



blinkit Analysis

blinkit

India's Last Minute App

FILTER PANEL

OUTLET LOCATION: All

OUTLET SIZE: All

ITEM TYPE: All

OUTLET ESTABLISHMENT

Year	Total Sales
2012	\$78K
2013	\$130K
2014	\$132K
2015	\$131K
2016	\$132K
2017	\$133K
2018	\$205K
2019	\$129K
2020	\$129K
2021	\$131K
2022	\$131K

OUTLET SIZE

Size	Total Sales
Medium	\$248.99K (20.72%)
Small	\$444.79K (37.01%)
High	\$507.90K (42.27%)

OUTLET LOCATION

Tier	Total Sales
Tier 3	\$472.13K
Tier 2	\$393.15K
Tier 1	\$336.40K

OUTLET TYPE

Outlet Type	Total Sales	No of Items	Avg Sales	Avg Rating	Item Visibility
Supermarket Type1	\$788K	5577	\$141	3.9	0.06
Grocery Store	\$152K	1083	\$140	3.9	0.10
Supermarket Type2	\$131K	928	\$142	3.9	0.06
Supermarket Type3	\$131K	935	\$140	3.9	0.06

TOTAL SALES

\$1.20M

Avg Sales

\$141

No of Items

8523

Avg Rating

3.9

FAT CONTENT

Low Fat: \$776.32K, Regular: \$425.36K

ITEM TYPE

Item Type	Total Sales
Fruits and Vegetables	\$0.18M
Snack Foods	\$0.18M
Household	\$0.14M
Frozen Foods	\$0.12M
Dairy	\$0.10M
Canned	\$0.09M
Baking Goods	\$0.08M
Health and Beauty	\$0.07M
Meat	\$0.06M
Soft Drinks	\$0.06M
Breads	\$0.04M
Hard Drinks	\$0.03M
Others	\$0.02M
Starchy Foods	\$0.02M
Breakfast	\$0.02M
Seafood	\$0.01M

FAT BY OUTLET

Low Fat: Tier 3 (\$0.31M), Tier 2 (\$0.25M), Tier 1 (\$0.22M); Regular: Tier 3 (\$0.17M), Tier 2 (\$0.14M), Tier 1 (\$0.12M)



STEPS IN PROJECT

- ✓ Requirement Gathering/ Business Requirements
- ✓ Data Walkthrough
- ✓ Data Connection
- ✓ Data Cleaning / Quality Check
- ✓ Data Modeling
- ✓ Data Processing
- ✓ DAX Calculations
- ✓ Dashboard Lay outing
- ✓ Charts Development and Formatting
- ✓ Dashboard / Report Development
- ✓ Insights Generation



BUSINESS REQUIREMENT

To conduct a comprehensive analysis of Blinkit's sales performance, customer satisfaction, and inventory distribution to identify key insights and opportunities for optimization using various KPIs and visualizations in Power BI.

KPI's Requirements

- Total Sales:** The overall revenue generated from all items sold.
- Average Sales:** The average revenue per sale.
- Number of Items:** The total count of different items sold.
- Average Rating:** The average customer rating for items sold.



BUSINESS REQUIREMENT

Chart's Requirements

1. Total Sales by Fat Content:

Objective: Analyze the impact of fat content on total sales.

Additional KPI Metrics: Assess how other KPIs (Average Sales, Number of Items, Average Rating) vary with fat content.

Chart Type: Donut Chart.

2. Total Sales by Item Type:

Objective: Identify the performance of different item types in terms of total sales.

Additional KPI Metrics: Assess how other KPIs (Average Sales, Number of Items, Average Rating) vary with fat content.

Chart Type: Bar Chart.

3. Fat Content by Outlet for Total Sales:

Objective: Compare total sales across different outlets segmented by fat content.

Additional KPI Metrics: Assess how other KPIs (Average Sales, Number of Items, Average Rating) vary with fat content.

Chart Type: Stacked Column Chart.

4. Total Sales by Outlet Establishment:

Objective: Evaluate how the age or type of outlet establishment influences total sales.

Chart Type: Line Chart.



BUSINESS REQUIREMENT

Chart's Requirements

5. Sales by Outlet Size:

Objective: Analyze the correlation between outlet size and total sales.

Chart Type: Donut/ Pie Chart.

6. Sales by Outlet Location:

Objective: Assess the geographic distribution of sales across different locations.

Chart Type: Funnel Map.

7. All Metrics by Outlet Type:

Objective: Provide a comprehensive view of all key metrics (Total Sales, Average Sales, Number of Items, Average Rating) broken down by different outlet types.

Chart Type: Matrix Card.



blinkit Analysis



SUBSCRIBE



Power BI