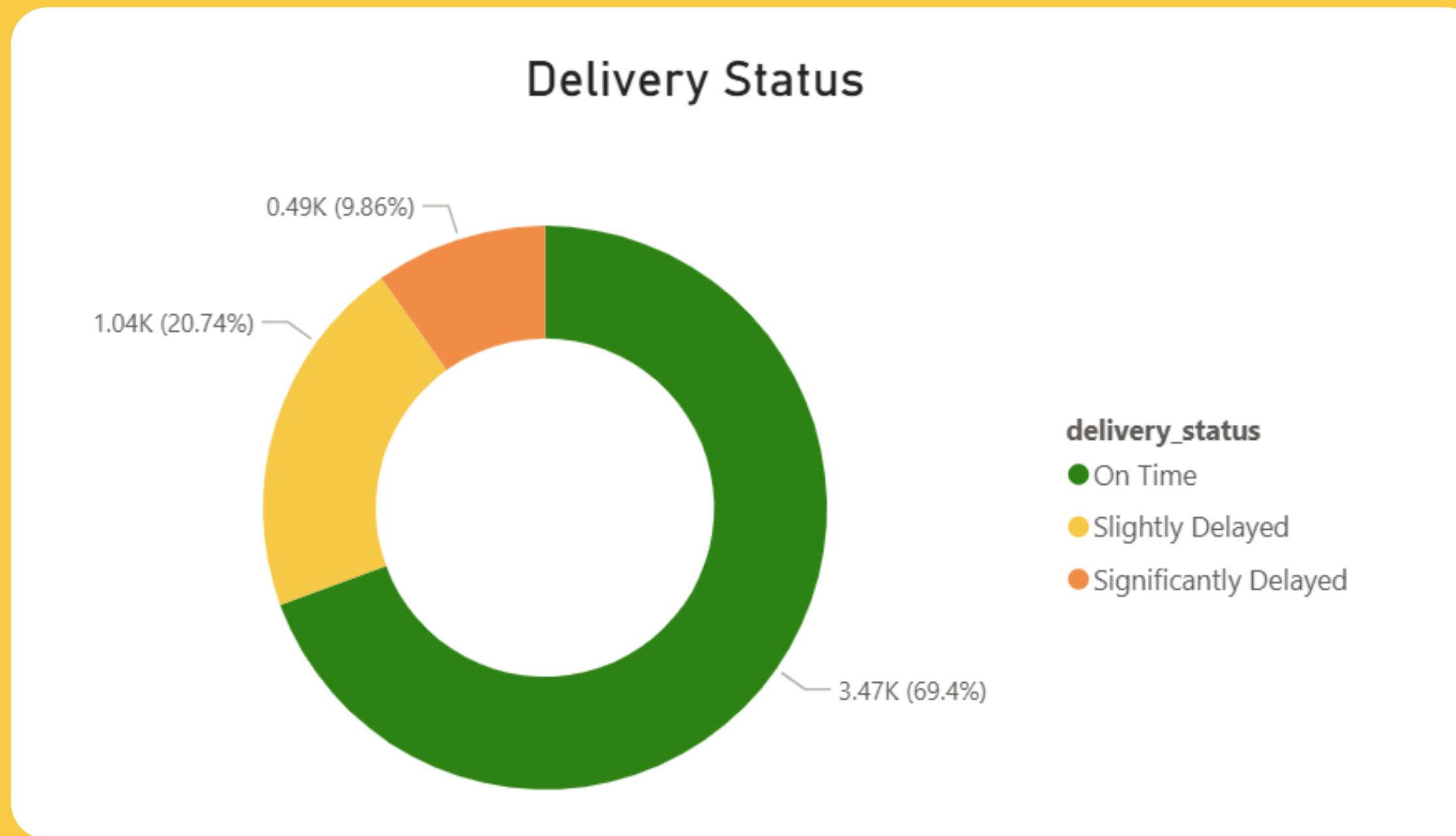
✓ Each segment represents a similar share (24–25.5%)

