BlinkIT Grocery Sales Dashboard

A Power BI Case Study by Aditya Mehta

Project Overview & Objectives

This case study leverages Power BI to analyze BlinkIT grocery sales data, providing actionable insights for strategic decision-making. Our objective is to transform raw data into a dynamic dashboard that empowers business analysts and decision-makers.

Analyze Sales Data

Deep dive into BlinkIT grocery sales to uncover hidden patterns and trends.

Generate Actionable Insights

Identify key drivers of item performance, outlet trends, and overall sales.

Deliver Strategic Dashboard

Provide a user-friendly Power BI dashboard for ongoing business intelligence.

Dataset Overview

Our analysis is built upon a comprehensive dataset encompassing various aspects of BlinkIT's operations, categorized into three main areas:

Item Information

- Item Type (e.g., Snacks, Dairy)
- Fat Content (Regular, Low Fat)
- Visibility (Percentage of display area)
- Weight (Individual item weight)

Outlet Information

- Outlet Size (Small, Medium, Large)
- Outlet Location (Tier 1, 2, 3 cities)
- Outlet Type (Supermarket, Grocery Store)
- Establishment Year

Performance Metrics

- Total Sales (Revenue generated)
- Customer Rating (Average product/store rating)

Key Performance Indicators (KPIs)

At a glance, our dashboard highlights the critical metrics defining BlinkIT's performance:

$1.20M

Total Sales

The cumulative revenue generated across all outlets and items.

8,523

Items Sold

The total count of unique items successfully transacted.

141

Average Sales

The average revenue generated per item sold, indicating sales efficiency.

