Blinkit

POWER BI DASHBOARD

Introducing

Blinkit is a leading online grocery delivery service in India, known for its lightning-fast delivery times. Formerly known as Grofers, the company rebranded to reflect its commitment to delivering essentials in the blink of an eye.

Founded in 2013, Blinkit has revolutionized the way people shop for groceries by offering a wide range of products, from fresh produce to household essentials, right at your doorstep.

01

02

Business Requirements

To conduct a comprehensive analysis of Blinkit's sales performance, customer satisfaction, and inventory distribution to identify key insights and opportunities for optimization using various KPIs and visualizations in Power BI.

KPI's Requirements :

- Total Sales: The overall revenue generated from all items sold.
- Average Sales: The average revenue per sale.
- Number of Items: The total count of different items sold.
- Average Rating: The average customer rating for items sold.

03

Visualization Requirements

1. Total Sales by Fat Content

2. Total Sales by Item Type

3. Fat Content by Outlet for Total Sales

4. Sales by Outlet Size

5. Sales by Outlet Location

6. All Metrics by Outlet Type

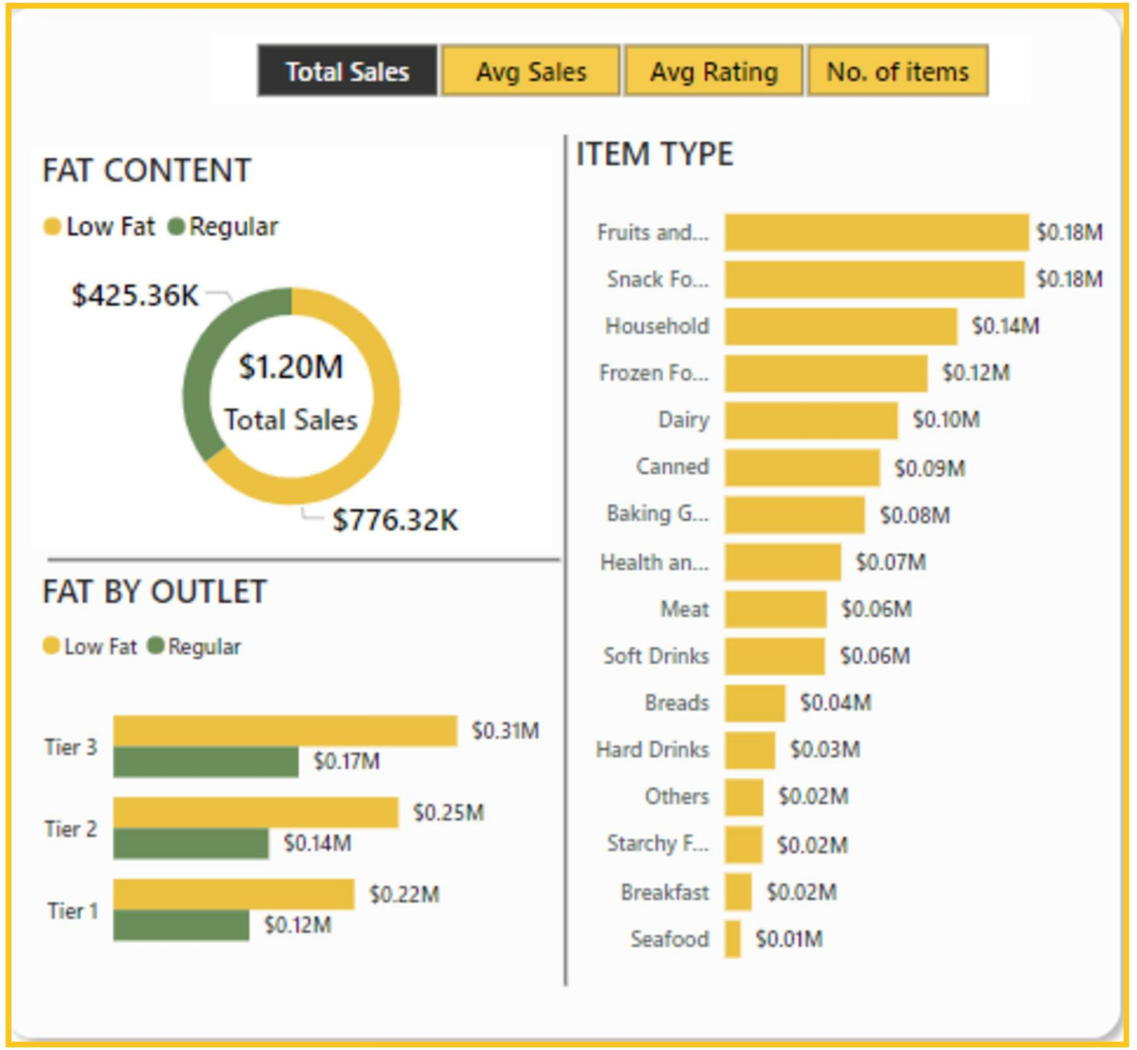
DASHBOARD

$1.20M
TOTAL SALES

$141
AVERAGE SALES

3.9
