

Blinkit Maharashtra – Business Performance & Customer Analytics

Portfolio Case Study | Data Analyst (Fresher Level)

Project Background

Blinkit is a quick-commerce grocery delivery platform where business success depends on a balance between sales performance, delivery efficiency, customer satisfaction, and customer growth. This case study documents the development of an end-to-end business intelligence solution for Blinkit Maharashtra using Tableau, designed as a professional portfolio project for data analyst roles.

Problem Statement

The objective of this project was to design structured, decision-ready dashboards that answer key business questions related to revenue performance, delivery operations, customer experience, store-level consistency, and customer acquisition and retention.

Dataset Description

The dataset represents order-level transactional data for Blinkit operations in Maharashtra. It includes information related to orders, customers, stores, products, delivery performance, customer ratings, and acquisition platforms.

Key characteristics:

- Region: Maharashtra
- Total Orders: ~120,000
- Total Customers: ~29,500
- Data Granularity: Order-level transactional data

Analytical Approach

The project follows a structured business intelligence workflow focused on descriptive and diagnostic analytics. Instead of predictive modeling, the analysis emphasizes KPI design, performance benchmarking, and dashboard-driven reporting aligned with real-world business use cases.

The analysis is organized into multiple dashboards, each aligned to a specific business domain such as sales performance, delivery operations, customer experience, store operations, and customer growth.

Dashboards Developed

- Market & Sales Performance – Revenue, orders, discounts, categories, products, and brands
- Delivery & Operations Performance – Delivery time, SLA adherence, order completion
- Customer Experience & Delivery Performance – Ratings and service quality analysis
- Store Operations Overview – Store-level performance across cities and areas
- Customer Acquisition & Retention – New vs returning customers and platform analysis

KPIs & Metrics Design

The dashboards were built using standard business KPIs such as Total Revenue, Average Order Value (AOV), Discount Rate, Average Delivery Time, On-Time Delivery Percentage, Customer Ratings, and Customer Counts. All metrics were implemented using Tableau calculated fields with consistent and transparent logic.

Detailed KPI definitions and calculation logic are documented separately in the Measures & Analytical Logic appendix.

Tableau Story Implementation

A Tableau Story was created to present a guided business narrative, connecting all dashboards into a single flow. This allows stakeholders to review performance sequentially without manual dashboard navigation.

Tools & Technologies

- Tableau Public – Dashboarding and storytelling
- Excel / CSV – Data source
- Business Intelligence concepts – KPI frameworks and reporting best practices

Project Outcome

This project demonstrates the ability to design structured dashboards, define business-relevant KPIs, and document analytical work in a professional, interview-ready format suitable for data analyst roles.

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