



BlinKit

POWER BI DASHBOARD

Prepared by: ROHIT SAHA
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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.



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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.



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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



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DASHBOARD

\$1.20M



TOTAL SALES

\$141



Avg Sales

3.9



Avg Rating

8523



No of Items

Total Sales

Avg Sales

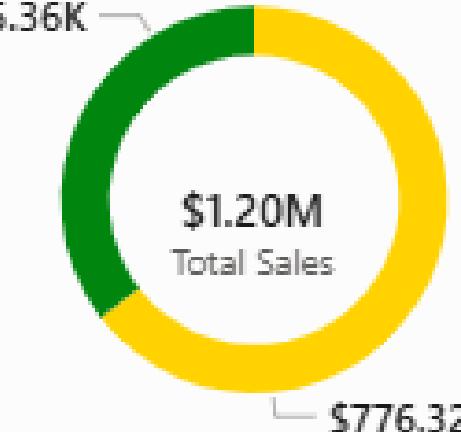
No of Items

Avg Rating

FAT CONTENT

Yellow = Low Fat Green = Regular

\$425.36K



FAT BY OUTLET

Yellow = Low Fat Green = Regular

Tier 3

Tier 2

Tier 1

\$0.31M

\$0.25M

\$0.22M

\$0.17M

\$0.14M

\$0.12M

ITEM TYPE

| | |
|-----------------------|---------|
| Fruits and Vegetables | \$0.18M |
| Snack Foods | \$0.18M |
| Household Goods | \$0.14M |
| Frozen Foods | \$0.12M |
| Dairy Products | \$0.10M |
| Canned Goods | \$0.09M |
| Baking Goods | \$0.08M |
| Health and Beauty | \$0.07M |
| Meat and Poultry | \$0.06M |
| Soft Drinks | \$0.06M |
| Breads and Pastries | \$0.04M |
| Hard Drinks | \$0.03M |
| Others | \$0.02M |
| Starchy Foods | \$0.02M |
| Breakfast Foods | \$0.02M |
| Seafood | \$0.01M |

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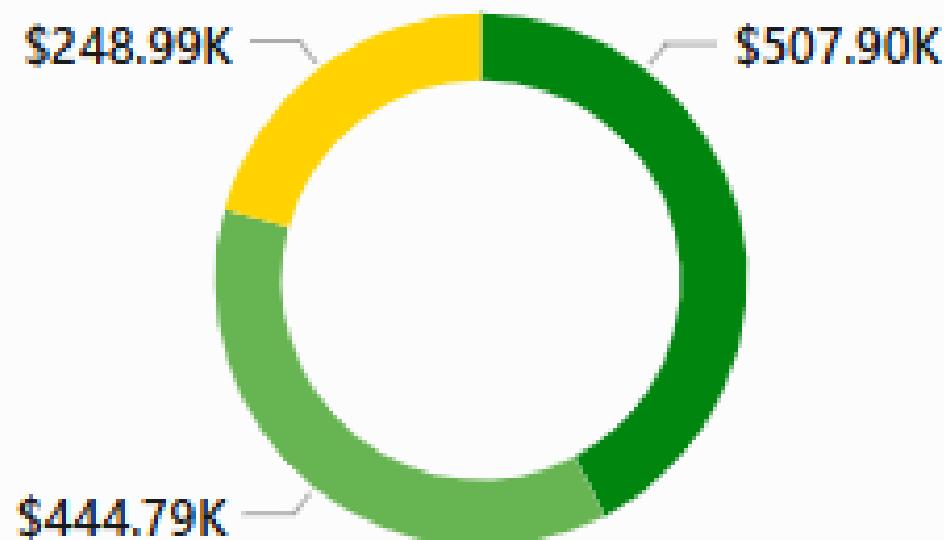




