Blinkit Sales Analysis using PowerBI

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blinkit

Blink Commerce Private Limited, d/b/a Blinkit and formerly Grofers, is an Indian quick-commerce company owned by Eternal Limited. It was founded in December 2013 and is based in Gurgaon. Customers of the company use a mobile application to order groceries and essentials online.

Steps in Project

- Requirement Gathering / Business Requirement
- Data Walkthrough
- Data Connection
- Data Cleaning & Quality Check
- Data Modeling & Processing
- DAX Calculations
- Dashboard Layout & Formatting
- Charts Development
- Dashboard / Report Development
- Insights Generation

01

Business Requirement

- Analyze sales performance, customer satisfaction, and inventory distribution
- Identify insights for optimization using KPIs and Power BI

02
KPI
REQUIREMENT

TOTAL SALES

- Overall revenue from all items sold

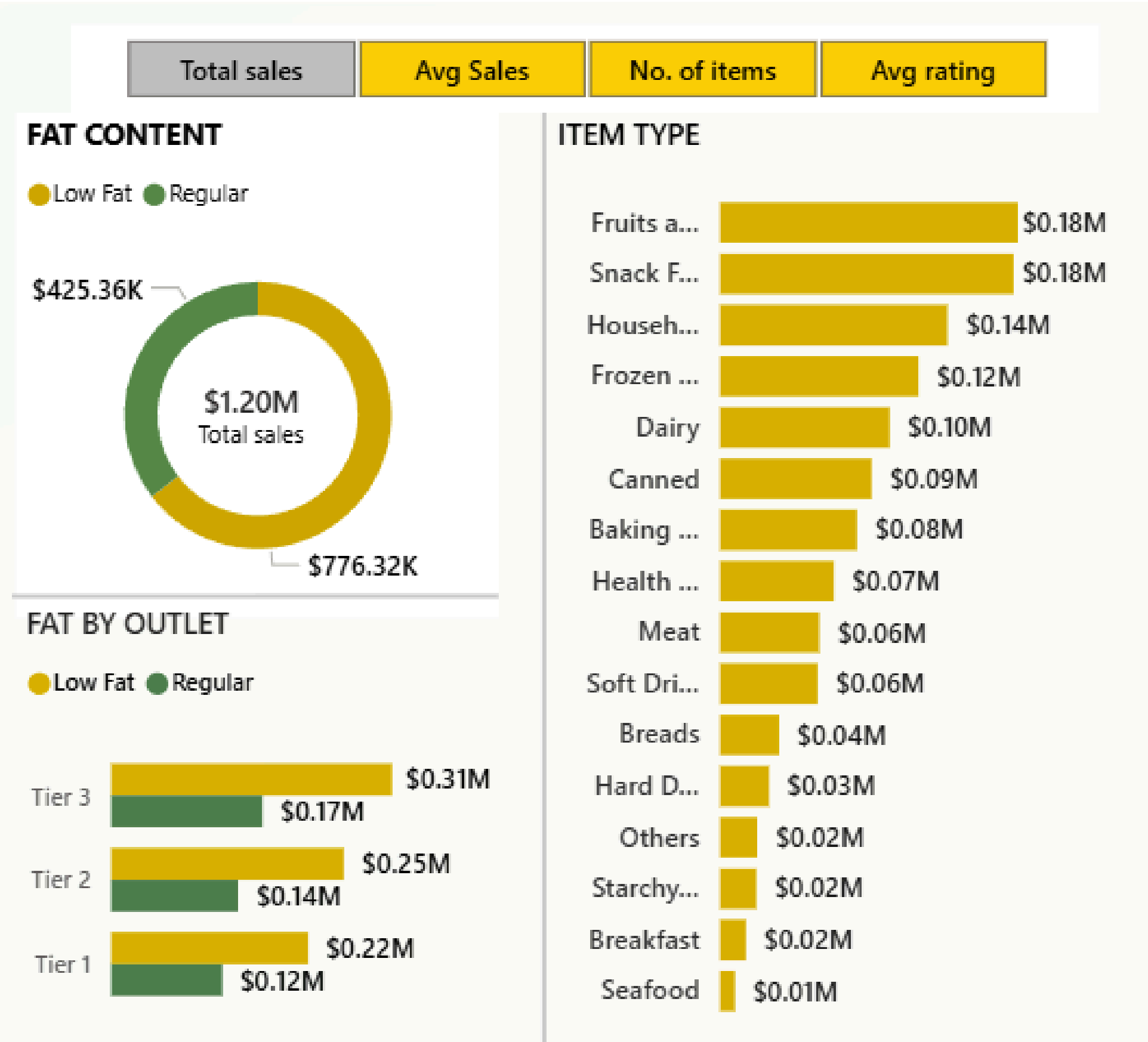**AVERAGE SALES**

- Avg revenue per sale

AVERAGE RATING

- Avg customer rating

NUMBER OF TEMS

- Count of different items sold

DASHBOARD OVERVIEW

INSIGHTS

TOTAL SALES
The dataset records overall sales of $1.20M, showing a strong performance in the grocery retail segment.
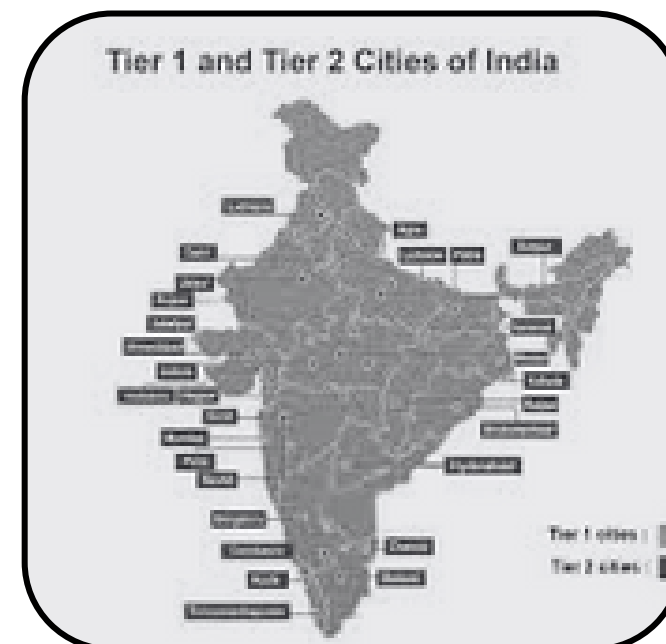

TOP OUTLET TYPE
Among all outlet categories, Supermarket Type1 dominates with $787K sales, contributing to more than half of the total revenue.

AVERAGE RATING
The average customer rating is 3.9/5, which is satisfactory but highlights room for improvement in customer experience.

TIER 3 OUTLETS
Outlets located in Tier 3 cities generate the highest sales ($472K, 39%),showing that Blinkit has strong penetration in developing regions.

INSIGHTS

