

Quick Commerce Analytics Domain



Transforming Raw Blinkit Sales Data into
Actionable Insights using MS Excel



ABOUT THE ANALYST



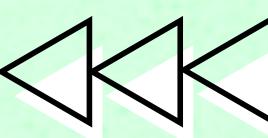
Soumyadeep Dhar

Skills

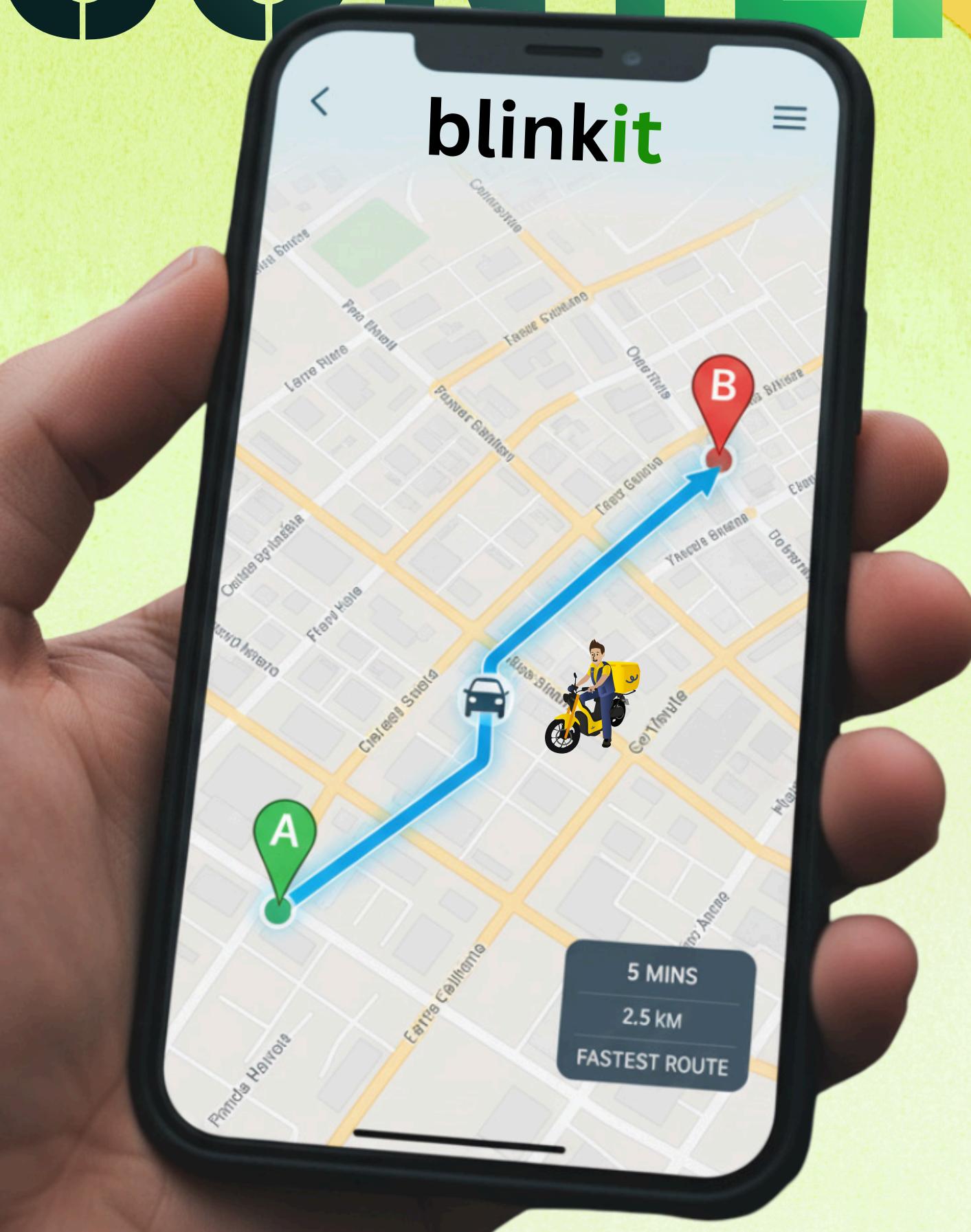
Advanced Excel
SQL
Power Bi
Python
ETL

Currently doing Virtual internship at Codebasics

Focus on turning complex data into
clear, actionable business intelligence



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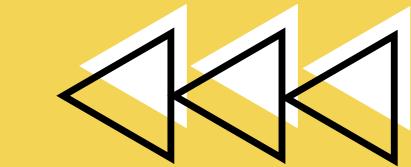
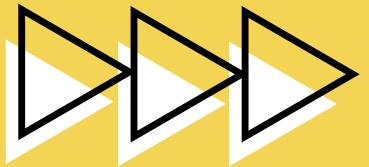
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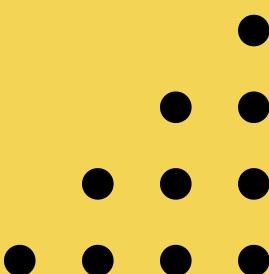
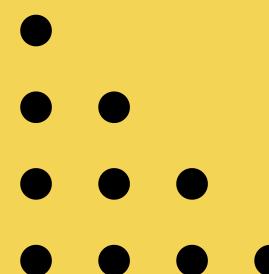


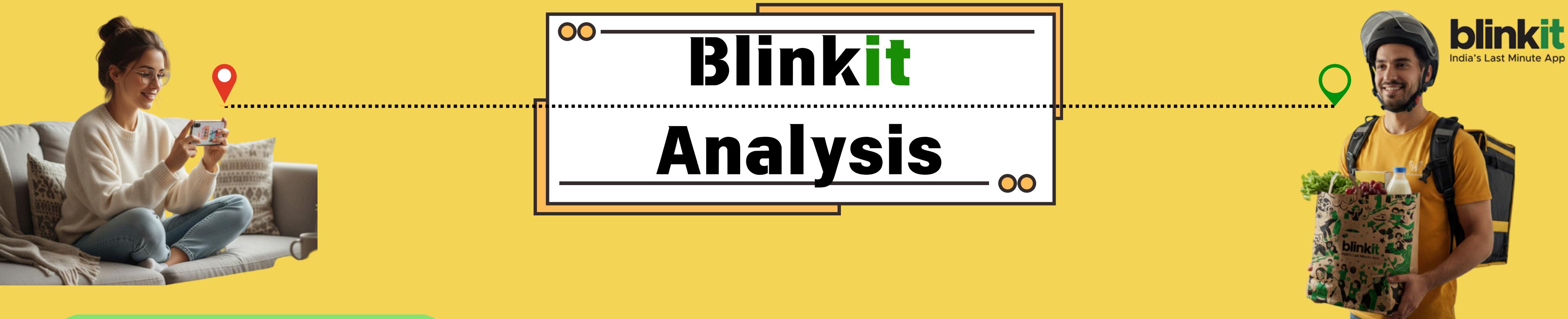
INTRODUCTION

Blinkit

Blinkit (formerly Grofers) is an Indian **quick-commerce company** founded in December 2013 by Albinder Dhindsa and Saurabh Kumar. The platform **delivers groceries & daily essentials** to customers within approximately **10 minutes** through its network of dark stores.

Acquired by Zomato (now Eternal Limited) in June 2022 for \$568 million, Blinkit operates in **153 cities** across India and fulfills over **400,000 orders** daily. The company is headquartered in Gurugram and stands as **one of India's leading instant delivery platforms** in the rapidly growing quick-commerce sector.





Project Objective

Execute a comprehensive business intelligence analysis of Blinkit's sales performance, customer satisfaction, and inventory distribution. The goal is to derive actionable insights and optimization opportunities utilizing defined Key Performance Indicators (KPIs) and data visualizations within Microsoft Excel.

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.

Blinkit Analysis

Business Requirement

Chart's Requirements



The requirements are segmented into four key visualizations, each with a specific objective, additional KPIs to consider, and a recommended chart type.

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 item type.

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 across outlets.

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 .

Blinkit Analysis

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

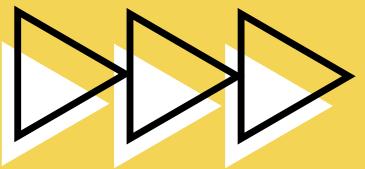
Objective: Assess geographic distribution of sales across locations

Chart Type: Funnel Map .

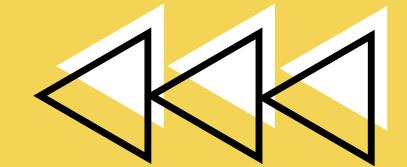
7: All Metrics by Outlet Type

Objective: Comprehensive view of key metrics (Total Sales, Average Sales, Number of Items, Average Rating) by outlet type

Chart Type: Matrix Card .



