



# BLINKIT GROCERY ANALYSIS – POWER BI DASHBOARD

Sales, Ratings & Inventory Insights for Smarter  
Decisions

# Project Objective

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Objective:

To conduct a comprehensive analysis of BlinkIT's grocery performance, including sales, customer satisfaction, and inventory trends. This project uses Power BI to uncover actionable insights through interactive visualizations and well-defined KPIs.

# Business Problem

## Business Challenges Identified:



Inconsistent insight on outlet performance based on size, type, and location

Lack of visibility into which product types perform best



No clear understanding of how fat content affects sales



Need to correlate inventory items with customer satisfaction

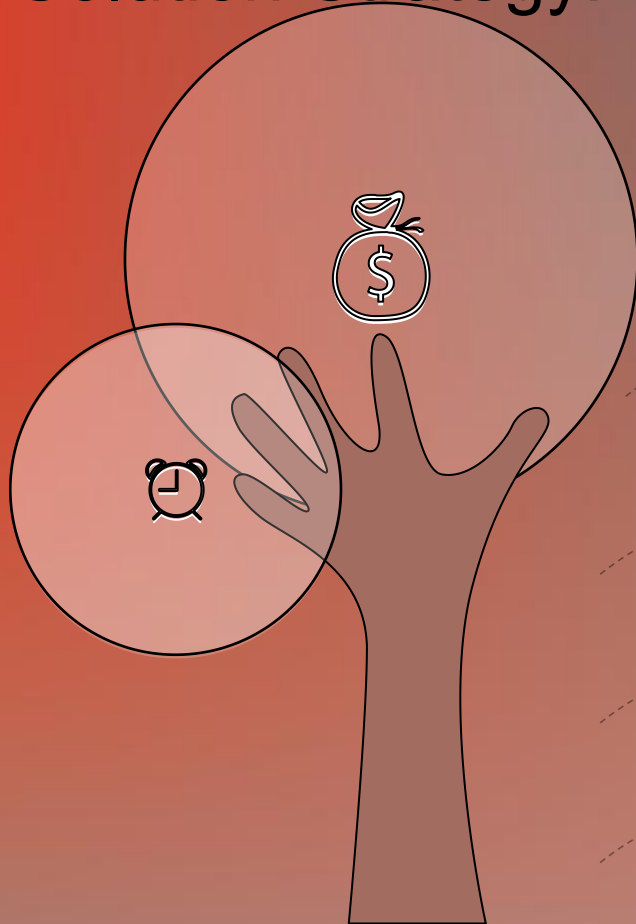


Absence of a centralized system to view KPIs like average sales and ratings



# Proposed Solution

## Solution Strategy:



Build DAX measures for dynamic KPI calculations

Visualize relationships between sales, outlet types, and inventory

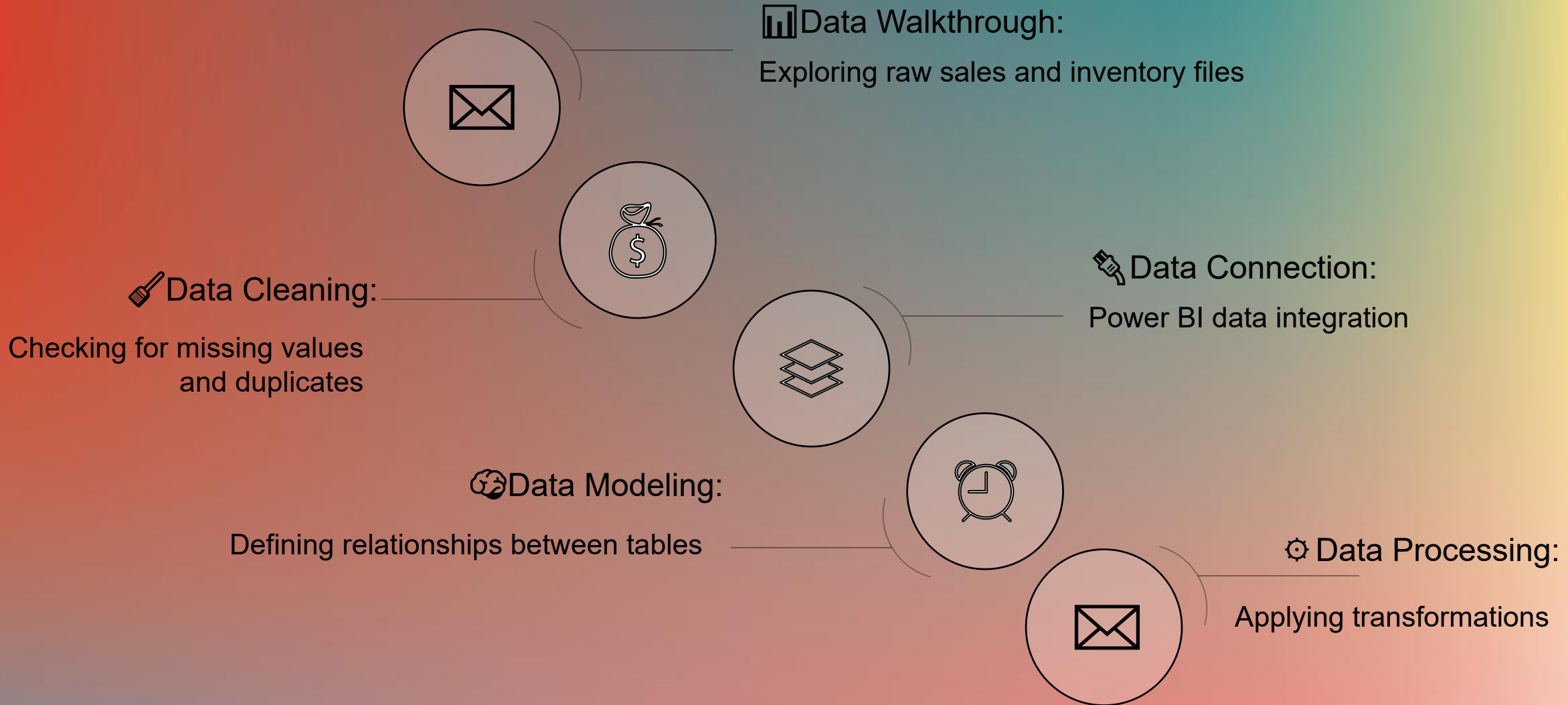
Import, clean, and process data from BlinkIT database

