BIGBASKET – Comprehensive Company Report

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1. Introduction

BigBasket is India's largest online grocery delivery platform, founded in 2011 and headquartered in Bengaluru, Karnataka.
The company operates under the registered name Supermarket Grocery Supplies Pvt. Ltd. It revolutionized the Indian grocery market
by enabling customers to purchase fruits, vegetables, groceries, and household essentials online and receive home delivery.

The company's mission is to provide convenience, affordability, and high-quality products to customers through technology-driven
solutions and a strong supply chain network. Over the years, BigBasket has expanded its services to multiple cities across India
and introduced quick commerce models for faster deliveries

2. History and Growth

BigBasket was founded in October 2011 by V.S. Sudhakar, Hari Menon, V.S. Ramesh, Vipul Parekh,
and Abhinay Choudhari. The founders previously worked together in earlier ventures and aimed to solve the inefficiencies
of traditional grocery retail.

The company gradually expanded from major metro cities to Tier-2 cities. It attracted significant investments from global
investors and achieved unicorn status after crossing a valuation of $1 billion. In 2021, Tata Digital acquired a majority
stake in BigBasket, strengthening its financial and strategic position.

With Tata Group's backing, BigBasket accelerated its expansion into quick commerce and improved its logistics infrastructure.

3. Business Model

BigBasket follows an inventory-led business model. Unlike pure marketplace platforms, it stores products in its own warehouses and fulfillment centers. This allows better quality control, faster delivery,
and improved inventory management.

Key components of its business model include:
• Direct sourcing from farmers and suppliers
• Centralized warehouses and dark stores
• Multiple delivery options (scheduled and express)
• Subscription services for loyal customers

• Private label brands to increase margins

This hybrid model enables operational efficiency and better customer satisfaction.

4. Products and Services

BigBasket offers a wide range of products including:

• Fresh Fruits and Vegetables
• Grocery Staples (Rice, Wheat, Pulses, Spices)
• Packaged Food and Beverages
• Dairy and Bakery Products
• Personal Care and Household Items
• Cleaning Supplies and Kitchen Essentials

The company also offers subscription services such as BB Star and BB Daily, which provide benefits like free delivery,
priority slots, and exclusive discounts.

5. Revenue Model

BigBasket earns revenue through:

1. Product Sales Margin – Profit earned from selling goods.
2. Private Label Brands – Higher margins from in-house brands.
3. Delivery Charges – Fees for express delivery options.
4. Subscription Fees – Membership plans for premium customers.
5. Advertising Revenue – Brand promotions on the platform.

Private label brands play an important role in improving profitability by offering better margins compared to third-party products.

6. Competitive Landscape

BigBasket operates in a highly competitive market. Major competitors include:

• Blinkit
• Swiggy Instamart
• Zepto
• Amazon Fresh
• JioMart

The emergence of quick commerce (10–20 minute delivery) has intensified competition.

Companies invest heavily in
dark stores and last-mile delivery to gain market share.

7. Technology and Innovation

Technology is the backbone of BigBasket's operations. The company uses:

• Artificial Intelligence for demand forecasting
• Data analytics for personalized recommendations
• Supply chain automation systems
• Real-time inventory tracking
• Mobile and web applications for seamless ordering

These innovations reduce wastage, improve customer experience, and enhance operational efficiency.

8. Challenges and Risks

Despite its success, BigBasket faces several challenges:

• Intense price competition
• High logistics and delivery costs
• Thin profit margins in grocery retail
• Customer service and quality complaints
• Rapidly evolving quick commerce trends

Maintaining profitability while expanding rapidly remains a key challenge for the company.

9. Financial Performance

BigBasket has reported strong revenue growth over the years, crossing thousands of crores in annual turnover. However, like many e-commerce startups, it has faced losses due to heavy investment in infrastructure,
marketing, and expansion.

The acquisition by Tata Digital strengthened its financial stability and long-term sustainability.