DATA PREPROCESSING



Data Collection → Data Cleaning → Data Preparation (Transformation + Reduction)

DATA COLLECTION

Key steps :

Unprocessed transactional data taken from the sales system of Blinkit ,includes detailed records at the item and transaction levels.

Website Use :
www.Kaggle.com

k

DATA CLEANING

Key steps :

Handling missing value,
Removing duplicates,
Correcting
inconsistencies, Format
standardization

Tool use :

Microsoft Excel



DATA PREPARATION

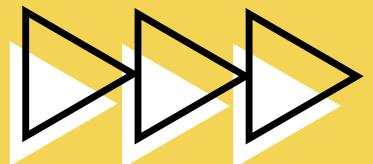
Key steps :

Calculated fields,
Filtering,
Categorization,
Pivot Table,
Summarization

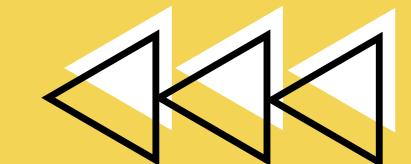
Chart Use :

Various Charts



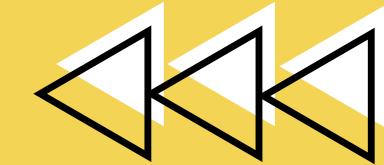


RAW DATA

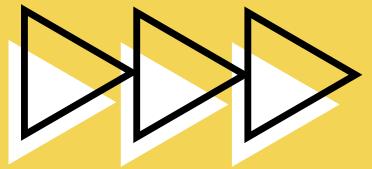


Serial No	Item Fat Content	Item Identifier	Item Type	Outlet Established	Outlet Identifier	Outlet Location	Outlet Size	Outlet Type	Item Visibility	Item Weight	Sales	Rating
2	Low Fat	NCB42	Health and Hygiene	2022	OUT018	Tier 3	Medium	Supermarket Typ	0.008596051	11.8	115.349	5
3	Regular	FDR28	Frozen Foods	2016	OUT046	Tier 1	Small	Supermarket Typ	0.025896485	13.85	165.021	5
4	Regular	FDL50	Canned	2014	OUT013	Tier 3	High	Supermarket Typ	0.042277867	12.15	126.505	5
5	Low Fat	DRI25	Soft Drinks	2015	OUT045	Tier 2	Small	Supermarket Typ	0.033970195	19.6	55.1614	5
6	low fat	FDS52	Frozen Foods	2020	OUT017	Tier 2	Small	Supermarket Typ	0.005505481	8.89	102.402	5
7	Low Fat	NCU05	Health and Hygiene	2011	OUT010	Tier 3	Small	Grocery Store	0.098312421	11.8	81.4618	5
8	Low Fat	NCD30	Household	2015	OUT045	Tier 2	Small	Supermarket Typ	0.026903714	19.7	96.0726	5
9	Low Fat	FDW20	Fruits and Vegetables	2014	OUT013	Tier 3	High	Supermarket Typ	0.024129332	20.75	124.173	5
10	Low Fat	FDX25	Canned	2018	OUT027	Tier 3	Medium	Supermarket Typ	0.101561568		181.929	5
11	Low Fat	FDX21	Snack Foods	2018	OUT027	Tier 3	Medium	Supermarket Typ	0.084554569		109.891	5
12	Low Fat	NCU41	Health and Hygiene	2017	OUT035	Tier 2	Small	Supermarket Typ	0.052044976	18.85	192.185	5
13	Low Fat	FDL20	Fruits and Vegetables	2022	OUT018	Tier 3	Medium	Supermarket Typ	0.128937661	17.1	112.389	5
14	Low Fat	NCR54	Household	2014	OUT013	Tier 3	High	Supermarket Typ	0.090486828	16.35	195.211	5
15	Low Fat	FDH19	Meat	2018	OUT027	Tier 3	Medium	Supermarket Typ	0.03292824		173.174	5
16	Regular	FDB57	Fruits and Vegetables	2017	OUT035	Tier 2	Small	Supermarket Typ	0.018801549	20.25	222.177	5
17	Low Fat	FDO23	Breads	2022	OUT018	Tier 3	Medium	Supermarket Typ	0.147023834	17.85	93.7436	5
18	Low Fat	NCB07	Household	2012	OUT049	Tier 1	Medium	Supermarket Typ	0.077628053	19.2	197.611	5
19	Low Fat	FDJ56	Fruits and Vegetables	2018	OUT027	Tier 3	Medium	Supermarket Typ	0.182514881		98.77	5
20	Low Fat	DRN47	Hard Drinks	2022	OUT018	Tier 3	Medium	Supermarket Typ	0.016895293	12.1	178.566	5
21	Regular	FDZ07	Fruits and Vegetables	2018	OUT027	Tier 3	Medium	Supermarket Typ	0		60.2194	5
22	Low Fat	NCK31	Others	2018	OUT027	Tier 3	Medium	Supermarket Typ	0.026916794		50.9666	5
23	Low Fat	FDJ41	Frozen Foods	2022	OUT018	Tier 3	Medium	Supermarket Typ	0.022976497	6.85	261.659	5
24	Low Fat	DRI51	Dairy	2022	OUT018	Tier 3	Medium	Supermarket Typ	0.042413704	17.25	173.176	5
25	Regular	FDC40	Dairy	2020	OUT017	Tier 2	Medium	Supermarket Typ	0.065431917	16	76.1986	5
26	Low Fat	FDB53	Frozen Foods	2020	OUT017	Tier 2	Medium	Supermarket Typ	0.140241213	13.35	150.239	5
27	Low Fat	FDA16	Frozen Foods	2017	OUT035	Tier 2	Small	Supermarket Typ	0.038935576	6.695	221.946	5
28	Regular	FDO19	Fruits and Vegetables	2018	OUT027	Tier 3	Medium	Supermarket Typ	0.016516275		47.4034	5
29	Low Fat	FDO04	Frozen Foods	2016	OUT046	Tier 1	Small	Supermarket Typ	0.026537206	16.6	57.2614	5
30	Regular	FDL25	Breakfast	2012	OUT049	Tier 1	Medium	Supermarket Typ	0.131128467	6.92	93.1804	5
31	Low Fat	NCJ30	Household	2016	OUT046	Tier 1	Small	Supermarket Typ	0.080640478	5.82	167.779	5
32	Low Fat	NCQ41	Health and Hygiene	2014	OUT013	Tier 3	High	Supermarket Typ	0.01946418	14.8	196.379	5
33	Low Fat	DRJ35	Hard Drinks	2014	OUT013	Tier 3	High	Supermarket Typ	0.046545786	10.1	59.9878	5
34	Low Fat	NCE31	Household	2014	OUT013	Tier 3	High	Supermarket Typ	0.184689756	7.67	35.4216	5
35	Low Fat	FDY09	Snack Foods	2020	OUT017	Tier 2	Medium	Supermarket Typ	0.025342692	15.6	174.305	5
36	Low Fat	FD704	Frozen Foods	2014	OUT013	Tier 3	High	Supermarket Typ	0.037923509	9.31	61.651	5

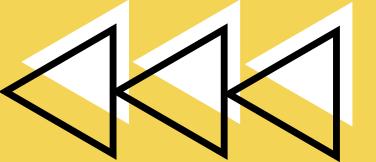
RAW DATA DISCUSSION



Aspect	Details
Data Source	Blinkit Internal Sales Management System
Dataset Size	8,523 transaction records
Time Period	2011-2022 (12 years)
Total Sales Value	\$1.20 Million
Geographic range	3 location tiers (Tier 1, Tier 2, Tier 3)
Outlet Types	4 types (Supermarket Type1/2/3, Grocery Store)
Product Categories	16 item types (Fruits & Vegetables, Snack Foods etc.)
Rows and Columns No	8523 Rows & 13 Columns
Format	CSV (Comma Separated Values)

