Blinkit Analysis by
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Project Title:

Comprehensive Sales and Customer Analysis of Blinkit using Power BI

Project Objective:

To analyze Blinkit's sales data and customer feedback to derive actionable business insights. The goal was to identify key revenue drivers, understand product and outlet performance, and present findings through an interactive Power BI dashboard.

🛠️ Tools & Methodology:

- Tool: **Microsoft Power BI**
- **Process:**
    1. Business requirement gathering & KPI finalization
    2. Data cleaning and quality checks (handling missing values, data types)
    3. Data modeling and establishing relationships
    4. DAX calculations for key metrics (Total Sales, Average Sales, Number of Items Sold, Average Rating)
    5. Visualization development (Donut charts, Bar charts, Funnel maps, Matrix cards etc.)
    6. Insights generation and report publishing

Key Analysis Performed:

- **Total Sales:** ₹1.20 Million

- **Average Sales per item:** ₹140.99

- **Total items sold:** Over 8,500

- **Average customer rating:** 3.92

- Identified top selling categories: *Fruits & Vegetables*, *Snack Foods*, and *Household items*

- Medium-sized outlets achieved the highest total sales, outperforming small and high-sized outlets

- Outlets in Tier 2 cities had marginally higher average sales compared to Tier 1 and Tier 3 locations

- Grocery Stores recorded the highest average customer rating (~3.98)

💡 Key Insights Derived:

- Items with very low visibility (<0.02) still achieved above-average sales, suggesting strong brand loyalty or consistent demand

- Item visibility showed negligible correlation with sales (correlation coefficient: -0.0013), indicating that visibility alone doesn't drive sales

- Regular fat content products generated significantly higher sales compared to low fat items

- Tier 2 cities and medium-sized outlets emerged as major revenue contributors

Conclusion:

The Power BI dashboard provided a holistic view of Blinkit's sales and customer data. Through visual analytics, we identified high-performing product categories, the strategic importance of certain outlet sizes and locations, and unique trends like low-visibility items performing well. These insights can help guide marketing strategies, inventory planning, and operational decisions.

Dashboard 1

Filter Panel

- Outlet Location Type: All
- Outlet Size: All
- Item Type: All

$1.20M TOTAL SALES	$141 AVG SALES
8523 NO OF ITEMS	3.9 AVG RATING

Tabs: Total Sales | Avg Sales | NO of Items | Avg Rating

FAT CONTENT
Low Fat | Regular

$425.36K — $1.20M Total Sales — $776.32K

FAT BY OUTLET
Low Fat | Regular

- Tier 3: $0.31M / $0.17M
- Tier 2: $0.25M / $0.14M
- Tier 1: $0.22M / $0.12M

ITEM TYPE

Item Type	Total Sales
Fruits an...	$0.18M
Snack Fo...	$0.18M
Household	$0.14M
Frozen Fo...	$0.12M
Dairy	$0.10M
Canned	$0.09M
Baking G...	$0.08M
Health an...	$0.07M
Meat	$0.06M
Soft Drinks	$0.06M
Breads	$0.04M
Hard Drin...	$0.03M
Others	$0.02M
Starchy F...	$0.02M
Breakfast	$0.02M
Seafood	$0.01M

Outlet Establishment
(2010–2020) values: $78K, $130K, $132K, $133K, $131K, $205K, $129K, $131K

OUTLET SIZE
Medium | Small | High

$248.99K — $507.90K — $444.79K
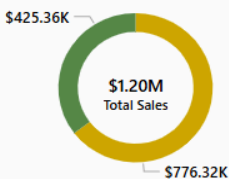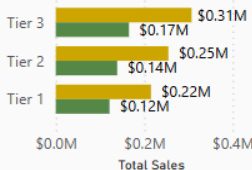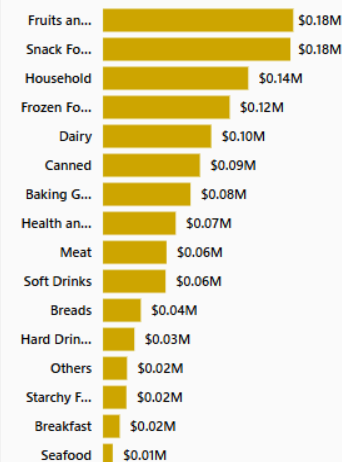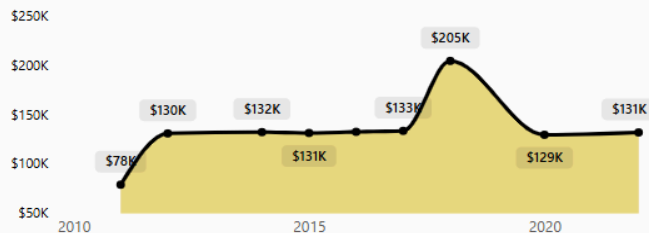
OUTLET LOCATION
- Tier 3: 472.13K
- Tier 2: 393.15K
- Tier 1: 336.40K
- 100% / 71.3%
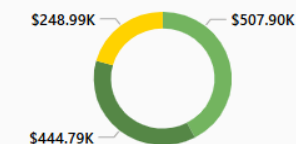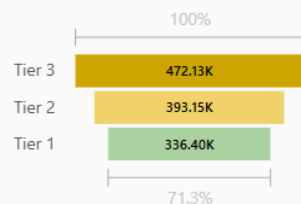
OUTLET TYPE