10. Future Outlook

The future of BigBasket lies in expanding quick commerce, strengthening private label brands,
and improving profitability. With increasing urbanization and digital adoption in India, online grocery demand is expected
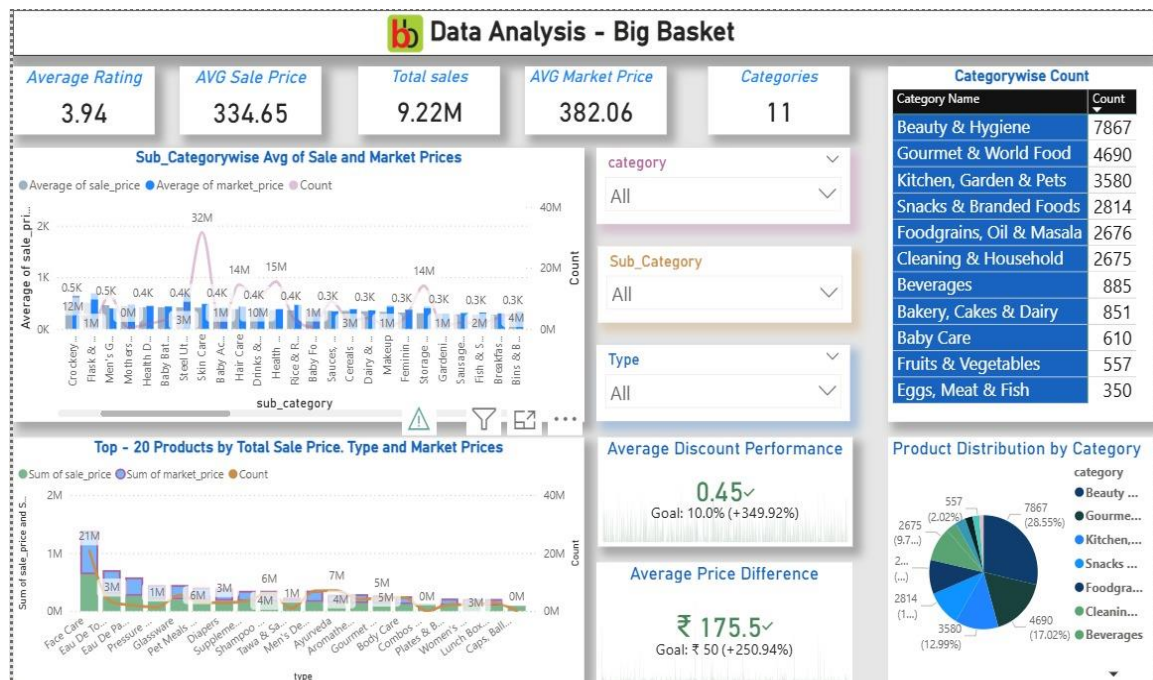
to grow significantly.

BigBasket aims to become a comprehensive digital grocery and essentials platform by leveraging technology, data, and
strong supply chain capabilities.

11. Conclusion

Big Basket has transformed the grocery shopping experience in India by integrating technology
with efficient supply chain management. From a startup in 2011 to a Tata-backed unicorn, it has shown remarkable growth.

Although competition and profitability pressures remain, BigBasket's innovation-driven approach and strategic partnerships
position it well for long-term success in India's expanding e-commerce market.

BigBasket-EDA-Project
BigBasket Exploratory Data Analysis

📌 Project Overview

This project performs Exploratory Data Analysis (EDA) on the BigBasket product dataset

to analyze category distribution, pricing metrics, product performance, discount analysis, and rating insights using an interactive Power BI dashboard titled "Data Analysis – Big Basket."

Power BI dashboard contains

1 Simple Number Cards (Average Rating, AVG Sale Price, Total Sales, AVG Market Price, Categories)

2 KPI Cards (Average Discount Performance, Average Price Difference)

3 Matrix (Categories, Distinct Count)

3 Pie Chart

4 Charts(Line and clustered column chart, Line and stacked column chart)

🔍 Key Analysis

- Data Cleaning and Data Preparation

- Sub_Categorywise Avg of Sale and Market Prices

- Categorywise Count Analysis

- Top - 20 Products by Total Sale Price, Type and Market Prices

- Product Distribution by Category

- Average Discount Performance Analysis

- Average Price Difference Analysis

📈 Key Insights

- Total Sales reached 9.22M across all categories

- Beauty & Hygiene has the highest product count

- Average Sale Price (334.65) is lower than AVG Market Price (382.06)

- Average Discount Performance is 0.45

- Average Price Difference is ₹175.5

- Average Rating across products is 3.94

📁 Files

`Jeevan_Big_Basket_power_bi.pbix` – Power BI Dashboard File

`BigBasket Products Dataset.csv` – Raw dataset used for analysis

`Mini_Project_Report.pdf` – Project documentation

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