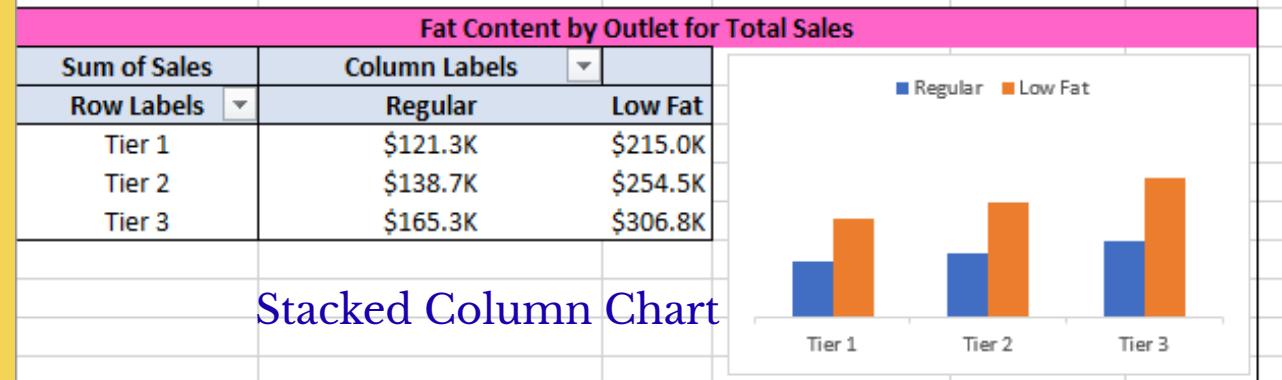
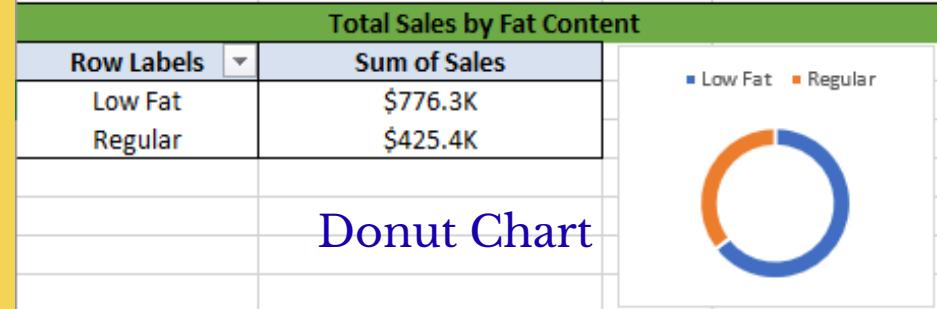


KPI's & Charts Discussion



KPI's Requirements			
Sum of Sales	Average Sales	Io of Item	Average of Rating
1201681.493	140.9927834	8523	3.965857093

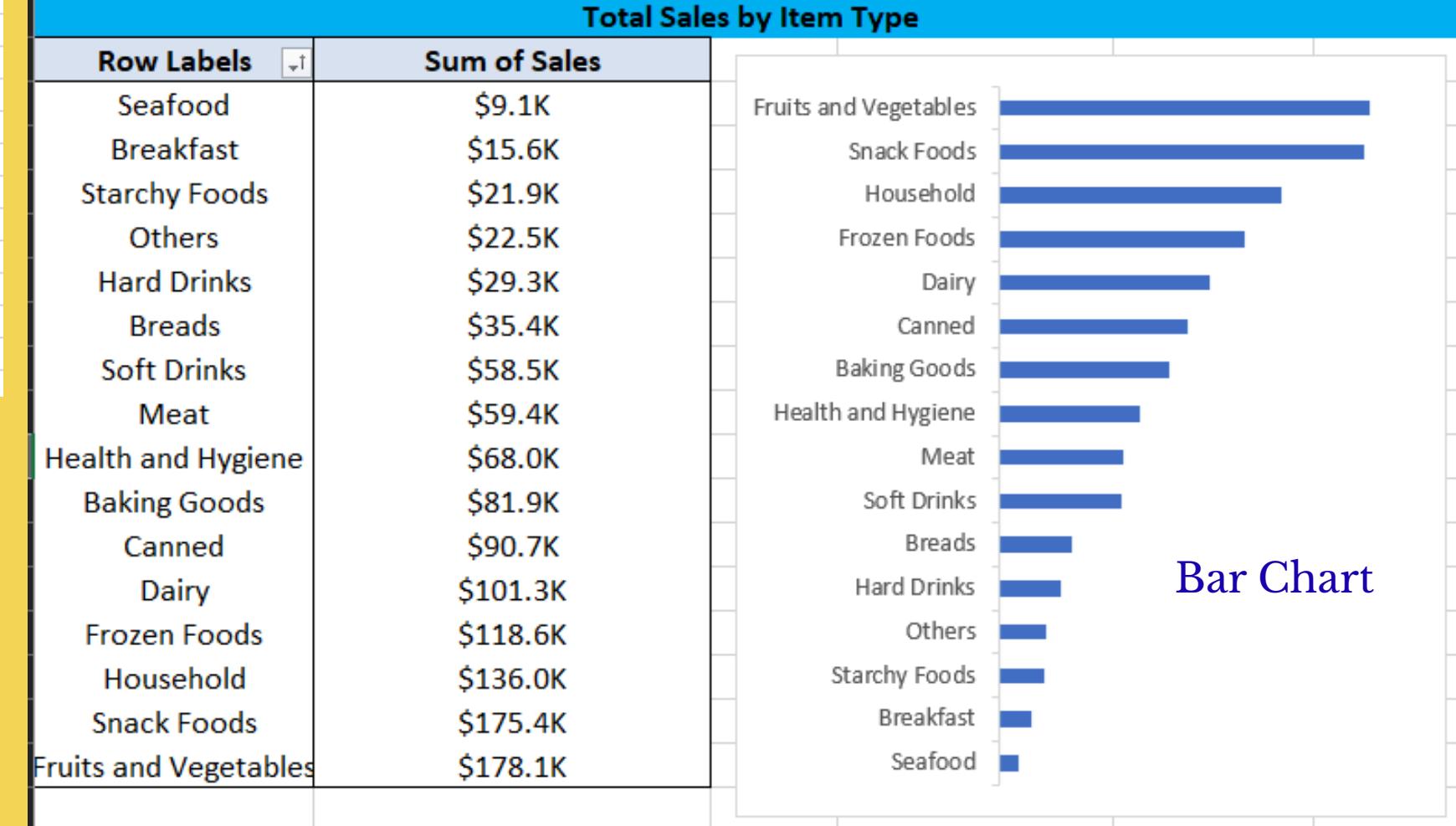
Total Sales	Avg Sales	Io of Item	Avg Ratings
\$1.20M	\$141	8523	4.0