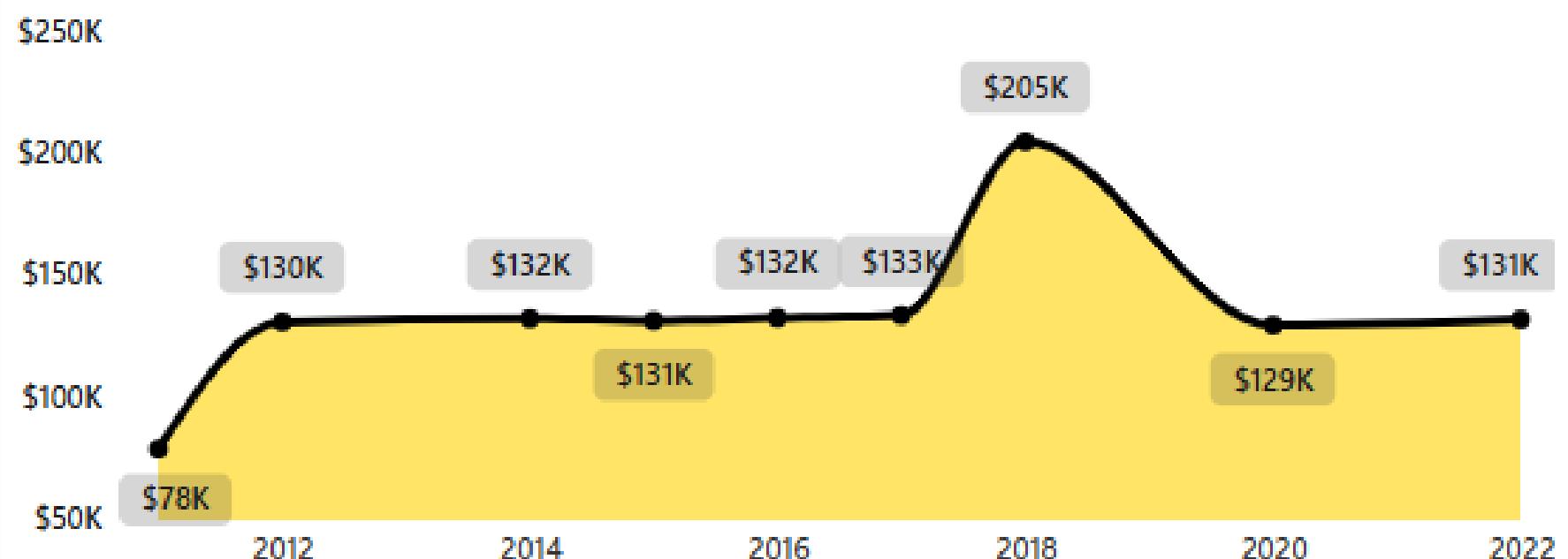
DASHBOARD

OUTLET TYPE

● Medium ● Small ● High



Total Sales by Outlet Establishment Year

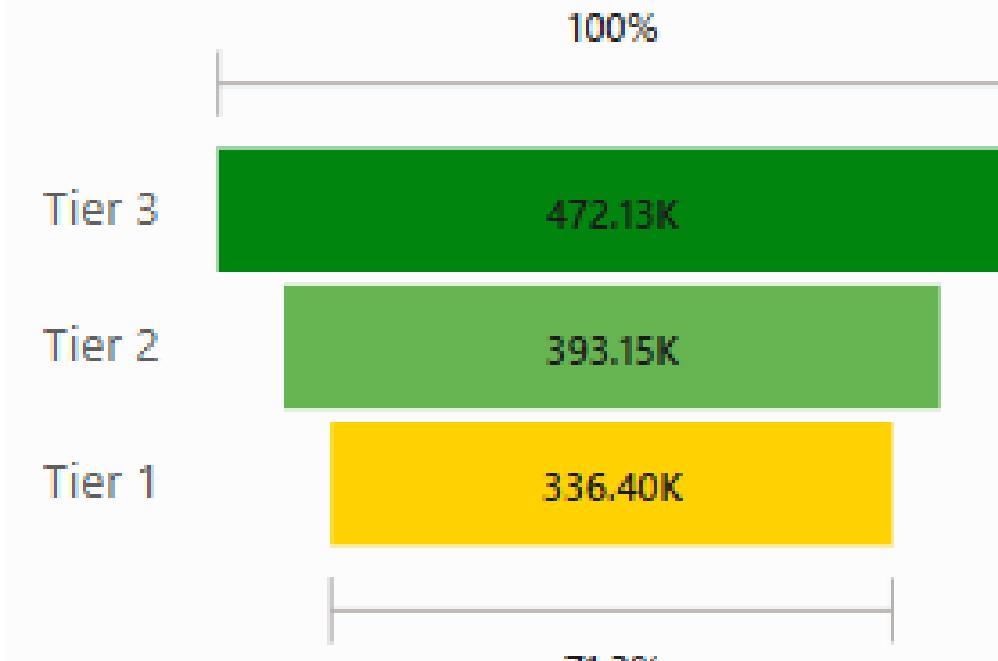


