

Blinkit Grocery Sales Analysis

Comprehensive analysis of sales performance, customer satisfaction & inventory distribution



PYTHON



POSTGRESQL



POWER BI

Key Metrics at a Glance

\$1.2M

Total Revenue

Strong revenue base across operations

\$141

Avg Transaction

Consistent basket size

3.9

Customer Rating

Good but improvable

8,523

Product Range

Items across 16 categories

Business Performance Insights



Tier 3 Dominance

42.3% of revenue from smaller cities, outperforming metros by 40%

Format Leader

Supermarket Type1 drives 65.5% of total sales

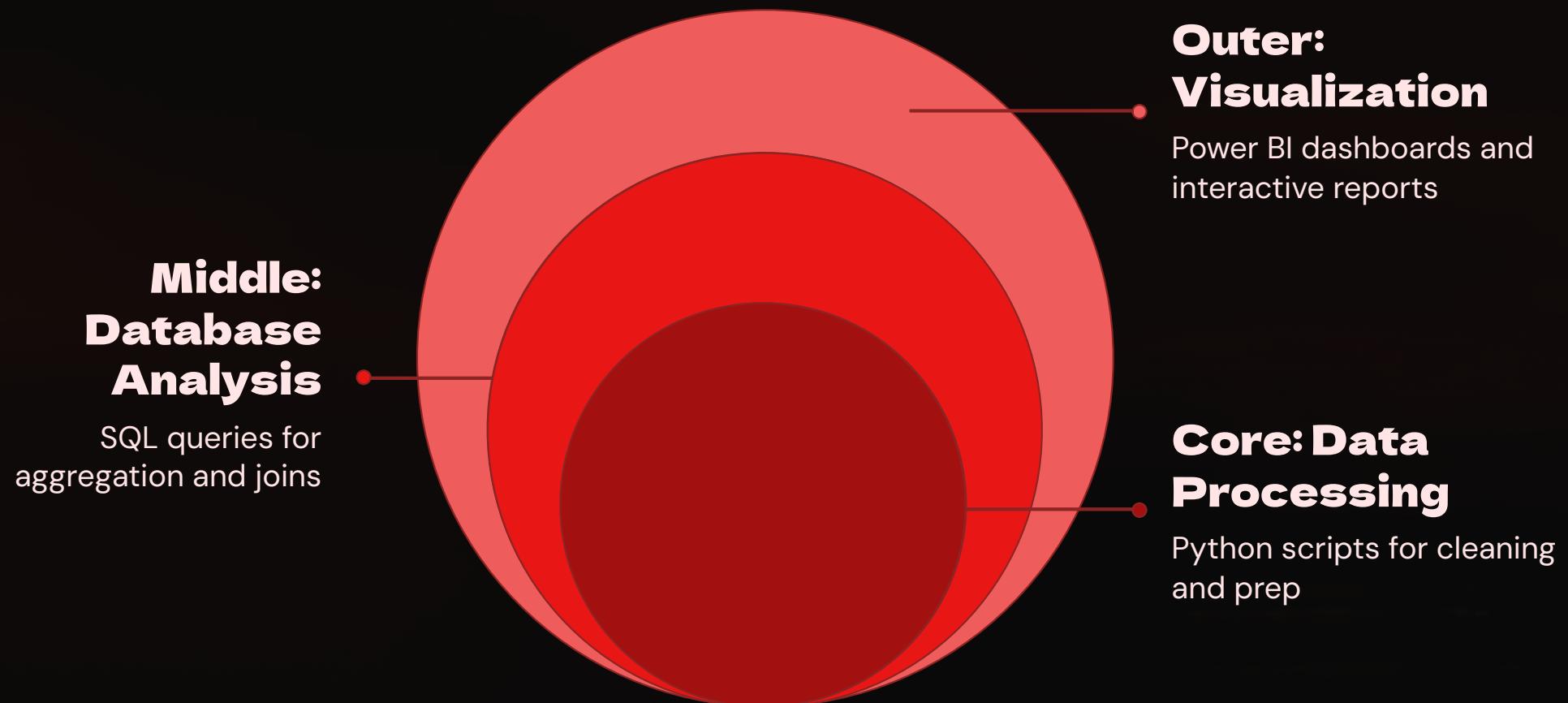
Health Focus

Low-fat products command 64.6% market share

Category Power

Top 2 categories generate 30% of revenue

Analytical Approach



Multi-layer framework combining statistical analysis, database querying, and interactive visualization for comprehensive insights