Outlet Type	Total Sales	NO of Items	Avg Sales	Avg Rating	Item Visibility
Grocery Store	$151.94K	1083	$140	4	0.10
Supermarket Type1	$787.55K	5577	$141	4	0.06
Supermarket Type2	$131.48K	928	$142	4	0.06
Supermarket Type3	$130.71K	935	$140	4	0.06

Dashboard 2

Filter Panel

- Outlet Location Type: All
- Outlet Size: All
- Item Type: All

$175.43K TOTAL SALES	$146 AVG SALES
1200 NO OF ITEMS	3.9 AVG RATING

Tabs: Total Sales | Avg Sales | NO of Items | Avg Rating

FAT CONTENT
Low Fat | Regular

$67.14K — $175.43K Total Sales — $108.30K

FAT BY OUTLET
Low Fat | Regular

- Tier 3: $0.04M / $0.03M
- Tier 2: $0.04M / $0.02M
- Tier 1: $0.03M / $0.02M

ITEM TYPE

Item Type	Total Sales
Fruits an...	$0.18M
Snack Fo...	$0.18M
Household	$0.14M
Frozen Fo...	$0.12M
Dairy	$0.10M
Canned	$0.09M
Baking G...	$0.08M
Health an...	$0.07M
Meat	$0.06M
Soft Drinks	$0.06M
Breads	$0.04M
Hard Drin...	$0.03M
Others	$0.02M
Starchy F...	$0.02M
Breakfast	$0.02M
Seafood	$0.01M

Outlet Establishment
(2010–2020) values: $11K, $21K, $18K, $19K, $17K, $30K, $18K, $20K

OUTLET SIZE
Medium | Small | High

$42.34K — $72.19K — $60.90K
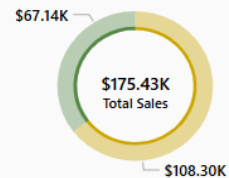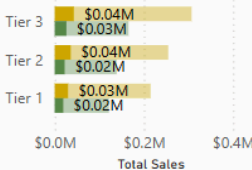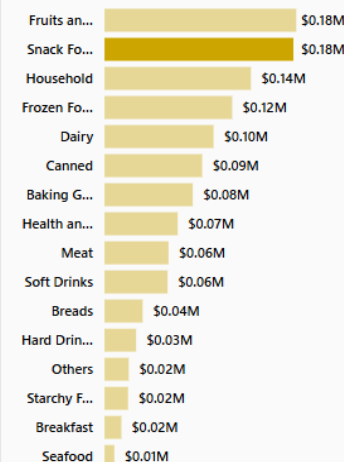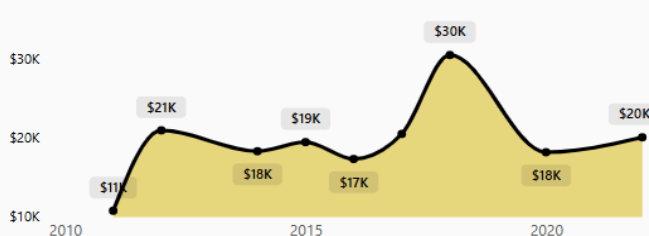
OUTLET LOCATION
- Tier 3: 68.69K
- Tier 2: 57.93K
- Tier 1: 48.81K
- 100% / 71.1%
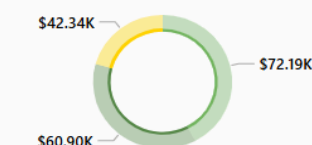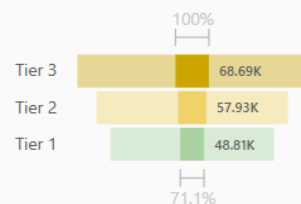
OUTLET TYPE

Outlet Type	Total Sales	NO of Items	Avg Sales	Avg Rating	Item Visibility
Grocery Store	$21.33K	146	$146	4	0.10
Supermarket Type1	$114.30K	785	$146	4	0.06
Supermarket Type2	$20.00K	132	$152	4	0.06
Supermarket Type3	$19.81K	137	$145	4	0.06