MEDIUM OUTLETS

In terms of outlet size, Medium outlets dominate with $507K sales, making them the most productive format.

PEAK SALES YEAR

Sales peaked in 2018 with $205K, which may indicate a successful campaign, expansion during that year.

ITEM TYPES

The highest-selling categories are Fruits & Snacks (~$180K each), showing that fresh produce and ready-to-eat items are the backbone of sales.

FAT CONTENT

Products with Regular fat content ($776K) outsell Low Fat ($425K), indicating stronger consumer preference for taste over health.

CONCLUSION

1

- Blinkit's sales are primarily driven by Supermarket Type1 outlets and Tier 3 cities, confirming that its core strength lies in accessible grocery formats for developing regions.

2

- Medium-sized outlets dominate in contribution, proving to be the most efficient retail format.

3

- Regular fat products and snacks/fruits emerge as the largest sales contributors, defining the company's high-demand categories.

RECOMMENDATIONS

Strategy	Explanation	Expected Impact
🚀 Expand **Supermarket Type1**	Since this format drives **maximum sales**, opening more outlets can quickly scale revenue.	Higher revenue growth, stronger market dominance
🌍 Focus on **Tier 3 Cities**	These regions show **untapped growth potential** and are already contributing significantly.	Capture new customers, expand market reach
🍎 Stock more **Snacks & Fruits**	These are **high-demand categories**; ensuring availability improves repeat purchases.	Increased customer loyalty, steady sales
⭐ Improve **Weaker Outlets**	Use **marketing, discounts, or local customization** to improve ratings & sales (esp. Seafood & Breakfast).	Balanced performance, stronger brand reputation

Thank You!