AVERAGE RATINGS

8523
NUMBER OF ITEMS

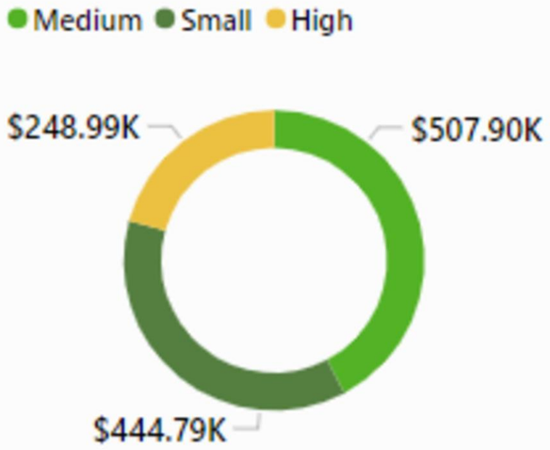


04

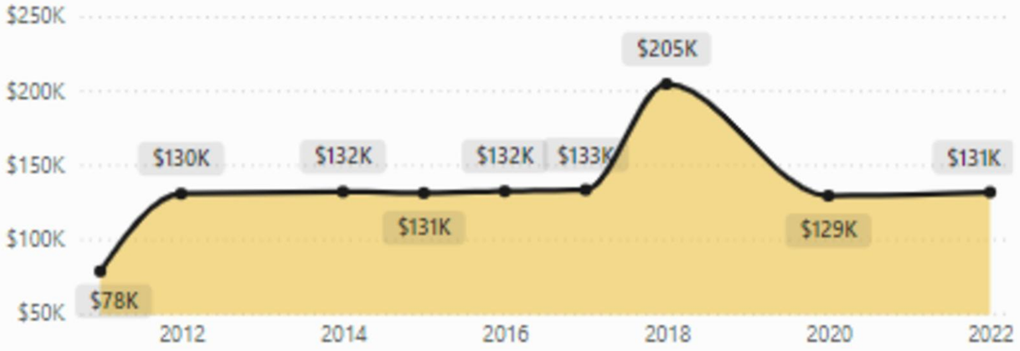
DASHBOARD

05

OUTLET SIZE



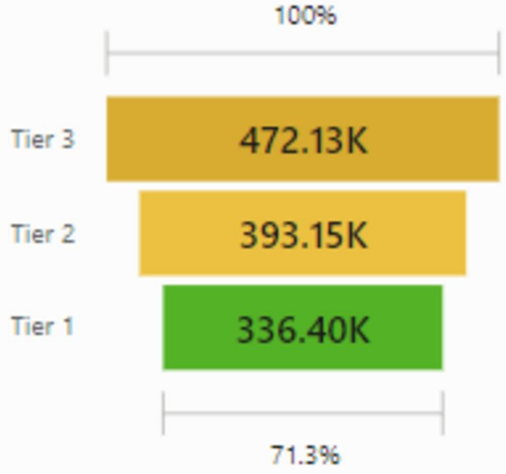
OUTLET ESTABLISHMENT



OUTLET TYPE

Outlet Type	Total Sales	No. of items	Avg Sales	Avg Rating	Item Visibility
Grocery Store	$151.94K	1083	$140	4	0.10
Supermarket Type1	$787.55K	5577	$141	4	0.06
Supermarket Type2	$131.48K	928	$142	4	0.06
Supermarket Type3	$130.71K	935	$140	4	0.06

OUTLET LOCATON



DASHBOARD

06

$0.18M

Fruits and Vegetables are Top Selling

Findings

- Total sales: $1.20M
- Average sales per item: $141
- Number of items: 8523
- Average rating: 3.9 out of 5

$472.13K

Tier 3 locations have the highest sales

$776.32K

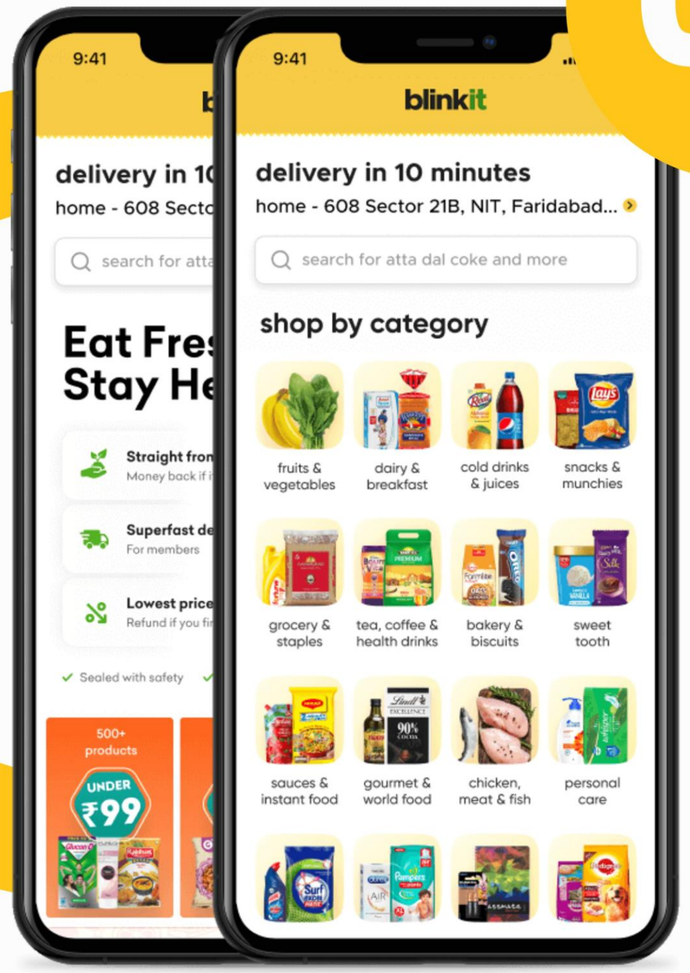
Low Fat content are preffered more

07

$ 123,456

Total Revenue in 2021

08 Conclusion



- **Key Drivers:** Outlet Type 1, product visibility, and fat content are critical factors influencing sales performance [1, 2].
- **Top Opportunities:** High sales potential exists within Tier 3 areas and across both low-fat and regular product categories [1, 2].
- **Strategic Action:** Based on these insights, recommendations were provided to optimize inventory stocking and outlet performance [1].

Thank You

For Watching