

KPI & Dashboard Summary



Blinkit Sales Analysis – (Excel)

This document outlines all key performance indicators (KPIs) and charts used in the Blinkit Sales Dashboard created in Excel.

◆ Key Performance Indicators (KPIs)



Total Sales

Description: Total revenue generated from all items sold.

```
=GETPIVOTDATA("Sum of Sales",$A$4)
```

Sum of Sales
1201681.493
Total Sales
\$1.20M



Average Sales

Description: Revenue earned on average per sale.

```
=GETPIVOTDATA("Average of Sales2",$A$4)
```

Average of Sales2
140.9927834
Average Sales
\$141

✓ Number of Items Sold

Description: Total number of individual product units sold.

```
=GETPIVOTDATA("No of items",$A$4)
```

No of items
8523
No of item
8523

✓ Average Rating

Description: Average customer satisfaction rating of sold items.

```
=GETPIVOTDATA("Average of Rating",$A$4)
```

Average of Rating

3.965857093

Average Rating

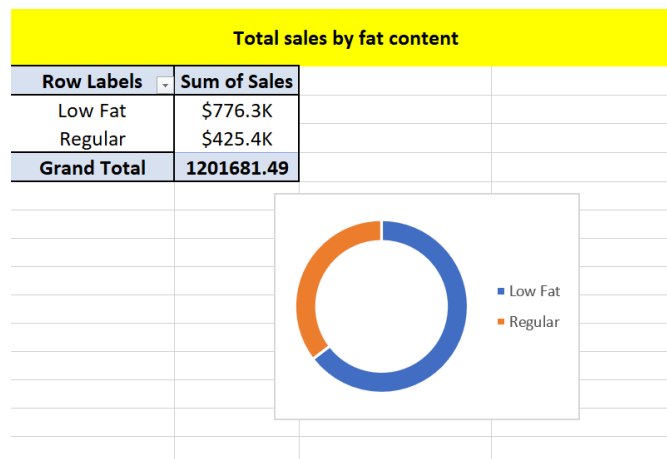
4.0

Charts & Visual Insights

Total Sales by Fat Content

Purpose: Compare sales across product fat levels.

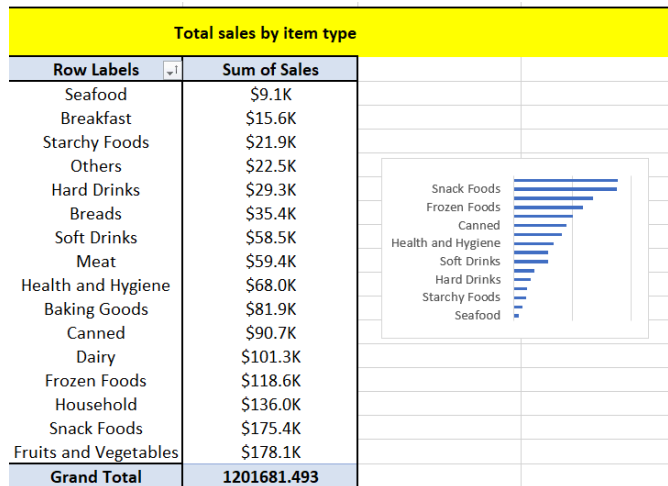
Chart Type: Donut Chart



Total Sales by Item Type

Purpose: Identify which product types perform best.

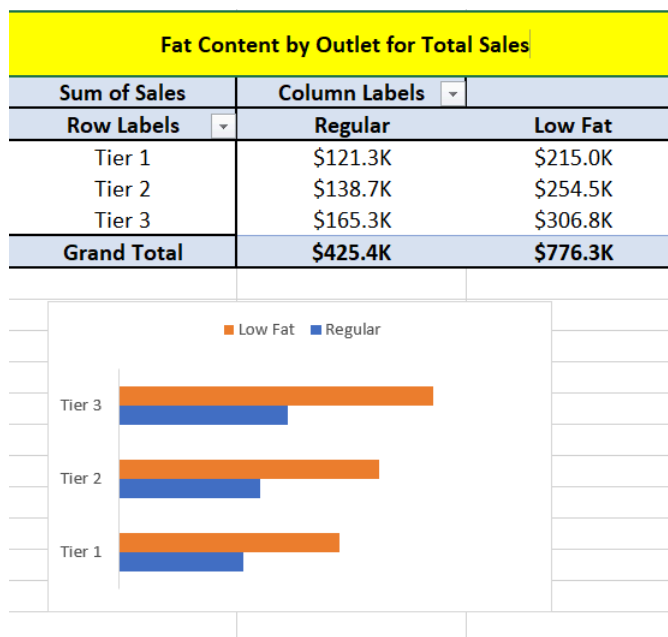
Chart Type: Bar Chart



Fat Content by Outlet (Total Sales)

Purpose: See how fat content affects sales across outlets.