# Which segment generated the highest AOV?



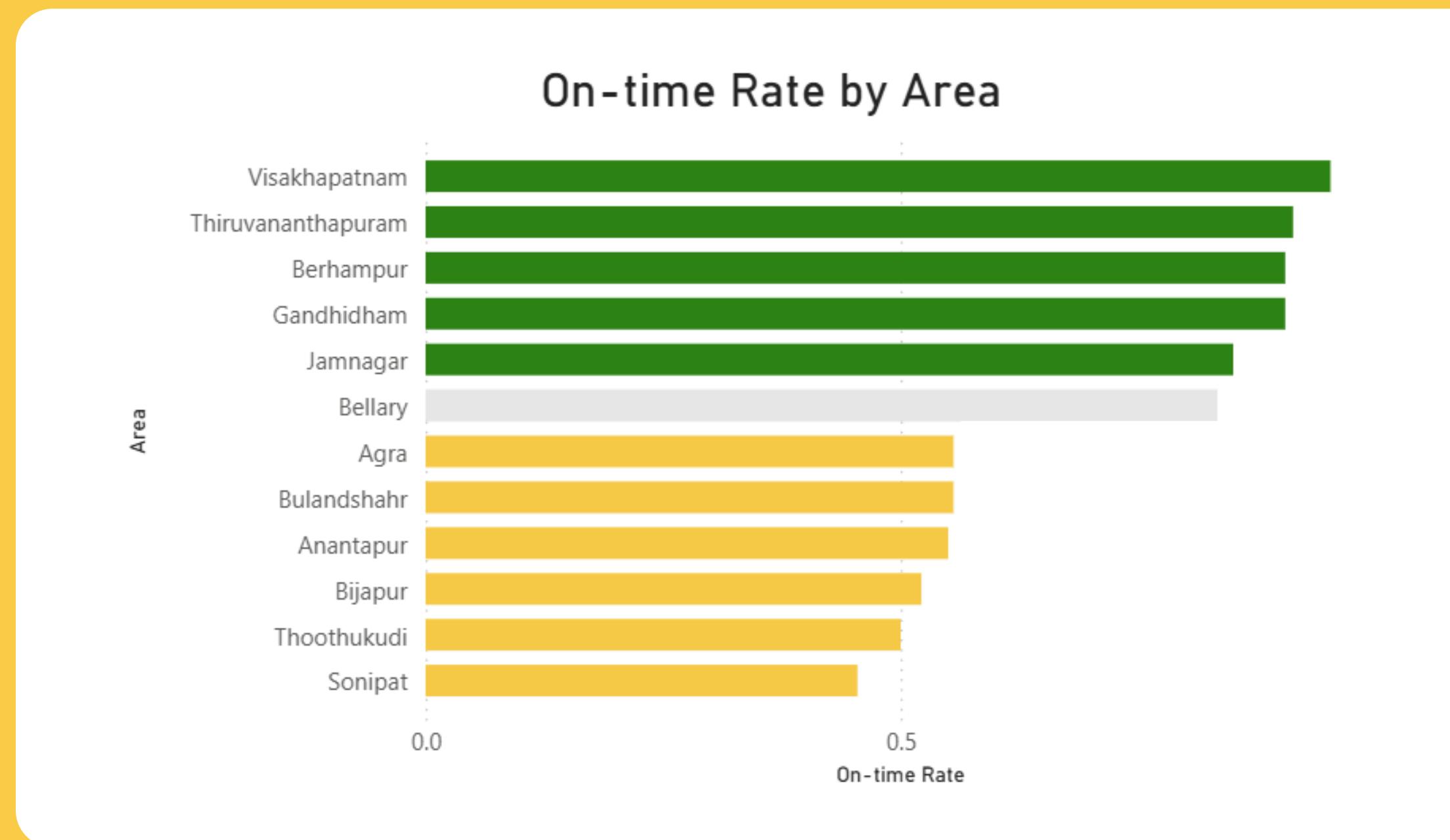
- ✓ Average Order Value (AOV) is slightly higher among new customers
- ✓ Offering discounts or free delivery for new customers who exceed a spending threshold could further increase AOV and total revenue