3.9

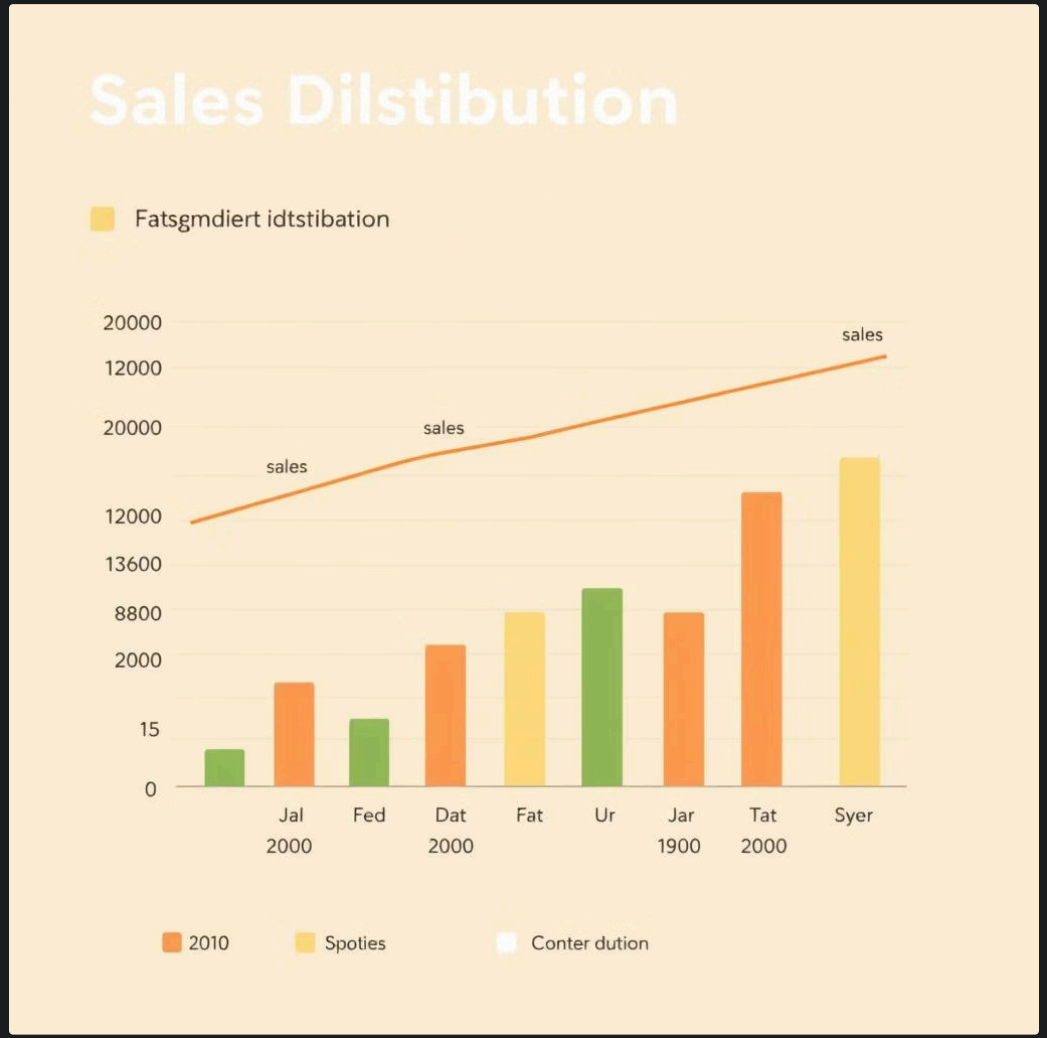
Average Rating

The mean customer satisfaction score, reflecting overall product and service quality.

Top-Level Insights: Item & Fat Content Performance

A significant portion of BlinkIT's revenue stems from **regular fat items**, which accounted for over 65% of total sales. This indicates a strong consumer preference or effective marketing for these products.

Analyzing product categories, **Snacks, Fruits, and Household items** emerged as the top performers, demonstrating consistent high sales volumes. These categories represent core strengths and potential areas for further investment.



Outlet Performance Insights

Understanding outlet-specific trends is crucial for targeted expansion and optimization strategies.

Tier 3 Outlets Lead

Outlets located in Tier 3 cities generated the most revenue, exceeding $472K. This highlights a strong market presence and consumer base in these regions.

Medium Outlets Dominate

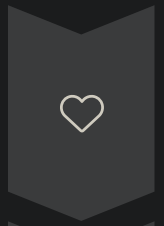
Medium-sized outlets accounted for the highest sales, indicating an optimal balance between operational capacity and customer reach.

Supermarket Type l Excellence

Supermarket Type 1 outlets consistently delivered the best performance, showcasing effective operational models and customer engagement strategies.

Strategic Recommendations

Based on our findings, we propose the following actionable recommendations to drive growth and optimize performance:

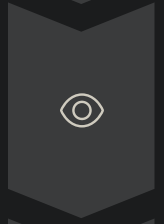


Promote Low-Fat Items

Increase visibility and marketing efforts for low-fat alternatives, especially within high-performing categories like Snacks and Fruits, to diversify sales.

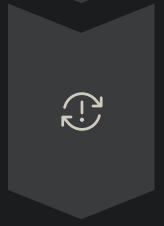
Expand in Tier 3 & Medium Outlets

Prioritize opening new BlinkIT outlets in Tier 3 cities and focus on a medium-sized store format, leveraging their proven revenue-generating potential.



Improve Item Visibility

Implement strategic shelf placement and promotional displays to enhance product visibility and encourage impulse purchases across all store types.



Replicate Supermarket Type l Success

Analyze and adapt the successful operational strategies and customer engagement practices of Supermarket Type 1 outlets to improve performance in Tier 2 areas.

Tools & Skills Utilized

This project was executed using a robust set of tools and a diverse skill set to ensure accurate analysis and compelling visualization:

Power BI Expertise

- **Data Modeling:** Structuring raw data for effective analysis.
- **DAX (Data Analysis Expressions):** Creating calculated columns and measures for deep insights.
- **Visualization:** Designing interactive and intuitive dashboards.

Supporting Skills

- **Excel:** Used for initial data sourcing and cleaning.
- **Storytelling:** Crafting a coherent narrative from complex data.
- **Insight Generation:** Translating data trends into actionable business intelligence.