

Blinkit Sales & Delivery Dashboard - Power BI Project Summary

Project Objective:

To analyze Blinkit's outlet performance using sales, product category, fat content, outlet types, and customer feedback metrics to gain insights for decision-making across tier-3 cities.

Key Metrics & KPIs Displayed:

- Total Sales: \$472.13K
- Total Items Sold: 3,350
- Average Sales per Outlet: 141
- Average Customer Rating: 3.9

Filters Used:

- Outlet Location Type (e.g., Tier 3)
- Outlet Size (Small, Medium, High)
- Item Type (Bakery, Dairy, Meat, etc.)

Dashboard Insights:

1. Top Performing Outlet Size:

- Supermarket Type 1 with \$131.81K in sales and 932 items sold

2. Item Type Analysis:

- Top-rated item types include Breakfast, Seafood, Dairy - all scoring around 4.0 in average rating
- Breads scored lowest at 3.8

3. Fat Content Preference:

- Majority sales come from Regular fat content items

- Outlets maintain average fat rating of 3.92

4. Outlet Establishment Trend (2010-2022):

- Rapid growth from 2010 to 2014, then stable from 2015 onwards

5. Outlet Type Comparison:

- Supermarkets outperform Grocery Stores in sales and item volume
- Ratings are consistent across outlet types (~3.91 to 3.93)

Dataset Fields Likely Used:

- Total Sales, Item Type, Fat Content, Outlet Type, Outlet Size, Ratings, Order Year

Key Takeaways:

- Supermarkets drive most of the revenue with high satisfaction.
- Regular fat content items dominate.
- Tier 3 locations are strong and can be further optimized.
- Canned, dairy, and breakfast items consistently perform well.