

Blinkit Inventory & Profitability Dashboard – Objectives Summary

Page 1 – Executive Overview Objectives

- Provide a high-level executive summary of overall inventory and profitability performance.
- Display Total SKUs, Total Inventory Value, Total Revenue, Total Profit, and Overall Margin %.
- Compare Total Inventory Value vs Total Profit by Category.
- Highlight Category Margin % using weighted margin calculation (Profit / Revenue).
- Enable filtering by Brand and Shelf Life Days for quick executive-level segmentation.
- Help management understand capital allocation, profitability contribution, and category efficiency at a glance.

Page 2 – Deep Dive Analysis Objectives

- Analyze Total Profit by Category to identify key revenue drivers.
- Introduce Inventory Efficiency metric (Profit / Inventory Value) to evaluate capital utilization.
- Identify high-margin but low-volume categories for potential expansion opportunities.
- Detect low-efficiency categories requiring pricing or inventory optimization.
- Use data bars and conditional formatting to visually highlight performance differences.
- Support brand-level and shelf-life-level filtering for operational investigation.

Overall Goal:

The dashboard is designed to move beyond reporting and support data-driven decision-making by combining financial performance, inventory valuation, and capital efficiency insights.