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OUTLET TYPE

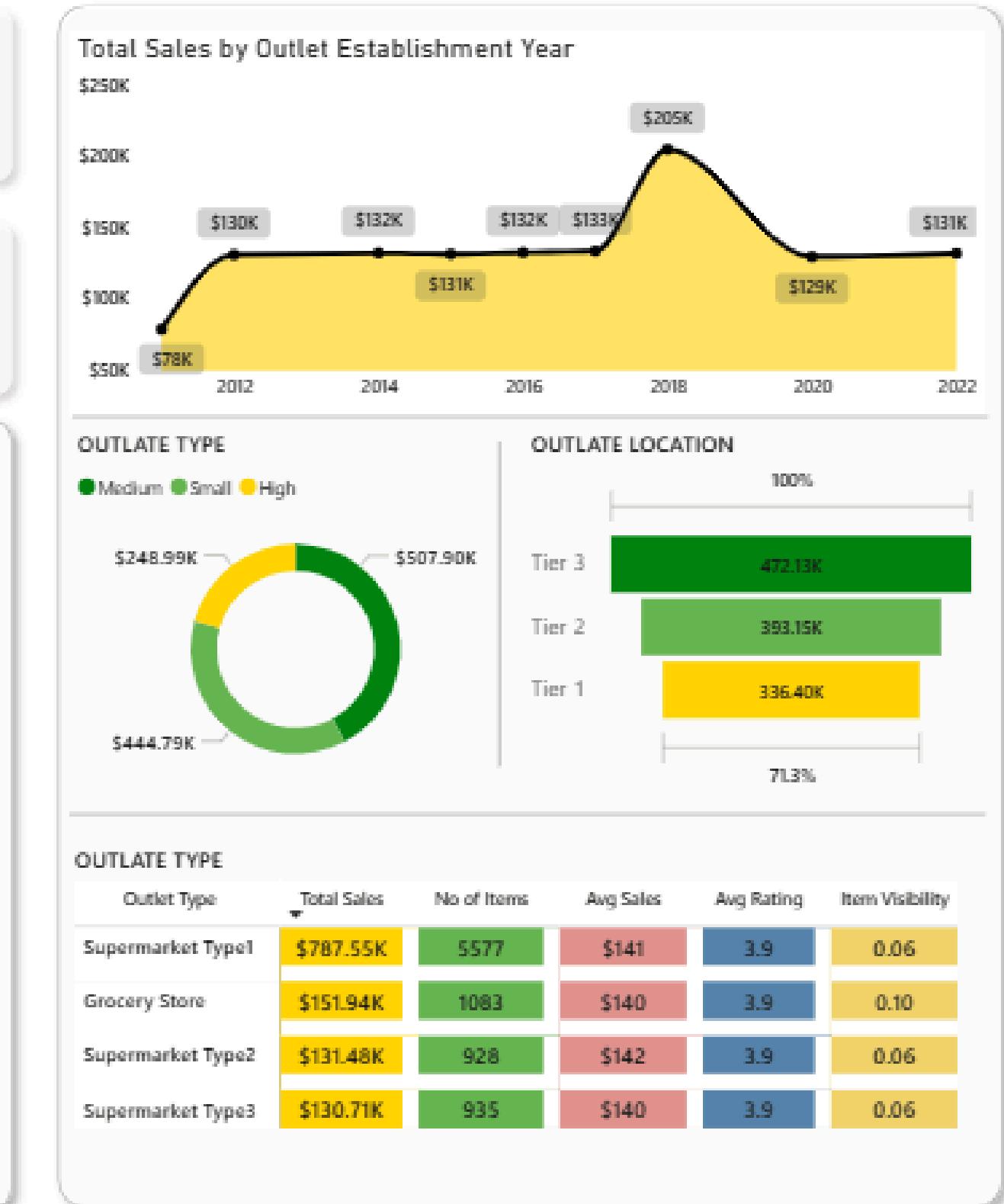
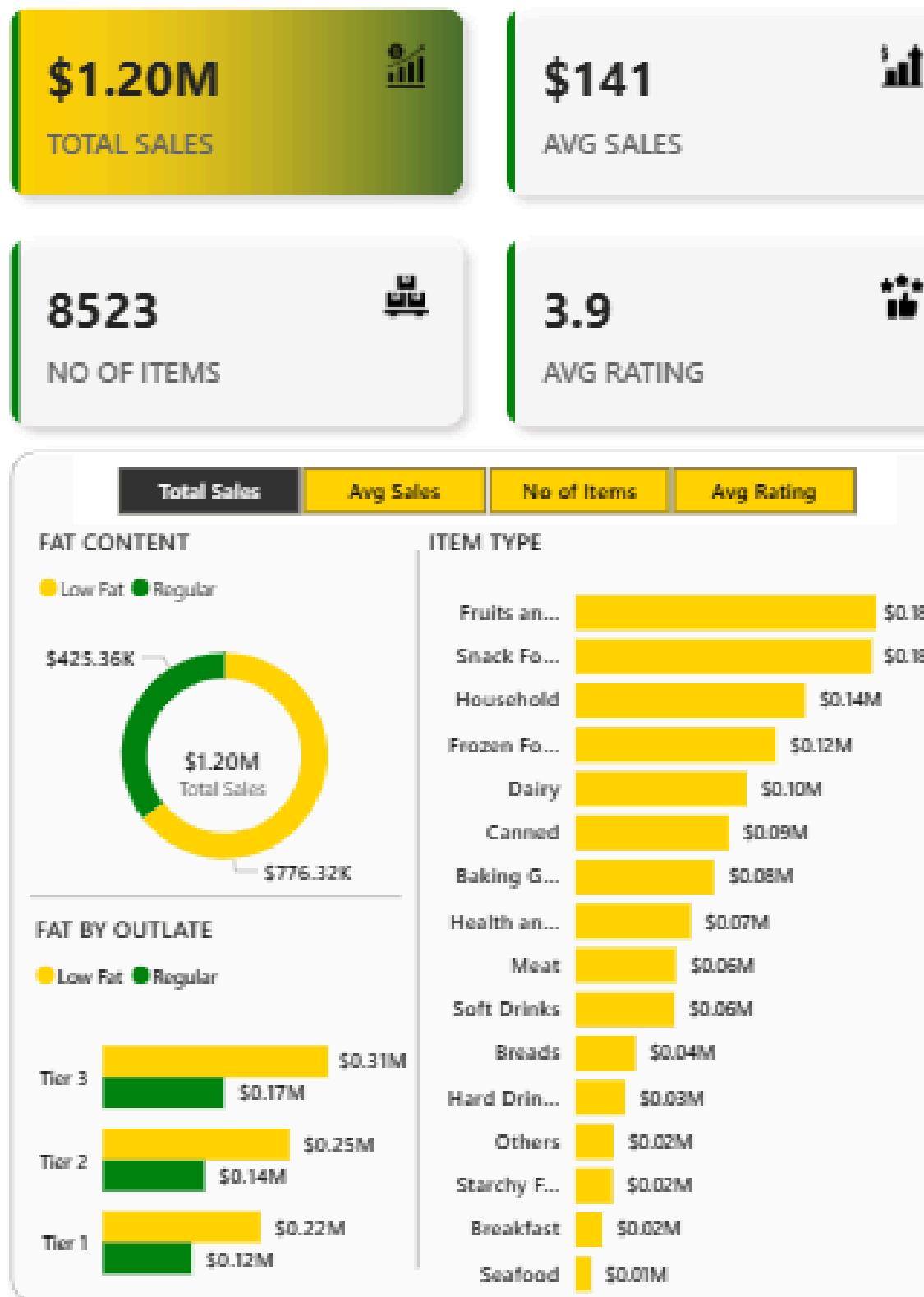
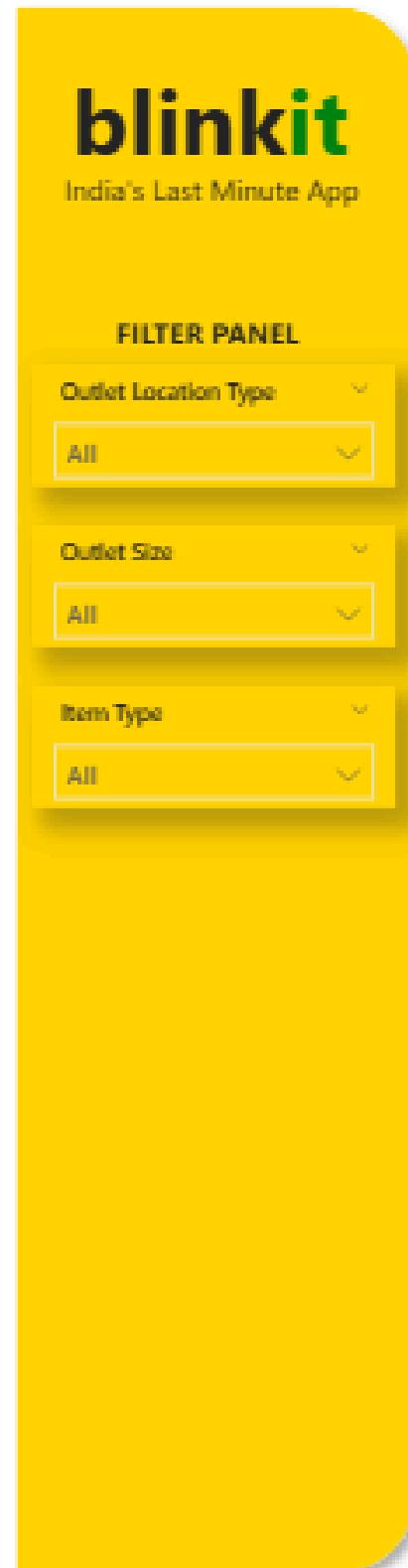
| Outlet Type | Total Sales | No of Items | Avg Sales | Avg Rating | Item Visibility |
|-------------------|-------------|-------------|-----------|------------|-----------------|
| Supermarket Type1 | \$787.55K | 5577 | \$141 | 3.9 | 0.06 |
| Grocery Store | \$151.94K | 1083 | \$140 | 3.9 | 0.10 |
|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

