

OUTLET LOCATION

All

OUTLET SIZE

All

ITEM TYPE

All

FAT CONTENT

All

Outlet Type

All

PROJECT COMPLETED BY
BJORN IRNSIDE

\$1.20M

TOTAL SALES



\$141

AVG SALES



8523

NO OF ITEMS



3.9

AVG RATING



Total Sales

Avg Sales

No of Items

Avg Rating

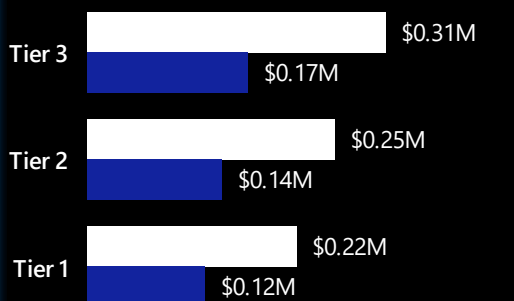
Fat Content

Low fat Regular



Fat by Outlet

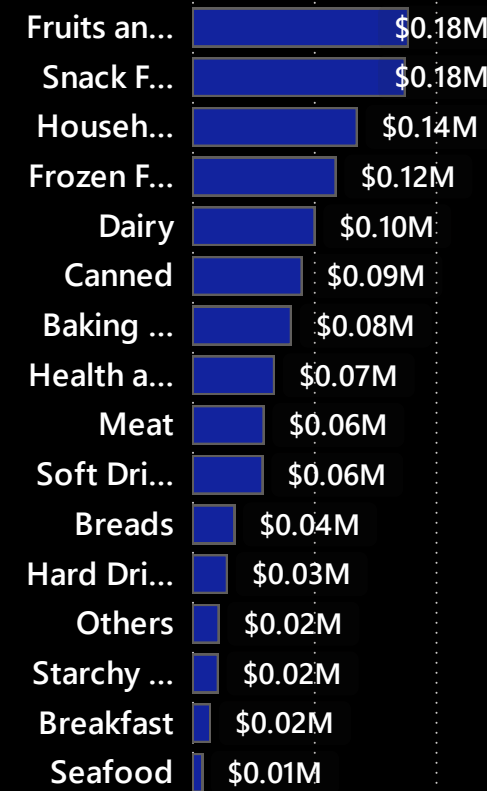
Low fat Regular



\$0.0M \$0.2M \$0.4M

Total Sales

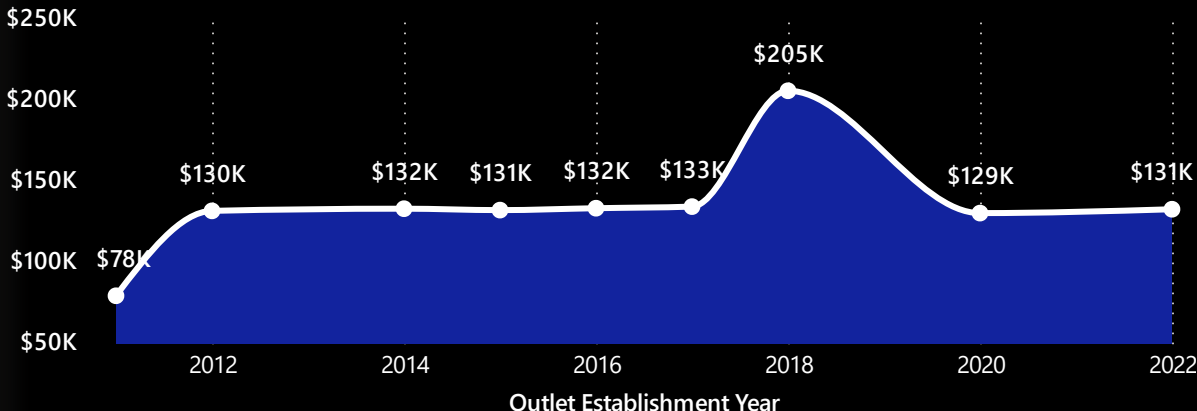
Item Type



\$0.0M \$0.1M \$0.2M

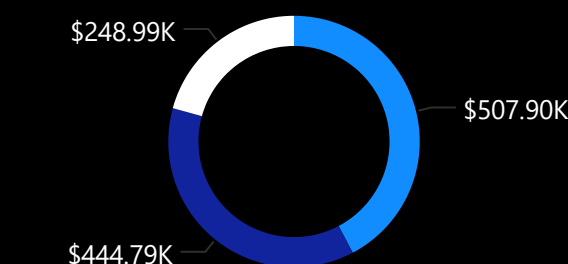
Total Sales

Outlet by Establishment

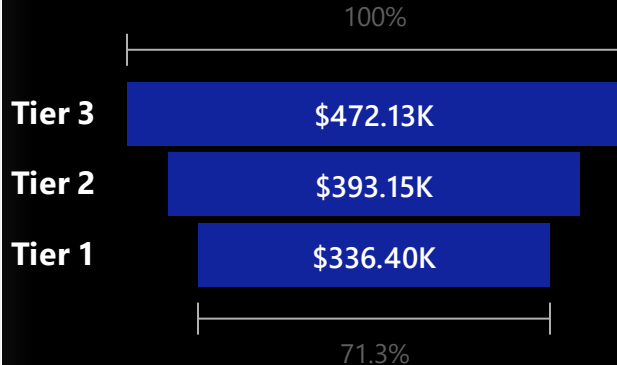


Outlet Size

Medium Small High



Outlet Location



Outlet Type

Outlet Type	Total Sales	No of Items	Avg Sales	Avg Rating	Sum of Item Visi
Supermarket	\$787.55K	5577.00	\$141	4	338.65
Grocery Store	\$151.94K	1083.00	\$140	4	113.57
Supermarket	\$130.71K	935.00	\$140	4	54.80
Supermarket	\$131.48K	928.00	\$142	4	56.62
Total	\$1,201.6...	8523.00	\$141	4	563.64

Blinkit Analysis

BUSINESS REQUIREMENTS

To conduct a comprehensive analysis of blinklist's sales performance, customer satisfaction, and inventory distribution to identify key insights and opportunities for optimization using various KPIs and visualization in

Power BI

KPI's Requirements

1. Total Sales: the overall revenue generated from all item sold.
2. Average Sales: The average revenue per sales.
3. Number of items: The total count of different items sold.
4. Average Rating: The average customer rating for items sold.

Charts

1. Total Sales by Fat Content :

Objectives: Analyze the impact of fat content on total sales

Additional KPIs Metrics: Assess how other KPIs [Average Sales, Number of items, Average Rating] vary with fat content.

Chart: Donut Chart

2. Total Sales by item types

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

Additional KPIs Metrics: Assess how other KPIs[Average Sales, Number of items, Average Rating] vary with fat content

Chart Type: Bar Chart

Power BI

Blinkit Analysis

