

Dashboard Overview: Blinkit - India's Last Minute App

This dashboard provides a comprehensive view of Blinkit's key performance metrics, offering insights into sales performance, customer preferences, and outlet-level effectiveness. It's designed to be interactive (as implied by the filter panel), allowing users to drill down into specific areas of interest.

I. Key Performance Indicators (KPIs)

- Total Sales: \$1.20M. This is the overall revenue generated across all outlets.
- Average Sales: \$141. This represents the average transaction value per customer.
- Average Rating: 3.9. This indicates the average customer satisfaction score, likely on a 5-point scale.
- Number of Items: 8523. This is the total number of individual items sold.

Insights:

- The average rating of 3.9 indicates that customers are generally satisfied but there's room for improvement.
- A higher average sales value suggests customers are buying multiple items or higher-priced items per transaction.

II. Filter Panel (Left-Hand Side)

- Outlet Location Type: A dropdown that enables filtering by different location types (currently set to "All").
- Outlet Size: Two dropdowns with "All" selected. This indicates the ability to filter data based on outlet size (e.g., Small, Medium, Large).

Insights:

- The presence of filter panels suggests the dashboard is designed for interactive analysis, allowing users to explore different segments of the data.

III. Visualizations and Analysis

Fat Content Pie Chart:

- A pie chart that breaks down total sales into "Low Fat" and "Regular" categories.
- "Low Fat" sales: Approximately \$425.4K
- "Regular" sales: Approximately \$776.3K
- **Insights:** The majority of sales (\$776.3K) are for regular fat content items. Low fat content items are less demanded.

Item Type Bar Chart:

- Horizontal bar chart showing sales performance by item type.
- Top Performers: Fruits, Snack Foods, Household, Frozen Foods, and Dairy lead, all ranging from 0.10M-0.18M in sales.
- Bottom Performers: Seafood, Breakfast, Starchy, and others are at lower revenue.

Insights: Certain item categories (Fruits, Snacks, etc.) are significant revenue drivers. This could guide inventory management and promotional strategies.

Fat by Outlet Bar Chart:

- Horizontal bar chart showing sales by fat content (Low Fat vs. Regular) across different outlet tiers.
- Tier 3 appears to be the best performer across all of the tiers.
- **Insights:** This visualization can reveal how customer preferences for fat content vary across different outlet tiers.

Outlet Establishment Line Chart:

- Line chart depicting the evolution of sales across years 2012 to 2022.
- Sales peaked around 2020, and has since seen a slight decrease, currently in a downturn.

Insights: This visualization shows the trend of establishment performance, helping identify growth opportunities and challenges.

Outlet Size Donut Chart:

A donut chart breaking down total sales by outlet size categories - Medium, Small, and High.

- Medium is clearly the best performing outlet size, bringing in \$507.9K. Followed by High at \$444.8K and lastly Small is \$249.0K.

Insights: Shows the contribution of different outlet sizes to overall sales, informing decisions regarding expansion or downsizing of certain outlets.

Outlet Location Bar Chart:

- A bar chart depicting sales by geographical tier.
- Tier 3 makes up the largest portion with \$472.13K in sales.

Insights: Helps identify geographical areas of high performance and areas for potential growth, allowing for geographically targeted marketing.

Outlet Type Table:

- A table showing sales performance by outlet type (Grocery Store, Supermarket Type 1, Supermarket Type 2, Supermarket Type 3).

- Supermarket Type 1 is the best performing outlet type in terms of revenue.
- Insights: This is an important metric to evaluate the performance of various types of outlets. Grocery stores have the least performance with Supermarket Type 1 having the highest sales performance. All of the outlet types have very similar performance in terms of ratings and average sales.

IV. Overall Interpretation & Recommendations

Strengths: Blinkit has strong sales overall with \$1.20M. Supermarket Type 1 and outlets in Tier 3 are performing exceptionally well.

- Areas for Improvement: The customer rating at 3.9 suggests there are areas where customer satisfaction can be improved. Certain item categories are underperforming.
- Recommendations:
 - Focus on maintaining high performance at Supermarket Type 1 outlets and locations in Tier 3.
 - Investigate the reasons for lower sales in "Low Fat" item categories and lower performing outlets and address through targeted promotions, or improving product quality.
 - Gather qualitative customer feedback to understand the areas where ratings are low and improve the customer experience.
 - Leverage the filter panel for granular analysis, which will offer a tailored perspective on performance metrics.
 - Continuously monitor the trend of the outlet establishment line chart to foresee any problems and create action plans for each year.