# How many orders were delivered late vs. on-time?



✓ 70% of orders are delivered on-time, 20% slightly late, and 10% late

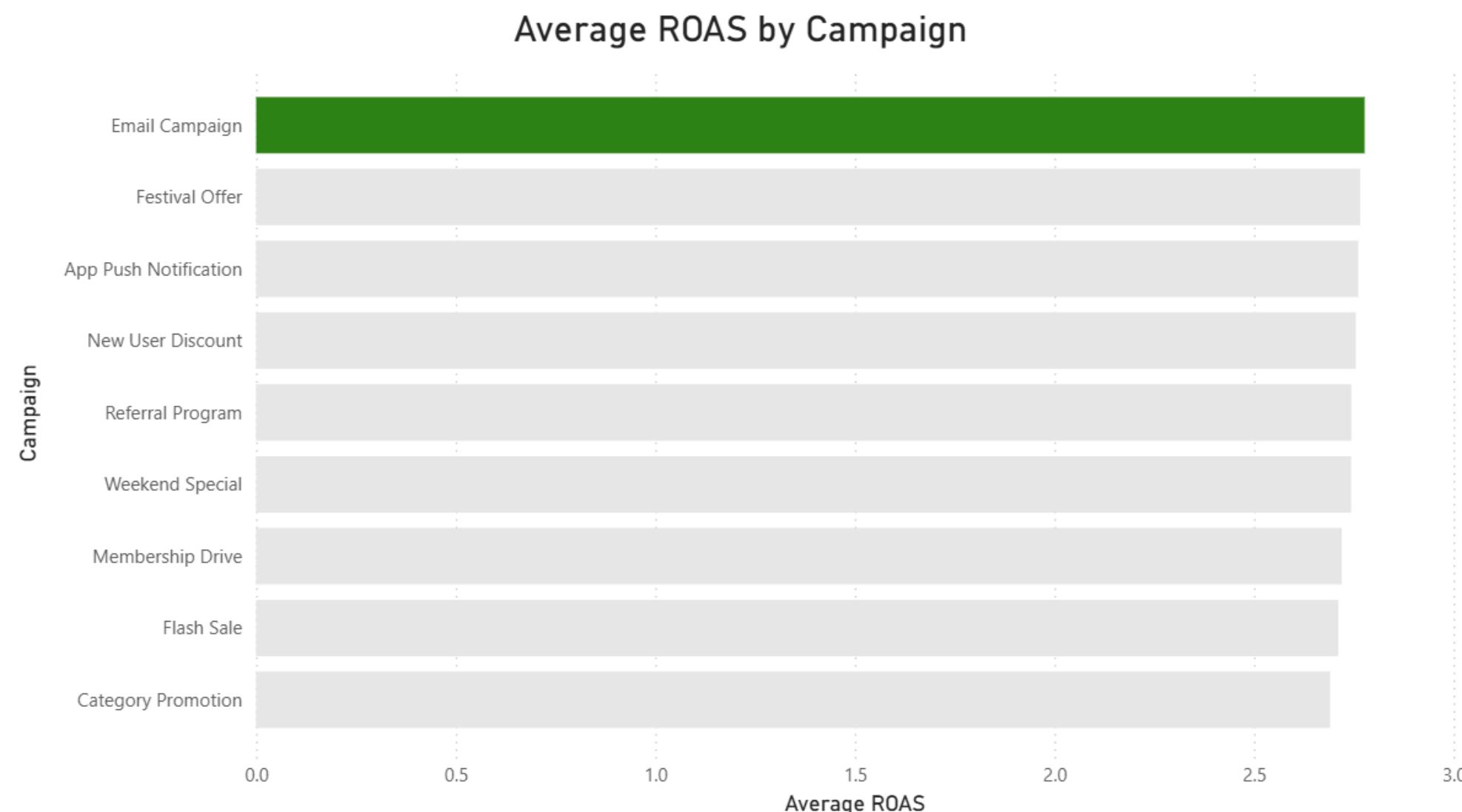
# Which area has the highest/lowest on-time delivery rate?



✓ Cities with the highest on-time delivery rates benefit from strong infrastructure and logistics accessibility

✓ Cities with the lowest on-time delivery rates are mostly tier-2 and tier-3 cities, where navigation accuracy may be limited

# Which campaign generated the highest ROAS?



 Blinkit runs multiple marketing campaigns, including email campaigns, referral program and weekend sales

 Email campaigns show the highest ROAS, while category promotions show the lowest overall ROAS

# Which campaign generated the highest ROAS?

Campaign Name	Target Audience	Channel	ROAS
Category Promotion	New Users	Email	3.019
Category Promotion	New Users	SMS	2.746
Category Promotion	New Users	Social Media	2.377
Category Promotion	New Users	APP	2.347

 Campaign performance varies significantly by channel and customer target audience

 Optimizing campaign-channel combinations can significantly improve marketing efficiency