

Blinkit Sales Data Analysis

Power BI Dashboard

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blinkit

India's Last Minute App

 FILTER PANEL

Outlet Location Type

All

Outlet Size

All

Item Type

All



\$1.20M

TOTAL SALES



\$141

AVG SALES



8523

NO OF ITEMS



3.9

AVG RATING



Total Sales

Avg Sales

No. of Items

Avg Rating

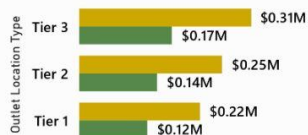
FAT CONTENT

Low Fat Regular



FAT BY OUTLET

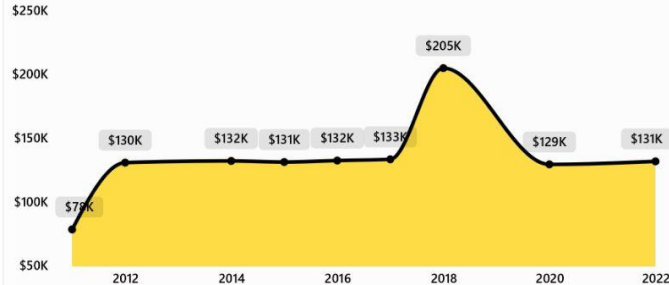
Low Fat Regular



ITEM TYPE

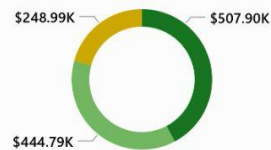


OUTLET ESTABLISHMENT

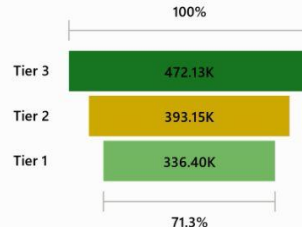


OUTLET SIZE

Medium Small High



OUTLET LOCATION



OUTLET TYPE

Outlet Type	Total Sales	No. of Items	Avg Sales	Avg Rating	Item Visibility
Grocery Store	\$151.94K	1083	\$140	3.9	0.10
Supermarket Type1	\$787.55K	5577	\$141	3.9	0.06
Supermarket Type2	\$131.48K	928	\$142	3.9	0.06
Supermarket Type3	\$130.71K	935	\$140	3.9	0.06

Project Report

Objective

To build a dynamic and interactive sales dashboard for Blinkit using Power BI, focused on visualizing key metrics and deriving insights across product categories, outlet types, and city tiers.

Data Collection

Gathered data from various reliable sources to ensure a thorough coverage of sales information.

Project Report

Data Loading and Cleaning

- Imported the collected data into MySQL.
- Cleaned the data by removing unnecessary columns and duplicates. Handling missing values.
Changing data types as needed by using different Queries in SQL

Data Analysis:

- Used DAX (Data Analysis Expressions), Fields Pane, Visualizations Pane, Power Query Editor etc.

Project Report

Key Metrics Analyzed -

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

Project Report

Key Insights

Outlet Performance

- High-size outlets generated 42% of total sales (~\$507K).
- Supermarket Type 1 was the top-performing outlet, contributing \$787.5K in revenue.
- Older outlets (2011–2018) showed strong growth (2.62x in 7 years), reflecting customer loyalty.

City Tier Analysis

- Tier 3 cities led with ~\$472K in sales, outperforming Tier 1 and Tier 2 cities.
- Indicates high growth potential in smaller urban markets and validates Blinkit's hyperlocal model.

Project Report

Category-Wise Sales

- Top-performing: Fruits & Vegetables, Snack Foods, Household Items, Frozen Foods, Dairy.
- Low-performing: Seafood, Breakfast Items, Starchy Foods.
- Daily essentials dominated consumer purchases.

Consumer Preferences (Fat Content)

- Regular fat products accounted for over \$776.3K (~65%) in sales.
- Low-fat items underperformed, signaling a preference for traditional food habits.

Working on this project using Power BI sharpened my skills in -

- DAX (Data Analysis Expressions)
- Slicers
- EDA (Exploratory Data Analysis)
- Visualizations Pane
- Power Query Editor
- ETL (Extract, Transform, Load)etc.

Thank You