Title: Blinkit Retail Business Performance Analysis

Introduction

Blinkit is a leading quick-commerce platform in India, delivering daily essentials within minutes. In a competitive retail environment, analyzing sales performance, outlet efficiency, and product demand is essential for improving profitability and operational decision-making.

Abstract

This project analyzes Blinkit's retail sales data using Power BI to identify key performance indicators, sales trends, and outlet-level insights. The dashboard highlights product category performance, outlet location impact, and customer preferences to support data-driven business decisions.

Tools Used

• Power BI Desktop
• CSV Dataset
• Microsoft Excel (for basic data cleaning)

Steps Involved in Building the Project

1. Data Collection: Retail sales dataset related to Blinkit outlets was collected.
2. Data Cleaning: Missing values and inconsistencies were handled using Excel and Power BI.
3. Data Modeling: Relationships and calculated measures were created in Power BI.
4. KPI Identification: Key metrics such as Total Sales, Average Sales, Ratings, and Item Count were defined.
5. Dashboard Design: Interactive visuals were created to analyze outlet size, location, item type, and fat content.
6. Insight Generation: Business insights were derived from trends and comparisons.

Conclusion

The analysis reveals that Tier-3 outlets contribute the highest sales, and low-fat products have greater demand. Supermarket Type-1 outlets perform better compared to other outlet types. These insights can help Blinkit optimize inventory planning, expand high-performing outlets, and improve overall profitability.