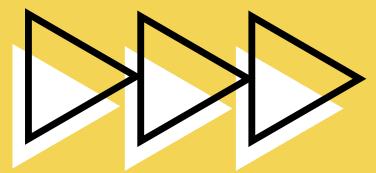


Outlet Size
High
Medium
Small

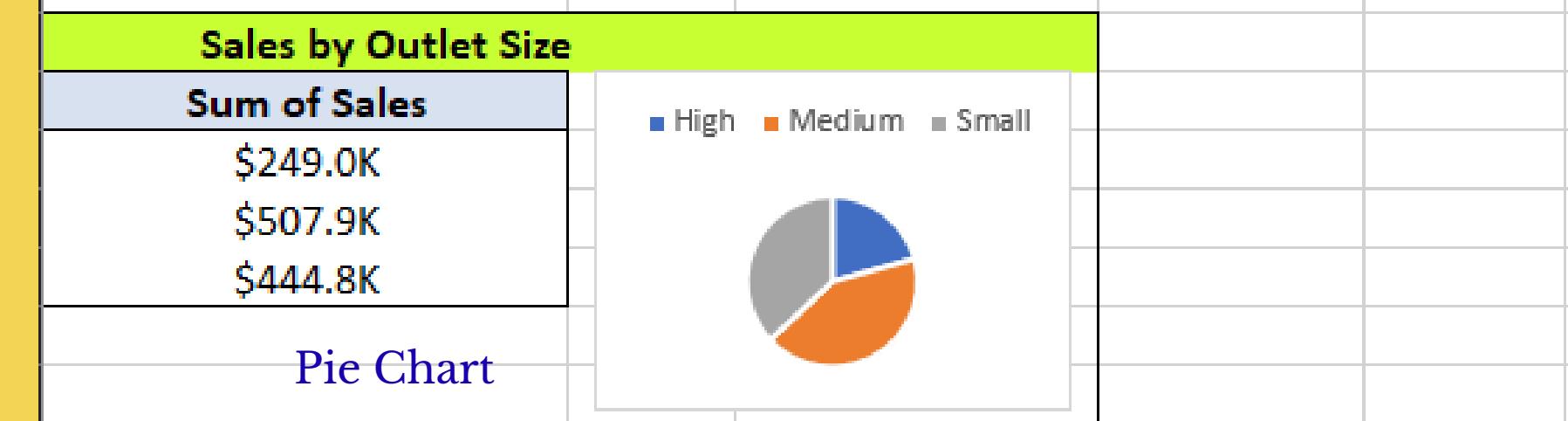
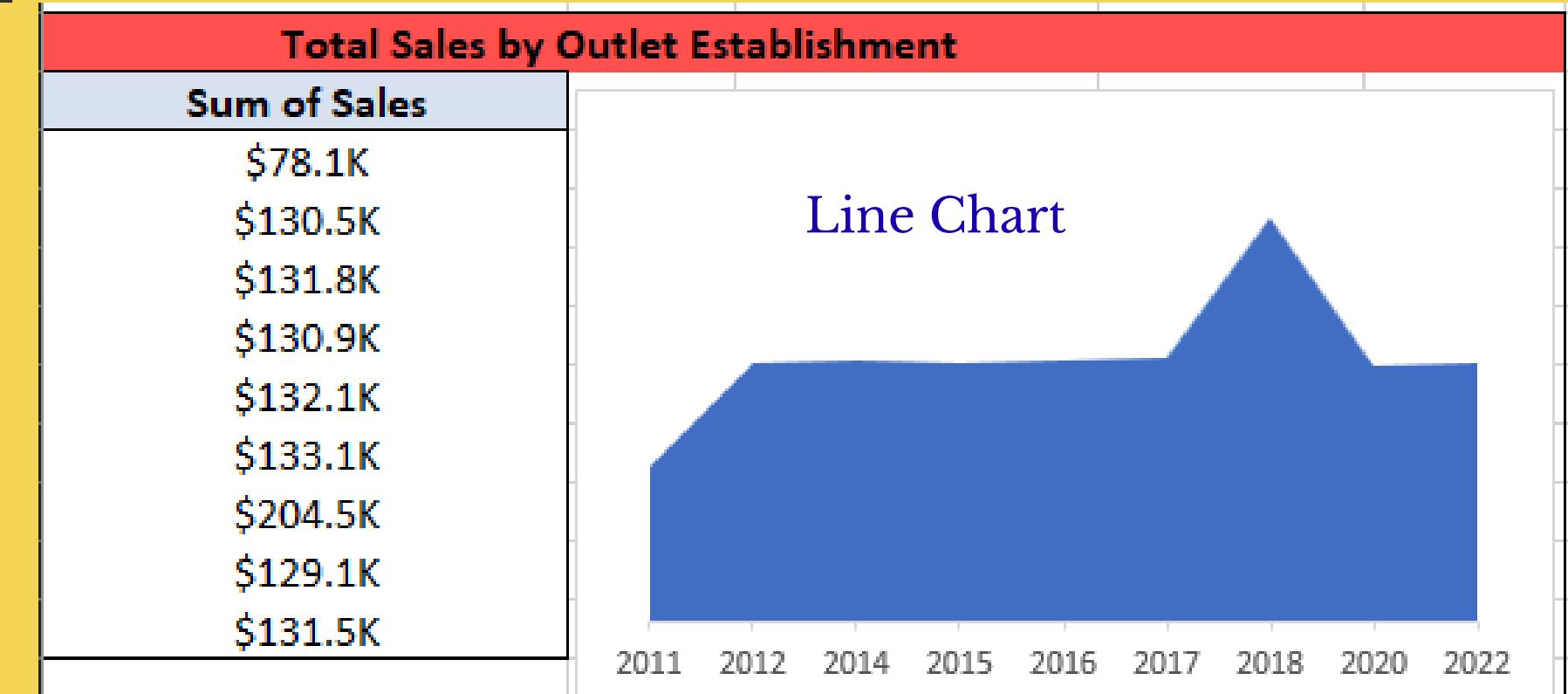
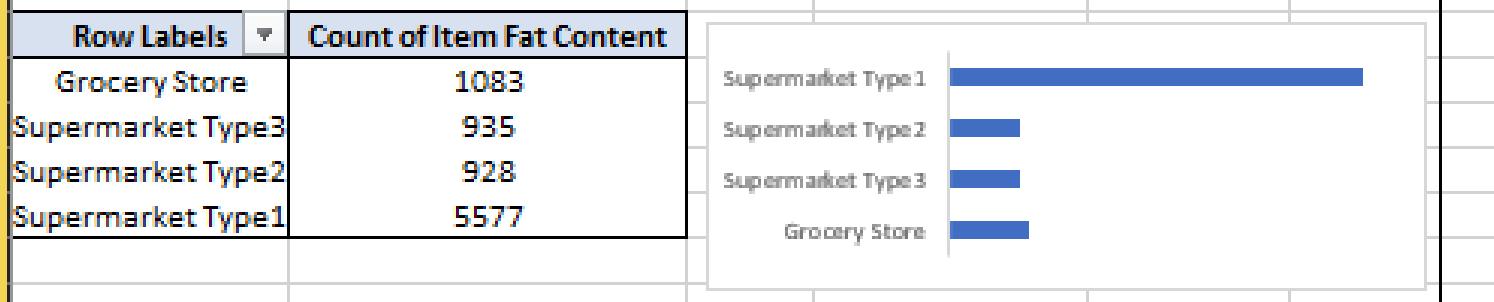
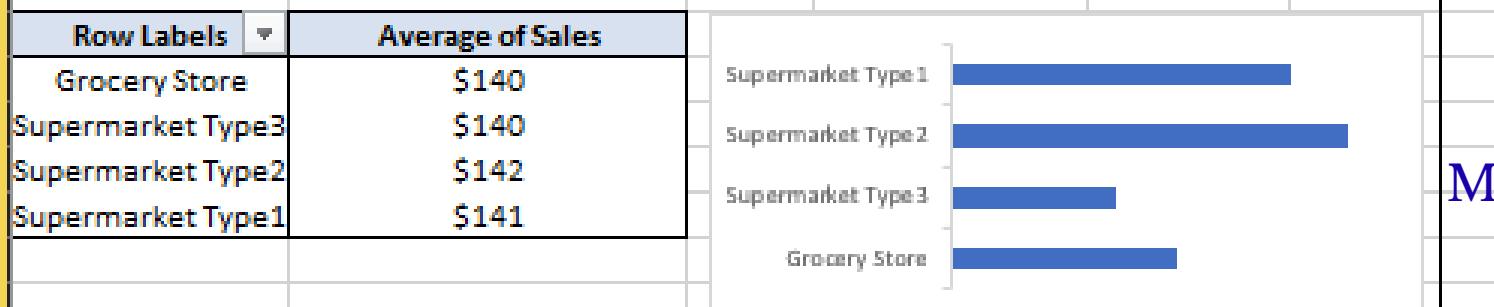
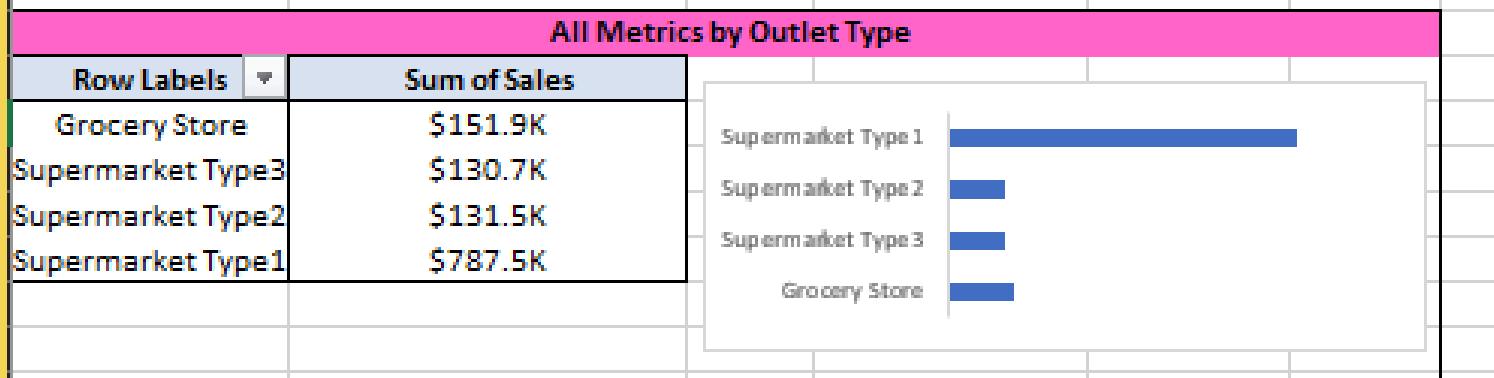
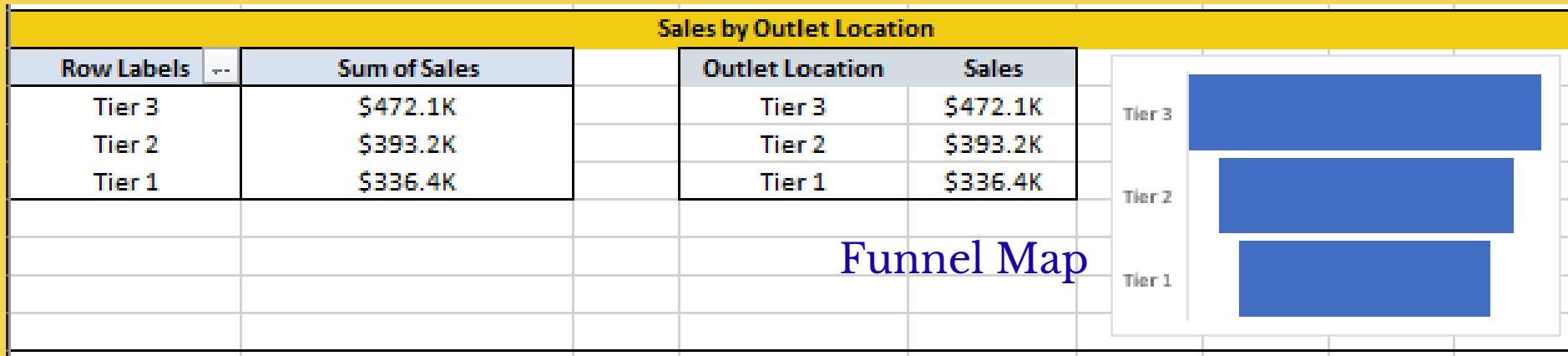
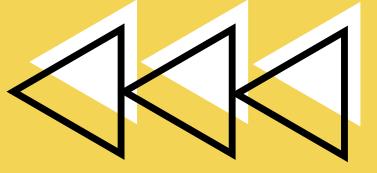
Outlet Location Type
Tier 1
Tier 2
Tier 3