01

Data Acquisition & Cleaning

Imported 8,523 records, standardized columns, handled missing values

02

Exploratory Analysis

Generated statistics, distributions, correlations in Python

03

Database Intelligence

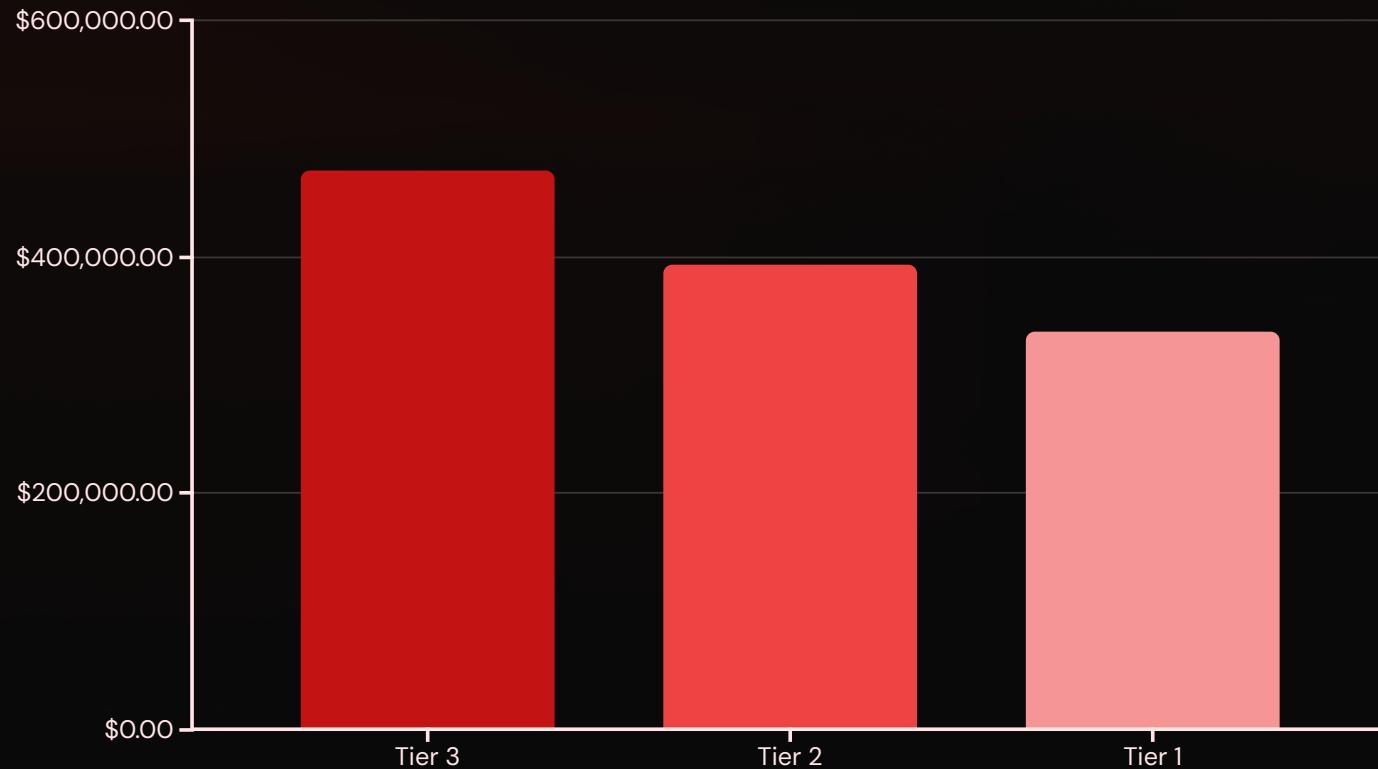
Executed 13 analytical queries in PostgreSQL

04

Visual Insights

Built interactive Power BI dashboard with 12+ visualizations

Geographical Performance



Tier 3 Cities Lead Revenue

Counter-intuitive finding: Smaller cities outperform metros, generating 42.3% of total revenue.

- Lower competition in emerging markets
- Better unit economics
- Successful market positioning
- Strong product-market fit

Top Performing Categories

Revenue Distribution

Top 5 categories contribute 59% of total revenue, showing healthy diversification with clear leaders

Category	Sales	Share
Fruits & Vegetables	\$178K	14.8 %
Snack Foods	\$175K	14.6 %
Household	\$136K	11.3 %
Frozen Foods	\$119K	9.9 %
Dairy	\$102K	8.5 %



64.6% market share for low-fat products indicates health-conscious consumer base

Outlet Format Performance



Supermarket Type1

\$788K revenue • 65.5% share • 5,577 items • 3.96 rating

Dominates with scale advantages and broader product range



Grocery Store

\$152K revenue • 12.6% share • 1,083 items • 3.99 rating

Highest satisfaction despite lowest sales volume



Supermarket Type2

\$131K revenue • 10.9% share • 928 items • 3.97 rating

Balanced size and service performance



Supermarket Type3

\$131K revenue • 10.9% share • 935 items • 3.95 rating

Standard performance across metrics

- Average transaction value consistent at \$140–142 across all formats, indicating standardized pricing strategy



High-Impact Recommendations



Accelerate Tier 3 Expansion



Target 5-7 new Supermarket Type1 outlets in high-growth Tier 3 cities

Expected Impact: 25-30% increase in total sales



Replicate Type1 Format



Standardize best practices; convert underperforming formats

Expected Impact: 15-20% operational efficiency improvement



Elevate Customer Experience



Launch program to push ratings from 3.97 to 4.2+

Expected Impact: Enhanced retention and brand perception



Expand Health Product Lines



Strengthen low-fat/organic offerings; optimize shelf space

Expected Impact: 10-15% basket size increase

Implementation Roadmap



Success Formula

Supermarket Type1 Format + Tier 3 Locations + Health
Products = Optimal Growth

Target Outcomes

- \$1.65M revenue in 18 months
- 52% Tier 3 revenue share
- 4.2+ customer rating
- 72% Type1 contribution

Key Takeaways



Tier 3 Advantage

Smaller cities represent competitive advantage and primary growth opportunity



Format Blueprint

Supermarket Type1 provides operational template for future expansion



Health Focus

64.6% low-fat preference drives product strategy and differentiation



Growth Potential

25-30% revenue growth achievable through strategic implementation

Data-driven insights reveal unconventional path to market leadership: focus on emerging cities, replicate winning formats, and serve health-conscious consumers.