

Blinkit Sales & Inventory Dashboard

Power BI Business Analysis Project

Introduction

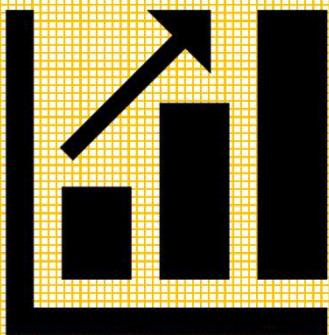
- Blinkit – India's fast delivery grocery platform
 - Analyzed sales, profitability & inventory performance
 - Built interactive Power BI dashboard for decision insights



Business Objectives



- Analyze total revenue & profitability
 - Evaluate inventory allocation efficiency
 - Identify high-margin & low-performing categories
 - Support data-driven strategic decisions



Key KPIs Tracked

- Total Revenue
 - Total Profit- 4 million
 - Overall Margin %- 39.18%
 - Total SKUs-268

Executive Dashboard Overview

Top categories by profit

Inventory value by category

Category margin comparison

High inventory – low margin identification

Deep Dive Analysis

- Low Margin, High Inventory products
- Inventory efficiency by category
- Capital allocation analysis
- Profitability vs Inventory trade-off

Key Insights

- Pet Care is the most profitable category
- Instant & Frozen Food shows highest efficiency
- Grocery & Staples has lowest margin
- Capital optimization opportunity identified

Recommendations

- Reduce stock in low-margin categories
- Increase focus on high-efficiency products
- Improve pricing strategy in underperforming segments
- Monitor inventory turnover regularly

Tools & Skills Used

- Power BI
 - DAX Calculations
 - Data Cleaning & Modeling
 - Business KPI Design
 - Dashboard Storytelling

Thank You

Questions & Discussion