Item Type
Baking Goods
Breads
Breakfast
Canned
Dairy
Frozen Foods
Fruits and Vegetables
Hard Drinks
Health and Hygiene
Household
Meat
Others
Seafood
Snack Foods
Soft Drinks
Starchy Foods





KPI's & Charts Discussion



My Role

Blinkit Sales Analytics Dashboard Project

In order to track \$1.20 million in sales, I am in charge of extracting and cleaning transactional sales data (8,523+ items), conducting exploratory analysis to find performance trends across outlet types, product categories, and geographic tiers, and creating an interactive Excel dashboard with more than ten KPI visualizations. In order to convert analytical results into practical plans for outlet expansion, inventory optimization, and product mix choices that complemented company growth goals, I also worked with the operations and business development teams.



DASHBOARD MOCKUP OVERVIEW

Blinkit logo

Filter Panel

Outlet location
T1
T2
T3

Outlet size
Large
Medium
Small

Item type
1
2
3
4
5
6
7

Total Sales

Average Sales

Number of Items

Average Ratings

Fat content
Low fat
Regular F

Item type
Bar chart would be ideal

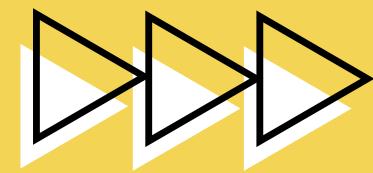
Outlet Location
T3
T2
T1

Outlet Size
Small
High
Medium

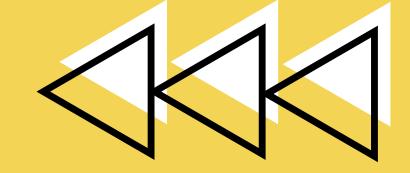
Outlet Type

Supmarket T1	Supmarket T2	Supmarket T3
Total Sales		
Avg Sales		
No. of Items		

Note: → Background theme and chart color will be based on blinkit.
→ Also add Data labels.



FINAL DASHBOARD



blinkit
India's Last Minute App

FILTER PANEL

Outlet Size: High, Medium, Small

Outlet Location: Tier 1, Tier 2, Tier 3

Item Type: Baking Goods, Breads, Breakfast, Canned, Dairy, Frozen Foods, Fruits and Vegetables, Hard Drinks

\$1.20M
TOTAL SALES



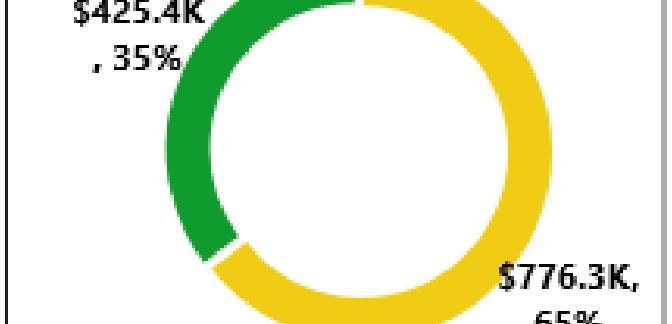
4.0
AVG RATING



FAT CONTENT

Low Fat: \$425.4K, 35%
Regular: \$776.3K, 65%

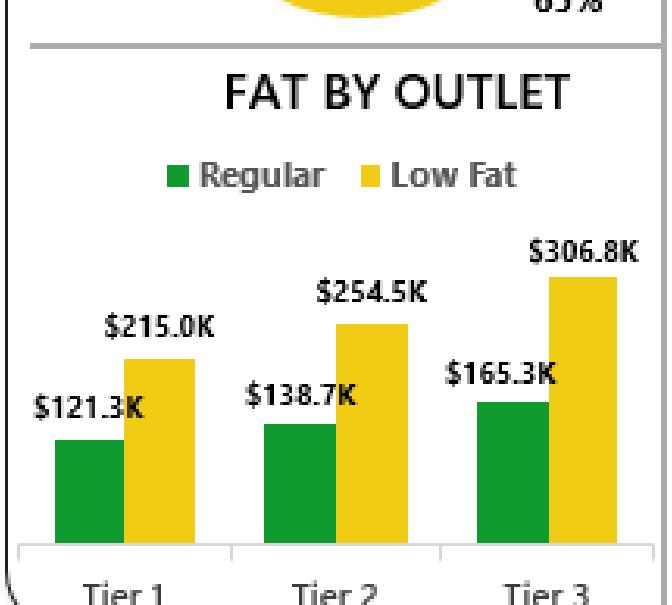
Low Fat Regular



FAT BY OUTLET

Regular: \$121.3K, \$138.7K, \$165.3K
Low Fat: \$215.0K, \$254.5K, \$306.8K

Regular Low Fat



\$141
AVG SALES

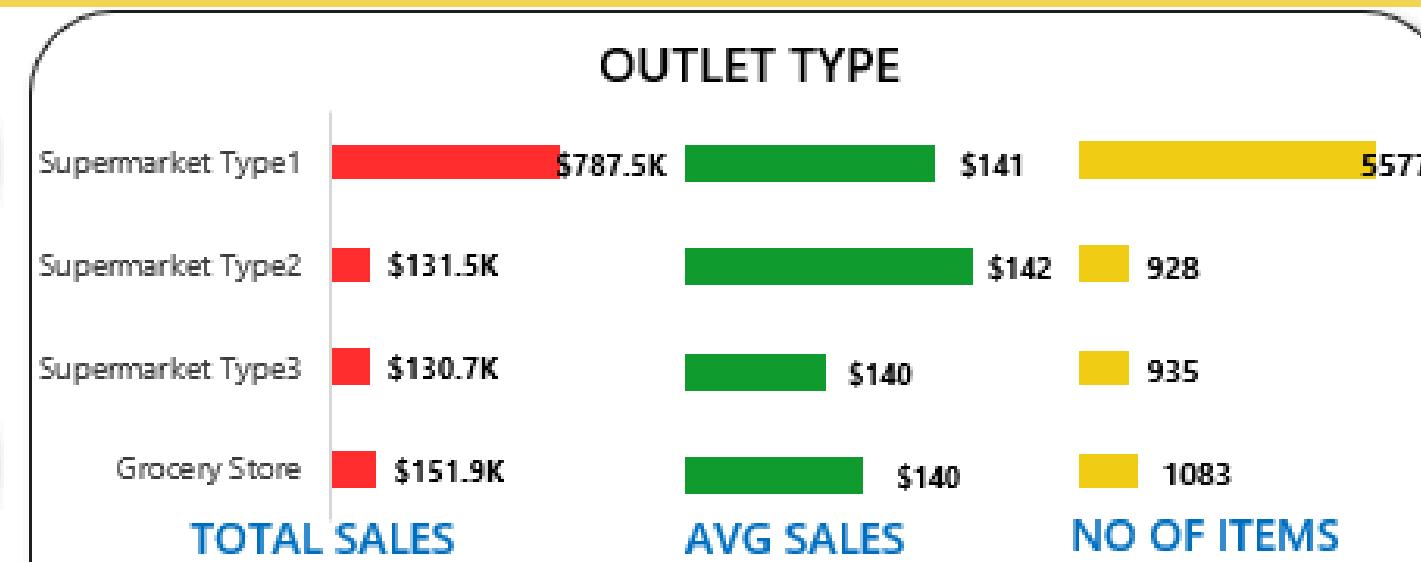
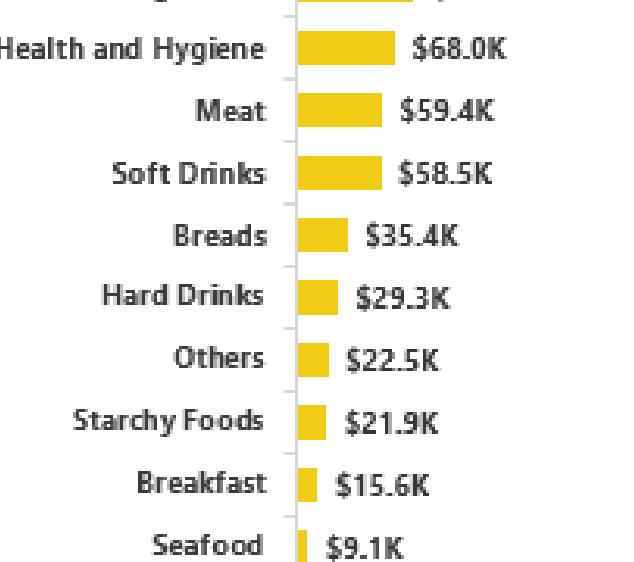