Develop an interactive Power BI dashboard with slicers and filters

Summarize actionable insights to guide strategic decisions

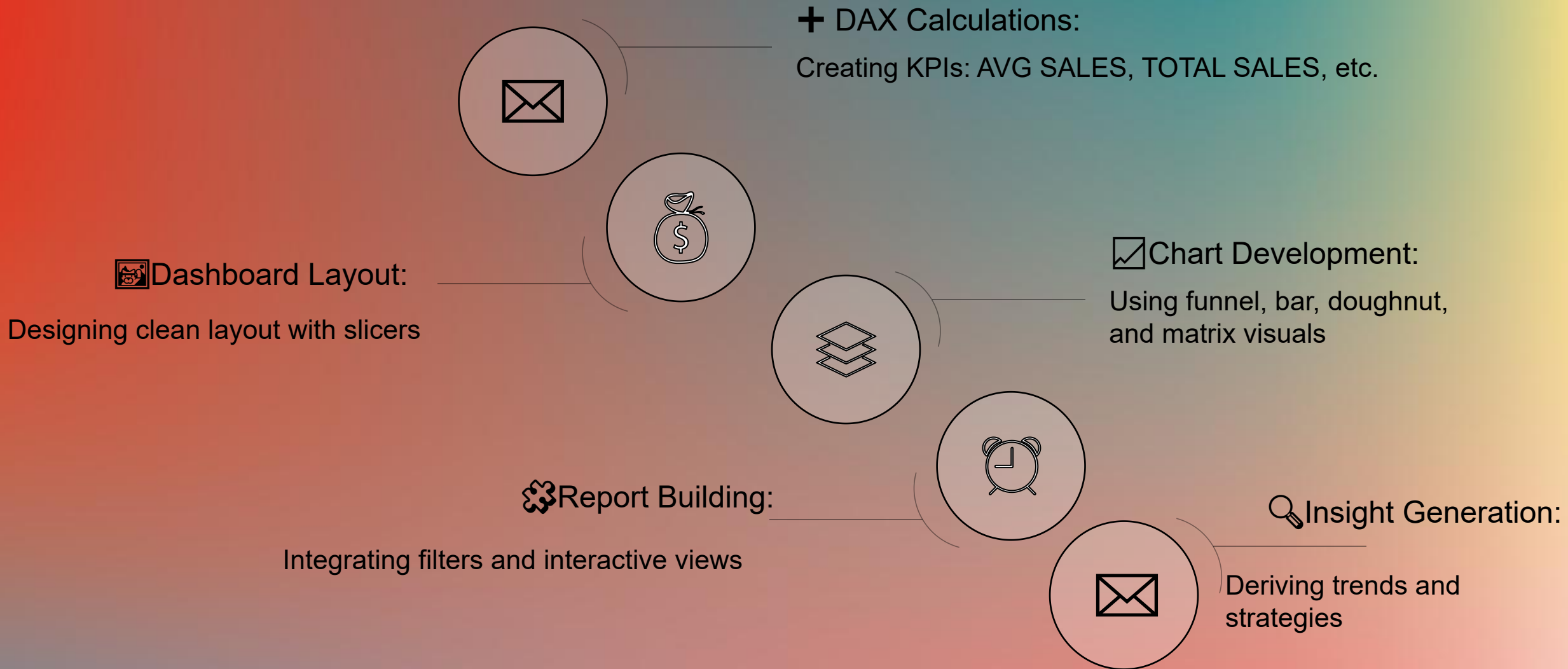
# Project Lifecycle Steps

## Requirement Gathering – Understanding Blinkit's goals



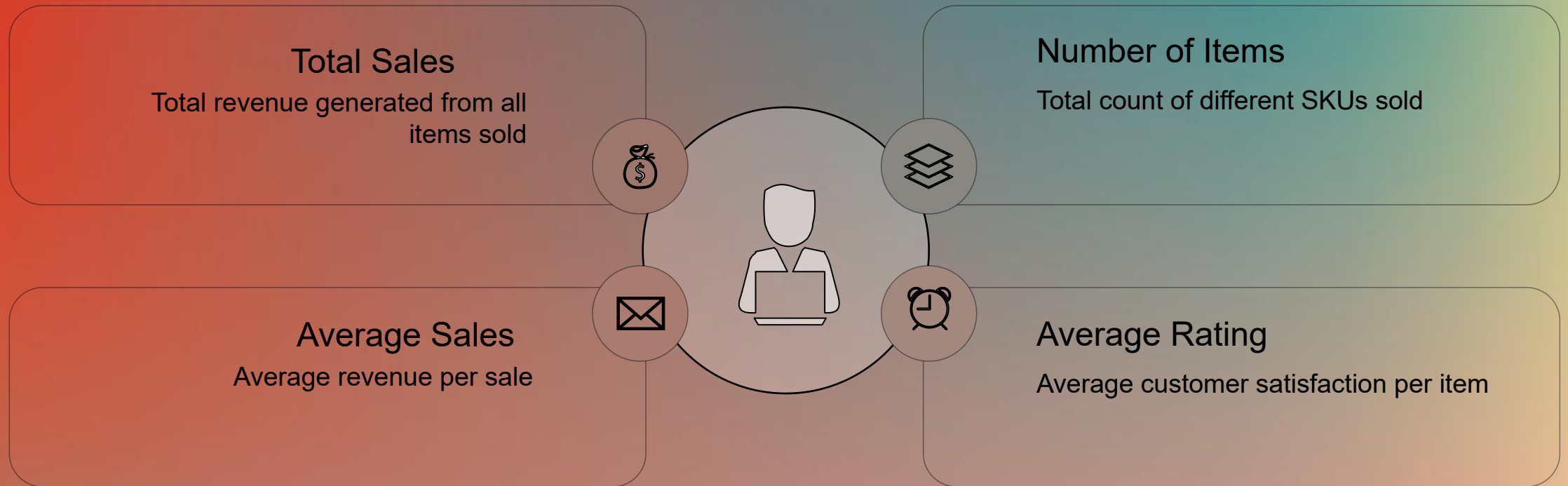
# Project Lifecycle Steps

## Requirement Gathering – Understanding Blinkit's goals



# KPI Metrics Defined

## KPI Description:





# Total Sales by Fat Content

**Objective:**  
To analyze the impact of fat  
content on total sales.



**Chart Type:**  
Doughnut Chart



## Insights:

Regular and Low Fat have nearly equal contributions (~50%)

Suggests balanced consumer preference for fat content



Helps determine product development focus



# Average Sales by Item Type



**Objective:** To identify which product types generate the highest average sales.



**Chart Type:** Horizontal Bar Chart



**Insights:**

Dairy, Household, and Snack Foods top the list

Baked Goods and Health items show lower avg sales

Useful for inventory optimization and promotions



# Fat Content by Outlet

## Objective:

To compare total sales across outlets, segmented by fat content.