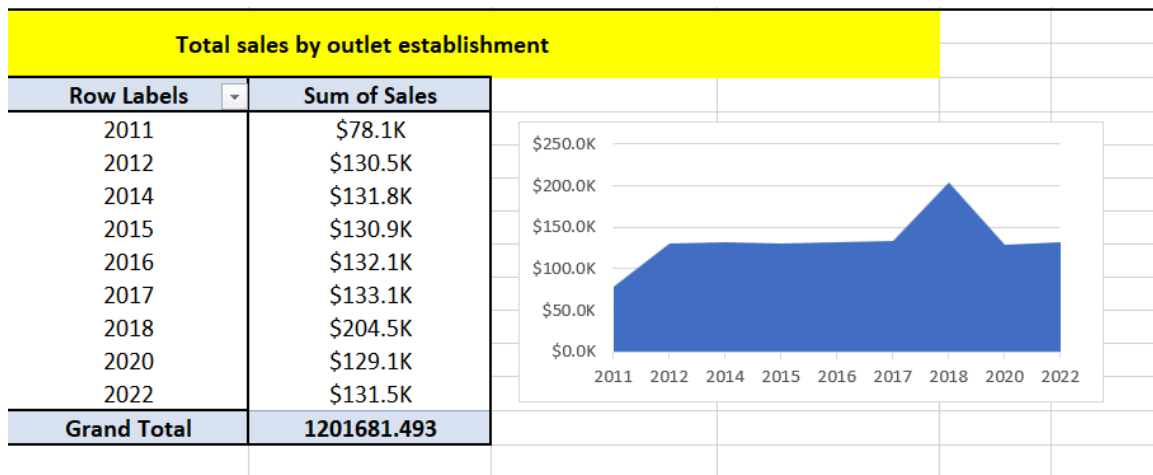
Chart Type: Stacked Column



Total Sales by Outlet Establishment Year

Purpose: Understand how outlet age/type influences sales.

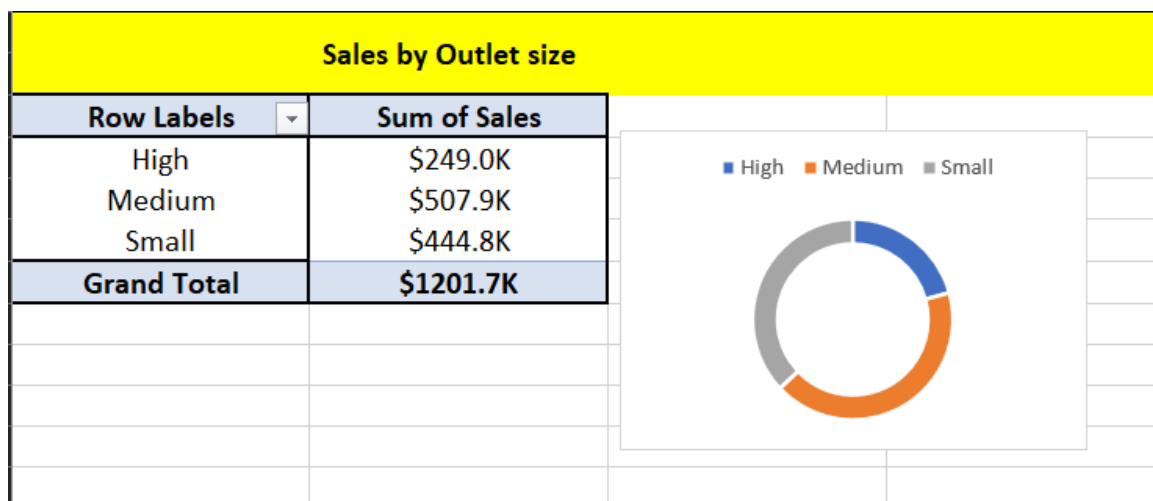
Chart Type: Area Chart



📌 Sales by Outlet Size

Purpose: Analyze how outlet size impacts performance.