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 KPI's[Average Sales, Number of items, Average rating] vary with fat content

Chart: 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

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 geographical distribution of sales across different locations.

Chat 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

Power BI



Business Recommendations

1. Capitalize on High-Demand Categories

- Invest more in stocking and promoting **Fruits and Vegetables** and **Snack Foods**, which are top revenue generators.
- Explore bundling or loyalty rewards around these items to increase repeat purchases and volume per transaction.

2. Optimize Outlet Size Strategy

- Medium-sized outlets** generated the most revenue—consider replicating their layout, merchandising approach, and staff-to-customer ratios in other outlets.
- Evaluate whether **High-sized outlets** suffer from location disadvantages or operational inefficiencies, and implement targeted improvements or repurposing.

3. Expand in High-Performing Tiers

- Tier 3 locations** show the strongest revenue. Prioritize opening new branches or running localized campaigns in similar demographically dense or high-traffic areas.
- Consider strategic partnerships or sponsorships within Tier 3 communities to reinforce brand visibility.

4. Leverage Yearly Revenue Patterns

- The spike in revenue during **2018** suggests favorable external conditions or successful campaigns—review what drove that performance (seasonality, new products, promotions) and seek to replicate effective elements.
- Introduce innovations gradually and monitor for changing consumer preferences that may have caused post-2018 declines.

5. Promote Health-Focused Product Lines

- The overwhelming success of **low-fat** products points to a consumer shift toward healthier lifestyles.
- Expand the range of health-conscious offerings, and clearly label them both in-store and online to attract nutrition-aware customers.

6. Respond to Customer Feedback