8523
NO OF ITEMS

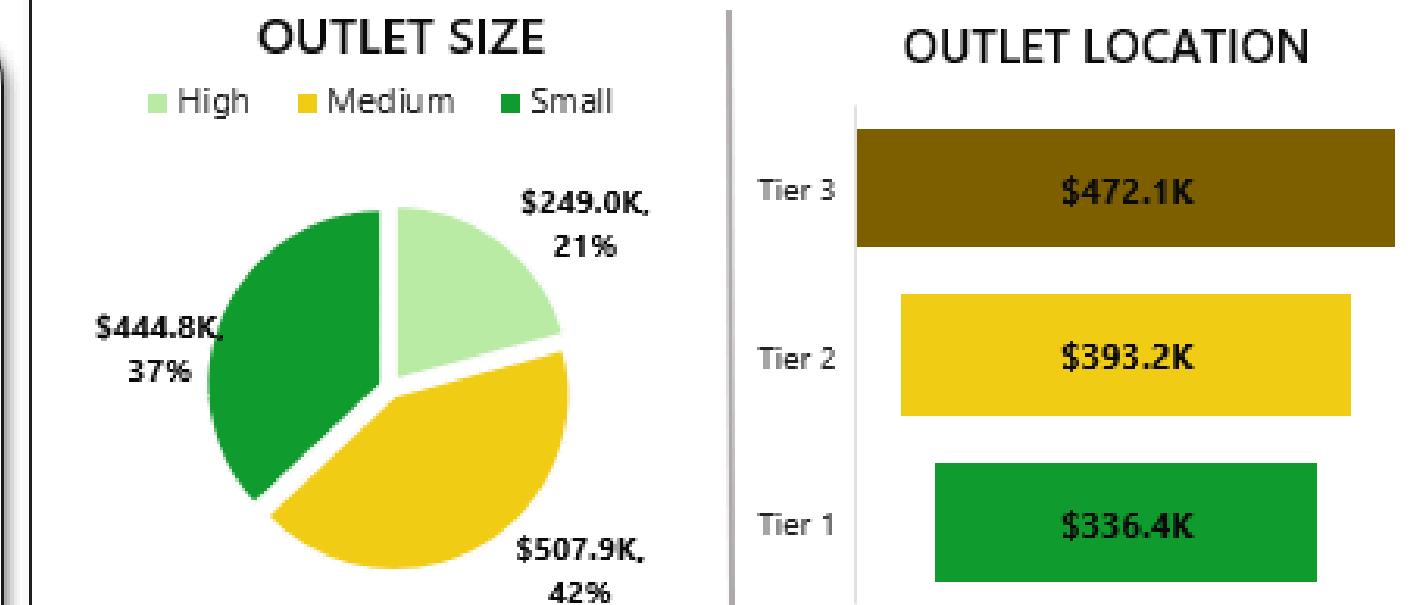


ITEM TYPE

Fruits and Vegetables	\$178.1K
Snack Foods	\$175.4K
Household	\$136.0K
Frozen Foods	\$118.6K
Dairy	\$101.3K
Canned	\$90.7K
Baking Goods	\$81.9K
Health and Hygiene	\$68.0K
Meat	\$59.4K
Soft Drinks	\$58.5K
Breads	\$35.4K
Hard Drinks	\$29.3K
Others	\$22.5K
Starchy Foods	\$21.9K
Breakfast	\$15.6K
Seafood	\$9.1K



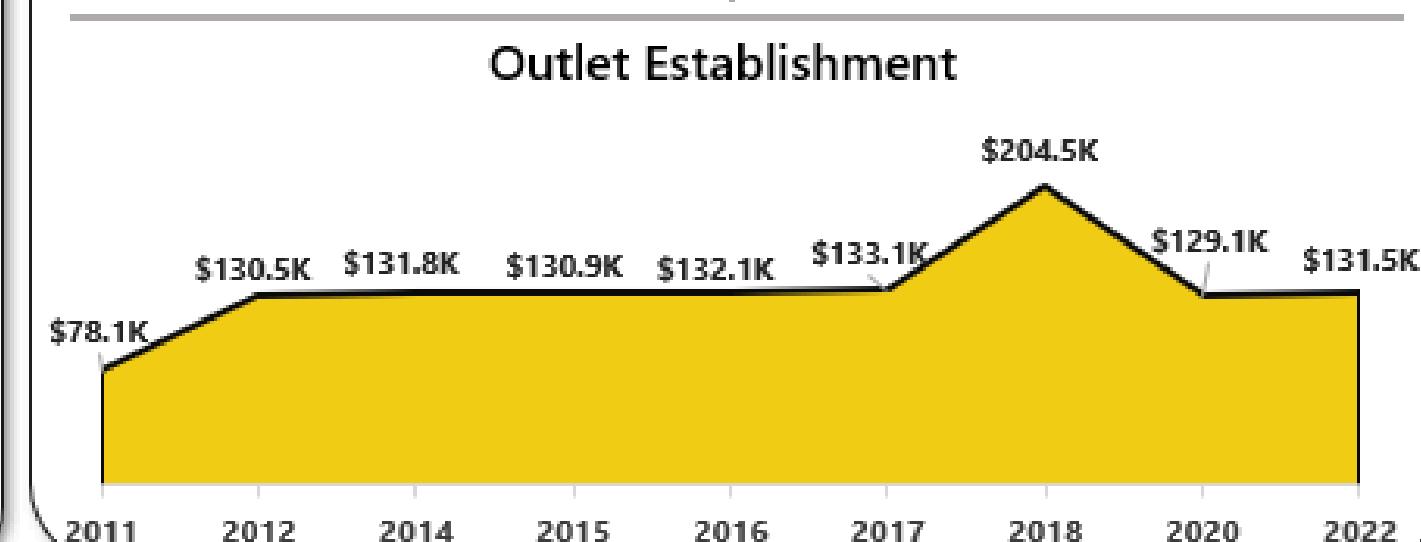
TOTAL SALES **AVG SALES** **NO OF ITEMS**



OUTLET LOCATION

Tier 3: \$472.1K
Tier 2: \$393.2K
Tier 1: \$336.4K

Outlet Establishment



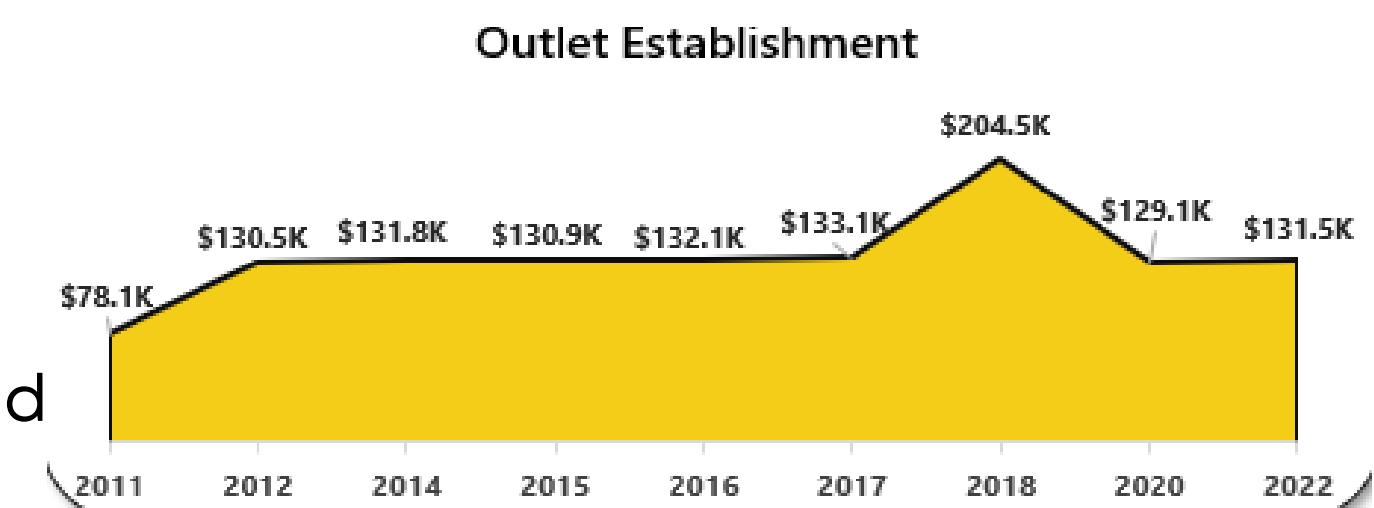
Insights

Blinkit Dashboard Analysis :-

Key Insights :-

1. Overall Performance

- Total sales of **\$1.20M** with an average transaction value of **\$141** indicates healthy business volume.
- Strong customer satisfaction with a **4.0** average rating across **8,523** items.
- Business shows growth trajectory from 2011-2018, peaking at **\$204.5K**, followed by stabilization around **\$130K** (2019-2022).