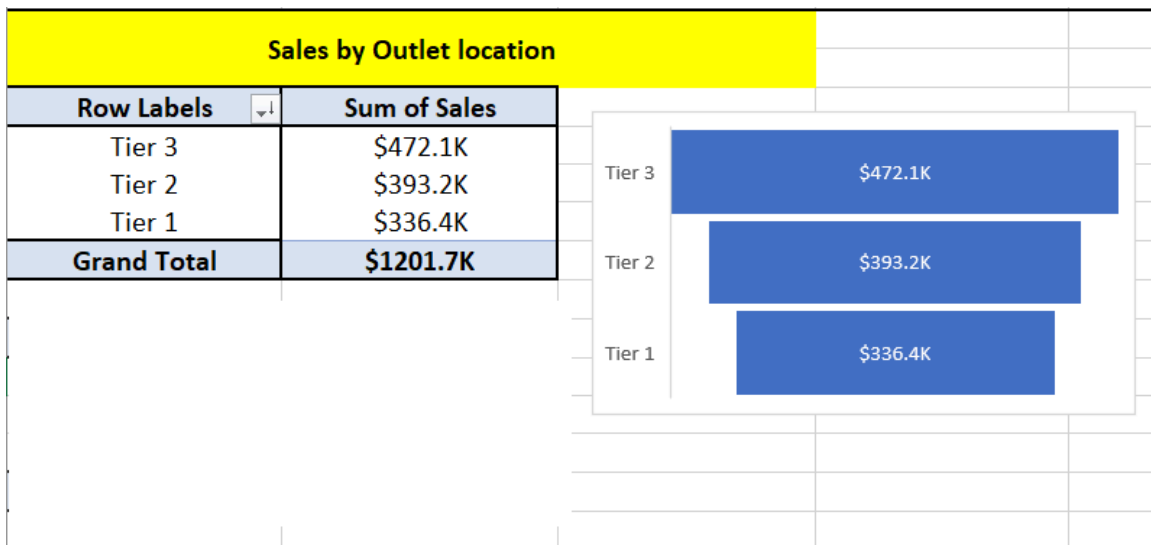
Chart Type: Donut or Pie Chart



📌 Sales by Outlet Location

Purpose: View regional sales distribution.

