

Detailed analysis of the **Power BI dashboard for Blinkit**, India's Last Minute App:

### **Overall KPIs (Top Row):**

- **Total Sales:** \$1.20M
- **Average Sales:** \$141
- **Number of Items Sold:** 8,523
- **Average Rating:** 3.9

These KPIs give a quick snapshot of overall business performance. While the total sales seem healthy, the average rating indicates room for improvement in customer satisfaction.

### **Sales Analysis by Fat Content:**

- **Low Fat Sales:** \$425.36K
- **Regular Sales:** \$776.32K

**Observation:** Regular products significantly outsell low-fat items, indicating a consumer preference for standard options despite health trends.

### **Item Type Analysis (Right of Fat Content Chart):**

Top-selling item categories:

- Fruits and Snack Foods (each at ~\$0.18M)
- Household, Frozen Foods, and Dairy also contribute significantly

**Observation:** Blinkit's strength lies in fast-moving consumer goods (FMCG), particularly perishable and daily-use items.

### **Outlet Establishment Over Time (Line Chart - Top Right):**

- Peak year: **2018** with **\$205K**
- Steady performance from 2012–2022, with a slight dip post-2019.

**Observation:** Growth peaked in 2018, possibly due to expansion or campaigns; post-2019 dip could be linked to market saturation or external disruptions.

### **Sales by Outlet Size and Location (Middle-Right):**

- **Outlet Size:**
  - Tier 3: \$472.13K
  - Tier 2: \$393.15K
  - Tier 1: \$336.40K
- **Outlet Location Performance:**
  - Tier 3 locations contribute the most to total sales.

**Observation:** Smaller towns (Tier 3) are major contributors—an unusual but valuable insight showing high demand in less urbanized regions.

### **Fat by Outlet (Bottom-Left):**

- Regular products dominate sales across all tiers, but Tier 3 outlets sell the most low-fat products compared to others.

**Observation:** Tier 3 is both a volume leader and more health-conscious relatively.

### Outlet Type Performance (Bottom-Right Table):

Outlet Type	Total Sales	No. of Items	Avg Sales	Avg Rating	Visibility
Supermarket Type 2	\$1,31,477.78	928	\$142	3.9	0.06
Supermarket Type 1	\$7,87,549.89	5577	\$141	3.9	0.06
Grocery Store	\$1,51,939.15	1083	\$140	3.9	0.10
Supermarket Type 3	\$1,30,714.67	935	\$140	3.9	0.06

#### Observation:

- **Supermarket Type 1** is the top performer in terms of volume and revenue.
- **Grocery stores** have the highest **item visibility (0.10)** but lower sales.

#### Key Insights Summary:

1. **Sales Driver:** Tier 3 outlets and regular-fat products drive the majority of sales.
2. **Top Items:** Fruits and snacks are leading item types.
3. **Rating Plateau:** Average customer rating across all outlets is fixed at 3.9 – consistent but not excellent.
4. **Outlet Expansion:** Growth in outlet establishment peaked in 2018, with minor decline afterward.
5. **Item Visibility:** Grocery stores have the highest item visibility, suggesting better product discoverability.

## Recommendations:

- **Customer Satisfaction:** Focus on improving customer experience to push ratings above 4.
- **Promote Low-Fat Items:** Capitalize on rising health trends by marketing low-fat items, especially in Tier 3 cities.
- **Boost Grocery Store Sales:** Leverage the high visibility in grocery stores to push promotions or bundling.
- **Revisit Expansion Strategy:** Post-2018 drop in outlet growth should be investigated for operational or market challenges.