## Chart Type:

Stacked Column Chart



## Insights:



All outlet types show balanced performance

Slight variations in fat preferences across locations

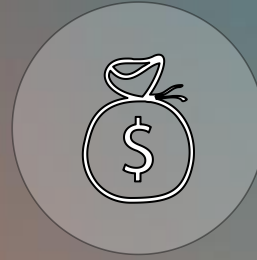
Can be leveraged for personalized regional stocking

# Total Sales by Outlet Establishment Year



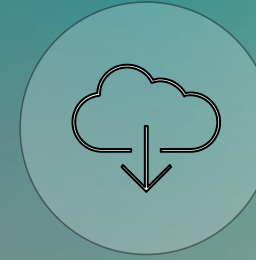
## Objective:

To evaluate how the year of establishment affects sales growth.



## Chart Type:

Line/Waterfall Chart



## Insights:

Outlets established in 2017 onward show rapid growth

Total sales have increased consistently with new outlets

Highlights the importance of expanding modern stores

# Sales by Outlet Size



## Objective:

To analyze how outlet size influences sales figures.



## Chart Type:

Pie/Doughnut Chart



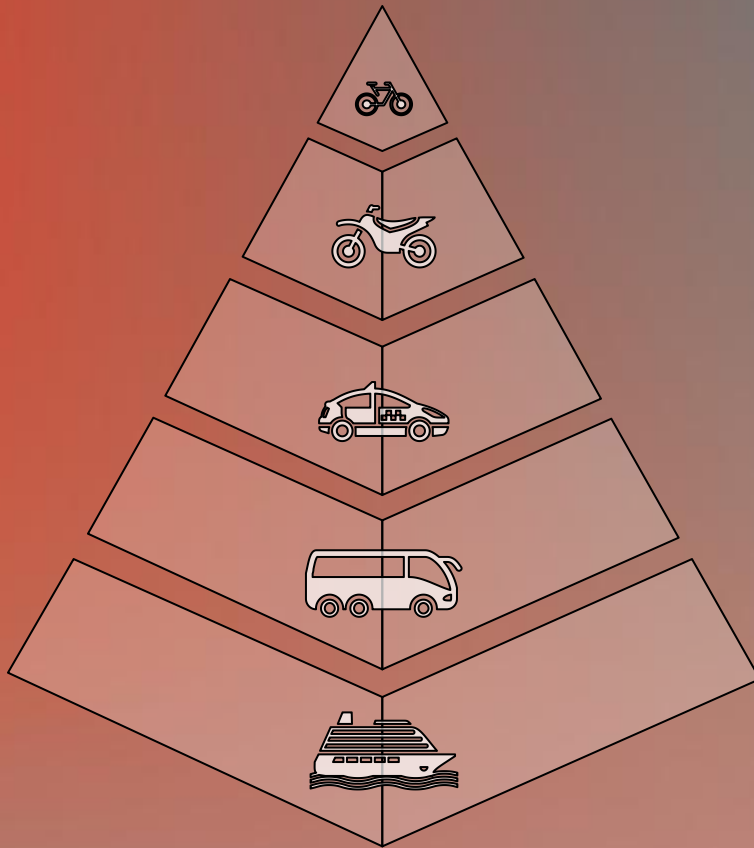
## Insights:

Tier 2 contributes the most (369.28K), followed by Tier 3

Smaller Tier 1 outlets generate the least

Suggests better performance from mid-sized outlets

# Sales by Outlet Location



Objective:

To study geographic sales distribution across outlet tiers.

Chart Type:

Funnel Chart

Insights:

Sales funnel shows Tier 2 at the top, Tier 1 at the bottom

Opportunity to improve visibility in Tier 1 regions

Could drive marketing strategies by tier-wise sales

# All Metrics by Outlet Type



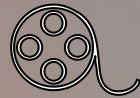
## Objective:

To provide a consolidated view of key metrics per outlet type.



## Chart Type:

Matrix Card Table



Insights:



Grocery Store: ₹74,251.71 total sales, avg sales ₹141.16, 526 items, avg rating 3.93, visibility 56.31.