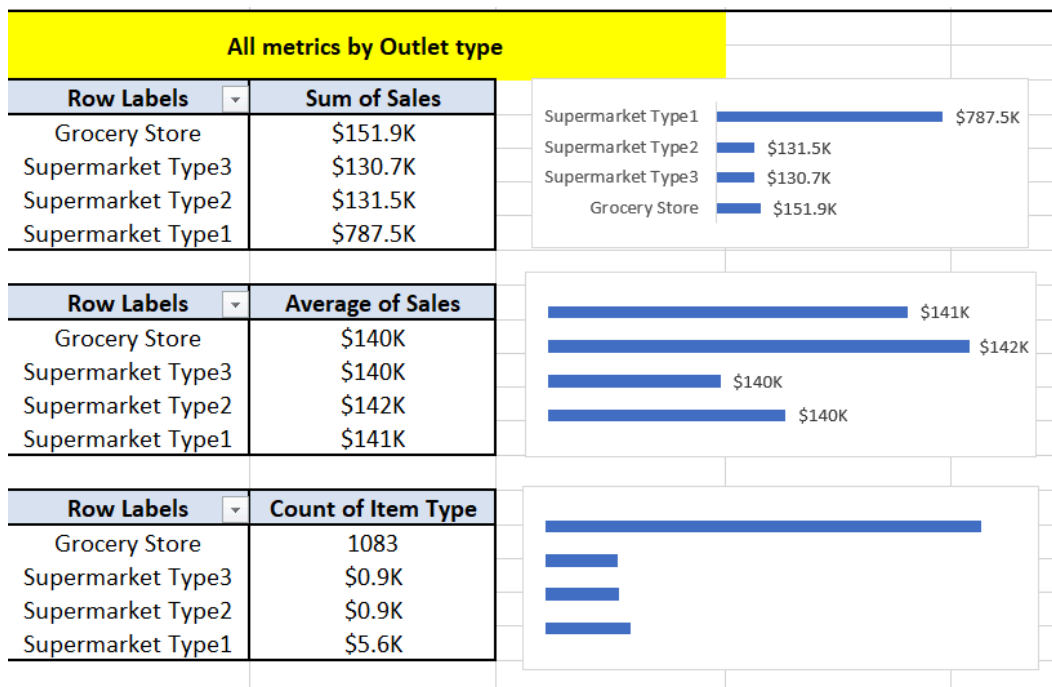
Chart Type: Funnel Map or Geo Map



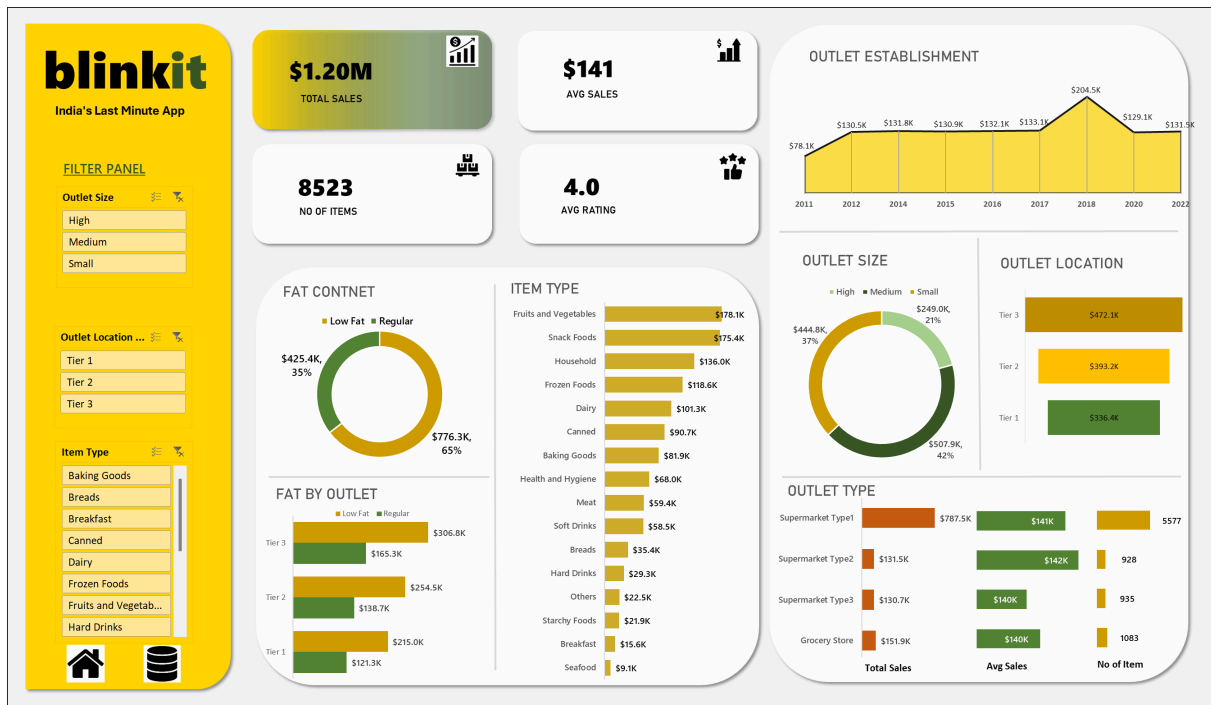
📌 All KPIs by Outlet Type

Purpose: Consolidated view of KPIs by outlet type.