OUTLET LOCATION





DASHBOARD





\$0.18M

Fruits and
Vegetables are
Top Selling



\$472.13K

Tier 3 locations
have the highest
sales

\$776.32K

Low Fat content
are preferred
more

Findings

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

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\$ 123,456

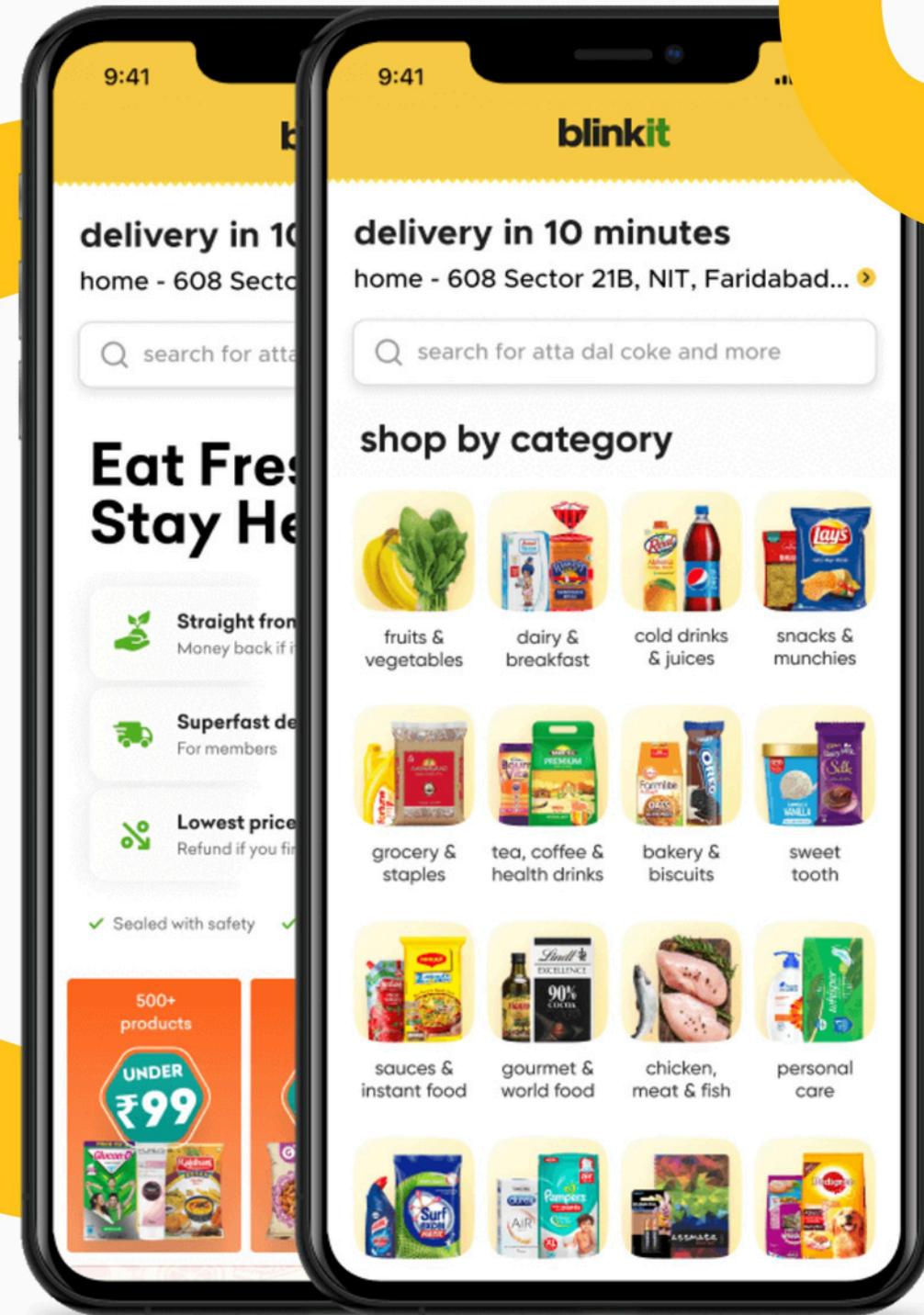
Total Revenue
in 2021





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Conclusion



- The business is performing well with over \$1M in total sales and a decent average rating of 3.9.
- A strong consumer preference for low-fat products indicates health-conscious buying habits.
- Fruits, vegetables, and snack foods are the most popular categories, suggesting opportunities for expansion or promotions in these areas.



**Thank You
For Watching**

