Sales and Outlet Performance Analysis of Blinkit Using Power BI

Internship Project Report

Introduction

Blinkit is India's leading last-minute delivery platform that operates through multiple retail outlets across different locations. With increasing competition in the quick-commerce sector, analyzing sales data is essential to improve operational efficiency and customer satisfaction.

The objective of this project is to perform a sales and outlet performance analysis using Power BI to uncover trends related to product types, outlet size, outlet location, fat content, and establishment year. This project was completed as part of my Data Analyst Internship, demonstrating practical dashboard creation and business insight generation.

Abstract

This project focuses on analyzing Blinkit's retail sales data to understand overall sales performance, customer preferences, and outlet-level efficiency. Using Power BI, interactive dashboards were created to evaluate key metrics such as total sales, average sales, product categories, outlet types, fat content preference, and geographical performance. The insights derived from this analysis help in identifying high-performing outlets, popular product categories, and customer buying patterns, which can support data-driven business decisions.

Tools Used

- **Power BI Desktop** – For data modeling, DAX calculations, and interactive dashboard creation
- **Microsoft Excel / CSV Dataset** – For initial data inspection and cleaning
- **Power Query** – For data transformation and preprocessing

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Steps Involved in Building the Project

1. Data Understanding & Preparation

- Loaded Blinkit sales dataset into Power BI
- Checked for missing values and inconsistent data types
- Standardized columns such as item type, outlet type, fat content, and outlet location
- Created clean, analysis-ready tables using Power Query

2. Data Modeling

- Established proper relationships between sales, outlet, and item attributes
- Ensured correct aggregation behavior for sales, quantity, and ratings

3. DAX Measures Creation

Created key performance indicators (KPIs), including:

- **Total Sales**
- **Average Sales**
- **Number of Items**
- **Average Rating**

These measures allowed dynamic filtering across all visuals.

4. Dashboard Development

Designed an interactive dashboard containing:

- **Overall Sales KPIs** (Total Sales: $1.20M, Avg Sales: $141, Avg Rating: 3.9)
- **Sales by Item Type** (Fruits, Snacks, Household, Dairy, etc.)
- **Sales by Outlet Type** (Grocery Store, Supermarket Type 1, 2, 3)
- **Outlet Location Analysis** (Tier 1, Tier 2, Tier 3)
- **Outlet Size Performance** (Small, Medium, High)
- **Fat Content Analysis** (Low Fat vs Regular)
- **Outlet Establishment Year Trend**

Slicers were added for **Outlet Size**, **Item Type**, and **Fat Content** to improve interactivity.

5. Insight Generation

- Identified **Tier 3 outlets** as the highest revenue contributors
- Observed **Supermarket Type 1** as the top-performing outlet type
- Found **Low Fat products** generating higher sales compared to regular items
- Medium-sized outlets contributed the highest overall sales
- Certain item categories such as fruits, snacks, and household items dominated revenue

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Conclusion

The Blinkit Sales Analysis project successfully demonstrates how Power BI can be used to convert raw retail data into meaningful business insights. The dashboard highlights sales distribution across outlet types, locations, and product categories, helping stakeholders identify profitable segments and growth opportunities.
This project strengthened my practical skills in **data cleaning, DAX, dashboard design, and business interpretation**, making it highly relevant for real-world data analyst roles.