Chart Type: Matrix / Pivot Table



📌 Dashboard



Table

Item Fat Content	Sr.no	Item Identifier	Item Type	Outlet Establishment	Outlet Identifier	Outlet Location	Outlet Size	Outlet Type	Item Visibility	Item Weight	Sales	Rating
Regular	1	FDX32	Fruits and Vegetables	2012	OUT049	Tier 1	Medium	Supermarket Typ	0.1000135	15.1	145.479	5
Low Fat	2	NCB42	Health and Hygiene	2022	OUT018	Tier 3	Medium	Supermarket Typ	0.008596051	11.8	115.349	5
Regular	3	FDR28	Frozen Foods	2016	OUT046	Tier 1	Small	Supermarket Typ	0.025896485	13.85	165.021	5
Regular	4	FDL50	Canned	2014	OUT013	Tier 3	High	Supermarket Typ	0.042277867	12.15	126.505	5
Low Fat	5	DR125	Soft Drinks	2015	OUT045	Tier 2	Small	Supermarket Typ	0.033970195	19.6	55.1614	5
Low Fat	6	FDS52	Frozen Foods	2020	OUT017	Tier 2	Small	Supermarket Typ	0.005505481	8.89	102.402	5
Low Fat	7	NCU05	Health and Hygiene	2011	OUT010	Tier 3	Small	Grocery Store	0.098312421	11.8	81.4618	5
Low Fat	8	NC030	Household	2015	OUT045	Tier 2	Small	Supermarket Typ	0.026903714	19.7	96.0726	5
Low Fat	9	FDW20	Fruits and Vegetables	2014	OUT013	Tier 3	High	Supermarket Typ	0.024129332	20.75	124.173	5
Low Fat	10	FDX25	Canned	2018	OUT027	Tier 3	Medium	Supermarket Typ	0.101561568		181.929	5
Low Fat	11	FDX21	Snack Foods	2018	OUT027	Tier 3	Medium	Supermarket Typ	0.084554569		109.891	5
Low Fat	12	NCU41	Health and Hygiene	2017	OUT035	Tier 2	Small	Supermarket Typ	0.052044976	18.85	192.185	5
Low Fat	13	FDL20	Fruits and Vegetables	2022	OUT018	Tier 3	Medium	Supermarket Typ	0.128937661	17.1	112.389	5
Low Fat	14	NCR54	Household	2014	OUT013	Tier 3	High	Supermarket Typ	0.090486828	16.35	195.211	5
Low Fat	15	FDH19	Meat	2018	OUT027	Tier 3	Medium	Supermarket Typ	0.03292824		173.174	5
Regular	16	FDB57	Fruits and Vegetables	2017	OUT035	Tier 2	Small	Supermarket Typ	0.018801549	20.25	222.177	5
Low Fat	17	FDO23	Breads	2022	OUT018	Tier 3	Medium	Supermarket Typ	0.147023834	17.85	93.7436	5
Low Fat	18	NCB07	Household	2012	OUT049	Tier 1	Medium	Supermarket Typ	0.077628053	19.2	197.611	5
Low Fat	19	FDJ56	Fruits and Vegetables	2018	OUT027	Tier 3	Medium	Supermarket Typ	0.182514881		98.77	5
Low Fat	20	DRN47	Hard Drinks	2022	OUT018	Tier 3	Medium	Supermarket Typ	0.016895293	12.1	178.566	5
Regular	21	FDB07	Fruits and Vegetables	2018	OUT027	Tier 3	Medium	Supermarket Typ	0		60.2194	5
Low Fat	22	NCX31	Others	2018	OUT027	Tier 3	Medium	Supermarket Typ	0.026916794		50.9666	5
Low Fat	23	FDJ41	Frozen Foods	2022	OUT018	Tier 3	Medium	Supermarket Typ	0.022976497	6.85	261.659	5
Low Fat	24	DR151	Dairy	2022	OUT018	Tier 3	Medium	Supermarket Typ	0.042413704	17.25	173.176	5
Regular	25	FDC40	Dairy	2020	OUT017	Tier 2	Medium	Supermarket Typ	0.065431917	16	76.1986	5
Low Fat	26	FDB53	Frozen Foods	2020	OUT017	Tier 2	Medium	Supermarket Typ	0.140241213	13.35	250.239	5
Low Fat	27	FDA16	Frozen Foods	2017	OUT035	Tier 2	Small	Supermarket Typ	0.033935575	6.695	221.946	5
Regular	28	FDO19	Fruits and Vegetables	2018	OUT027	Tier 3	Medium	Supermarket Typ	0.016516275		47.4034	5
Low Fat	29	FDO04	Frozen Foods	2016	OUT046	Tier 1	Small	Supermarket Typ	0.026537206	16.6	57.2614	5
Regular	30	FDL25	Breakfast	2012	OUT049	Tier 1	Medium	Supermarket Typ	0.131128467	6.92	93.1804	5
Low Fat	31	NCJ30	Household	2016	OUT046	Tier 1	Small	Supermarket Typ	0.080640478	5.82	167.779	5
Low Fat	32	NCQ41	Health and Hygiene	2014	OUT013	Tier 3	High	Supermarket Typ	0.01946418	14.8	196.379	5
Low Fat	33	DRJ35	Hard Drinks	2014	OUT013	Tier 3	High	Supermarket Typ	0.046545786	10.1	59.9878	5