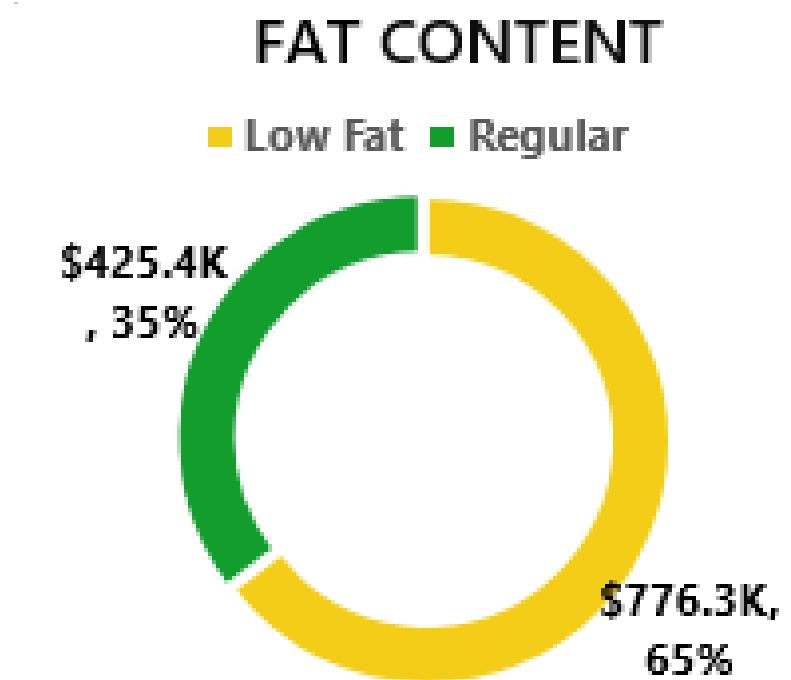
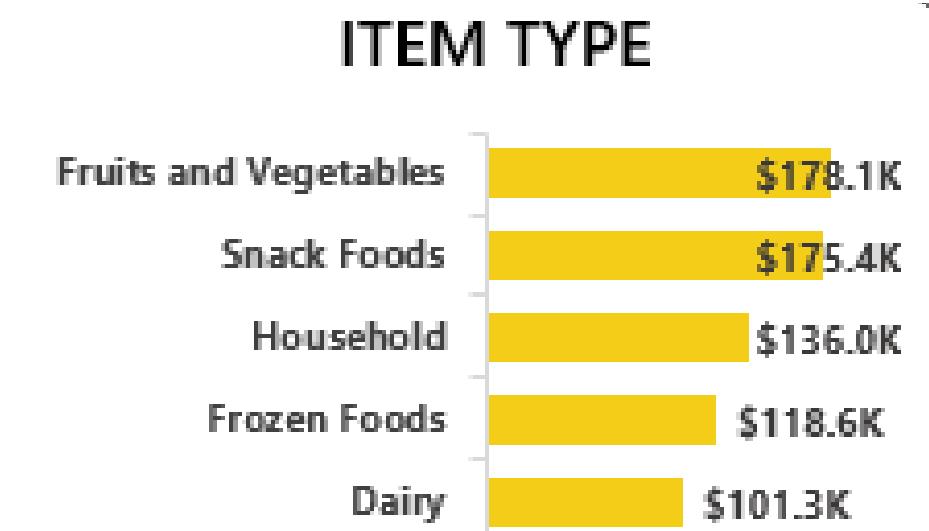
Insights

Blinkit Dashboard Analysis :-

Key Insights :-

2. Product Mix & Performance

- In Top Categories section, Fruits and Vegetables lead with **\$178.1K**, followed by Snack Foods (**\$175.4K**) and Household items (**\$136.0K**).
- Fat content split favors Low Fat products (**65%**) vs Regular Fat(**35%**), suggesting health-conscious customer base.
- A large variety of products points to multifaceted inventory management demands.





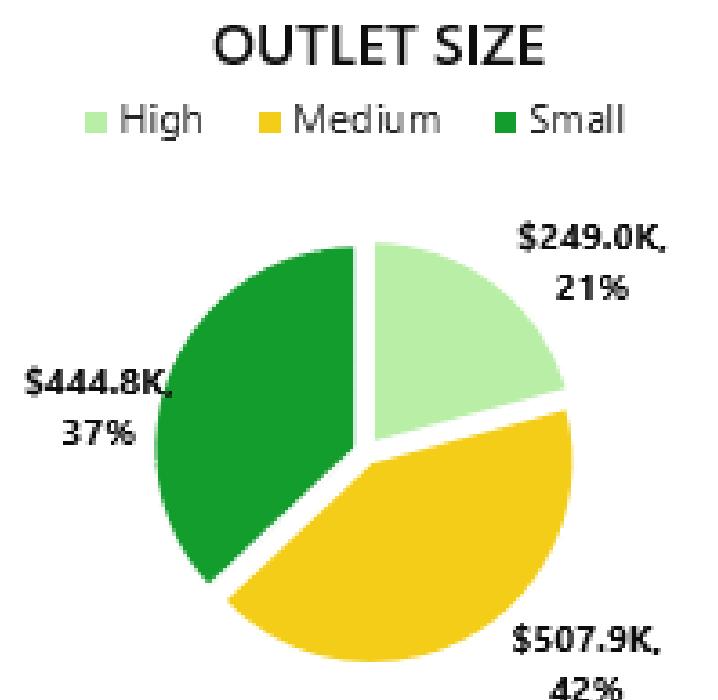
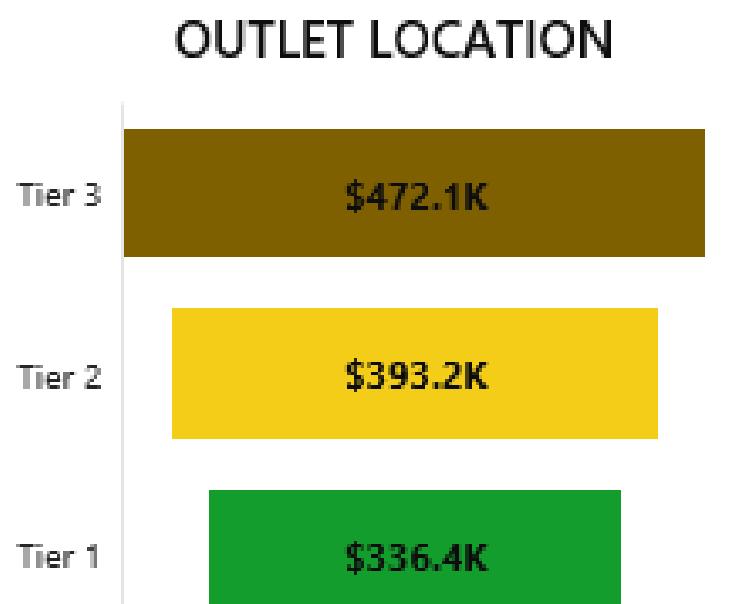
Insights

Blinkit Dashboard Analysis :-

Key Insights :-

3. Location & Size Dynamics

- Tier 3 locations dominate with **\$472.1K** in sales (**39%** of total), indicating strong semi-urban/rural market presence.
- High-size outlets generate **\$444.8K (37%)**, showing efficiency of larger format stores.
- Medium outlets **\$249.8K (21%)** present an opportunity for optimization.



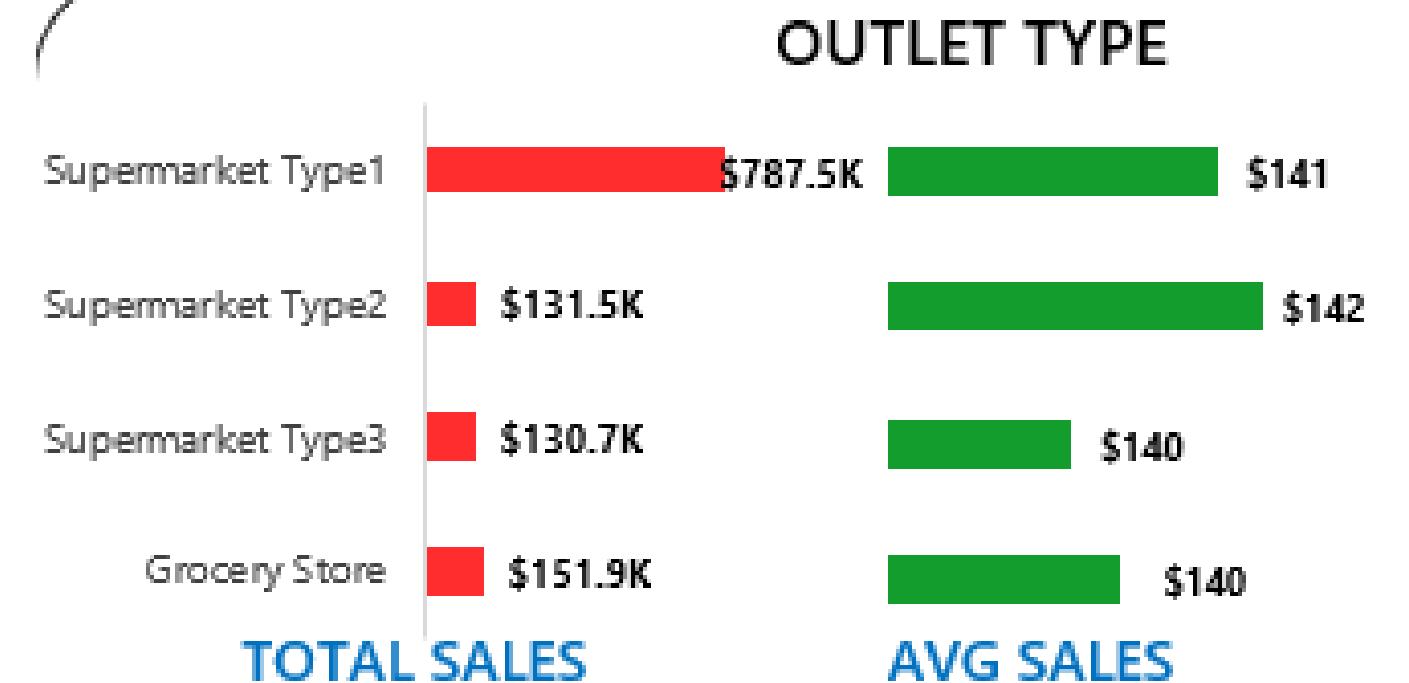


Blinkit Dashboard Analysis :-

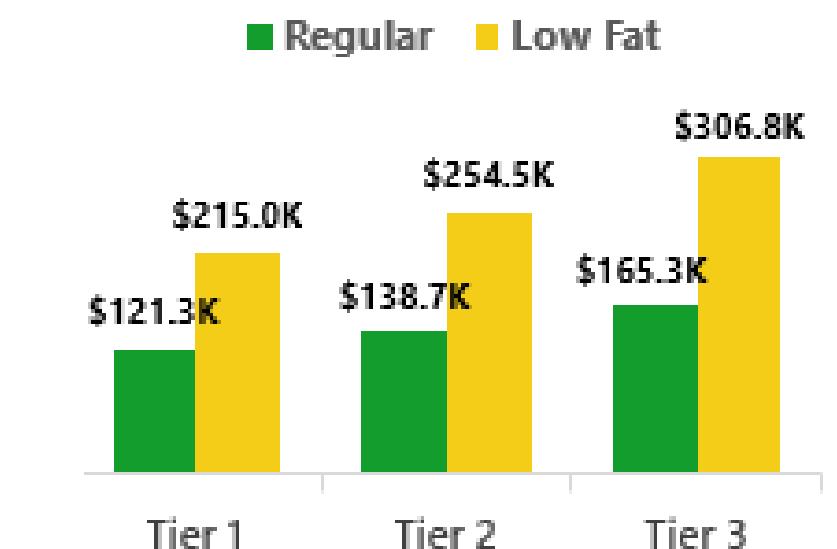
Key Insights :-

4. Outlet Types

- Supermarket Type 1 heavily outperforms with **\$787.5K** in total sales.
- Grocery stores show lower volume but consistent average sales of **\$140**.
- Fat content preferences vary by tier: Tier 3 outlets show highest low-fat preference (**\$306.8K**).



FAT BY OUTLET



SUPPLIER MANAGEMENT



PROBLEM & RESOLUTION

Challenges

- Businesses with multiple product lines have to manage relationships with a wide range of suppliers, from packaged goods to dairy and vegetables.
- Each supplier has their own order guidelines and delivery schedule.
- It becomes difficult to keep track of everything.

Solutions

- Implement a centralized vendor management system
- Standardize ordering processes across all supplier categories
- Establish automated communication protocols for delivery schedules
- Create supplier scorecards to track performance

INVENTORY TRACKING COMPLEXITY



PROBLEM & RESOLUTION

Challenges

- Handling 8,523 SKUs (Stock Keeping Units) requires strong inventory controls.
- Track quantity, expiry, and turnover for every item.
- Prevent stock outs of high-demand products.
- Avoid excess inventory on low-movement items.

Solutions

- Install real-time inventory management software, such as Oracle NetSuite or SAP.
- Create automated reorder locations for each of the 8,523 SKUs.
- Use RFID(Radio-Frequency Identification) and barcode scanning to track expiration dates.
- Make daily dashboards for turnover rates and stock levels.

DEMAND FORECASTING



PROBLEM & RESOLUTION

Challenges

- Fresh produce: daily replenishment needed.
- Canned goods: slower turnover, monthly restocking.
- Seasonal items: fluctuating demand.
- Predicting what sells when becomes complex across so many items.

Solutions

- Use predictive analytics tools to forecast demand patterns
- Implement separate forecasting models for fresh, canned, and seasonal items
- Establish daily ordering for fresh produce based on sales velocity
- Create monthly review cycles for slow-moving canned goods

WASTAGE RISK



PROBLEM & RESOLUTION

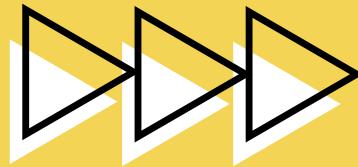
Challenges

- Fresh produce needs to be restocked every day.
- Canned goods: monthly restocking, slower turnover.
- Demand for seasonal goods varies.

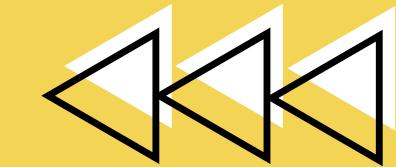
With so many products, it becomes difficult to predict what will sell when.

Solutions

- Set a daily auto-reorder and use real-time tracking and FIFO to prevent spoiling.
- To prevent overstock, use ABC [Always Better Control] analysis and monthly reorder points.
- Modify safety stock during peak months and forecast using seasonal sales data.
- To determine what will sell and when, use dashboards in conjunction with basic forecasting (moving average/trend).



STRATEGIC RECOMMENDATIONS

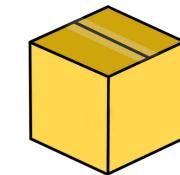


Current Tier 3 Performance



\$472.1K

Total Sales (39%)



\$306.8K

Low Fat Products



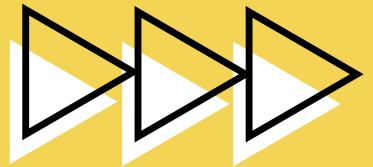
High

Market Potential

Expansion Strategy Flow

1. Identify Target Markets

- Semi-urban towns with population 50K-200K
- Areas with growing middle-class presence
- Limited modern retail competition
- Good connectivity to supply chain hubs



STRATEGIC RECOMMENDATIONS

2. Replicate Winning Product Mix

Fruits & Vegetables

\$178.1K

Household

\$136.0K

Replicate successful product mix

Snack Foods

\$175.4K

Low Fat Focus

65%

3. Operational Replication

- Copy store layout and merchandising from top Tier 3 stores.
- Implement same pricing strategy and promotional calendar.
- Train staff using best practices from successful outlets.
- Establish local vendor relationships for fresh produce.

4. Phased Rollout

3-5

New Outlets

Year 1

8-10

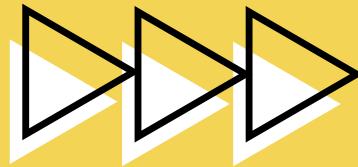
New Outlets

Year 2

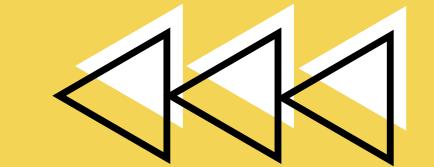
15+

Total Network

Year 3



STRATEGIC RECOMMENDATIONS



Expected Impact

+40%

Revenue Growth

\$660K+

Projected Tier 3 Sales

50%

Of Total Business

Key Success Factors

- ✓ Maintain health-focused product mix (65% low fat preference)
 - ✓ Ensure fresh produce quality and availability
 - ✓ Local adaptation while maintaining core strategy
 - ✓ Strong supply chain and inventory management



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