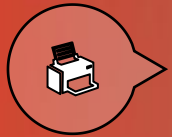
## Key Insights & Observations

Supermarket Type 1: ₹7,39,886.89 total sales, avg sales ₹139.92, 5235 items, avg rating 3.92, visibility 338.65.

Supermarket Type 2: ₹1,22,388.20 total sales, avg sales ₹142.08, 863 items, avg rating 3.93, visibility 56.62.

Total: ₹9,36,526.79 total sales, avg sales ₹141.38, 6624 items, avg rating 3.92, visibility 451.58.

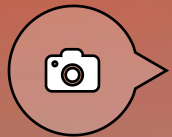
# Key Insights & Observations



Balanced sales between low and regular fat products



Dairy and snack food categories are high performers



Outlet establishment year strongly influences sales volume



Tier 2 locations dominate overall sales



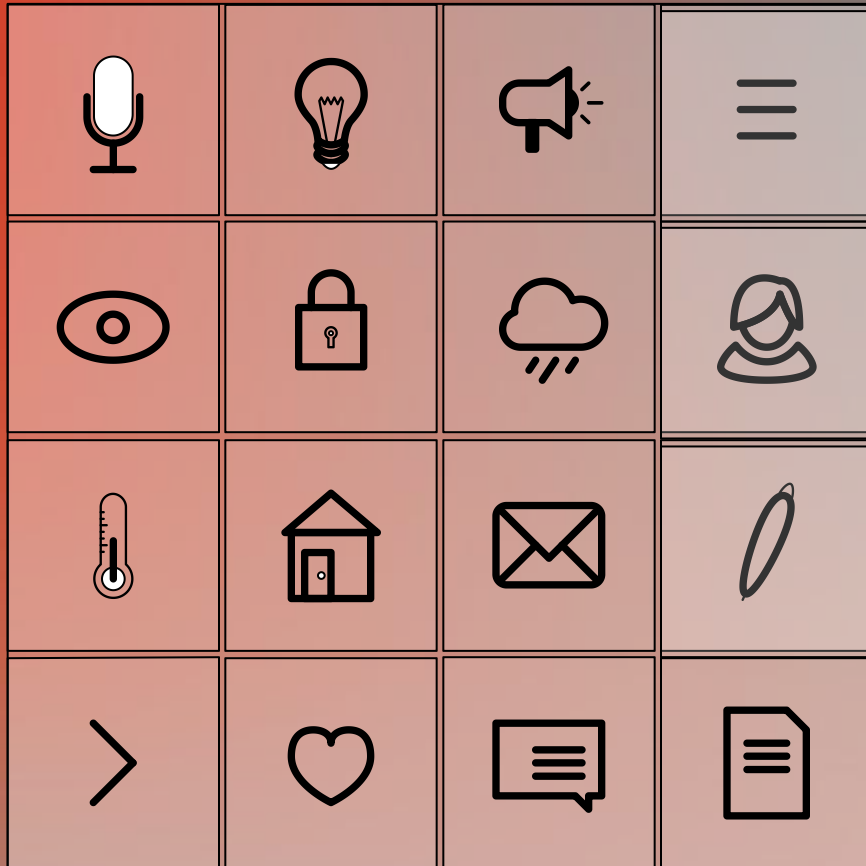
Supermarket Type 1 stores handle the highest volume and visibility



Item visibility metrics reveal opportunities for shelf optimization



# Conclusion



- ✓ BlinkIT shows a well-balanced inventory-to-sales ratio
- ✓ Regional outlet strategy is yielding visible performance gains
- ✓ KPI-based approach provides clarity in inventory and marketing
- ✓ Power BI dashboard offers a dynamic and decision-support system
- ✓ Recommended to focus on high-performing categories and Tier 2 expansion

# Final Dashboard Snapshot

## Title:

Blinkit Power BI Dashboard

## Features:

Interactive filters (outlet location, size, item type)

KPI cards for quick overview

## Visuals:

Doughnut, Funnel, Bar, Matrix, Waterfall

Insights into fat content, outlet tiers, product types

# blinkit

India's last minute app

Outlet Location Type

All

Outlet Size

All

Item Type

All

3.92

AVG RATINGS



141.38

AVG SALES



936.53K

TOTAL SALES



7K

NO. of ITEMS



## Outlet Establishment Year

● Increase ● Decrease ● Total



AVG SALES

TOTAL SALES

NO. of ITEMS

AVG RATINGS

## Fat Content

● Regular ● Low Fat

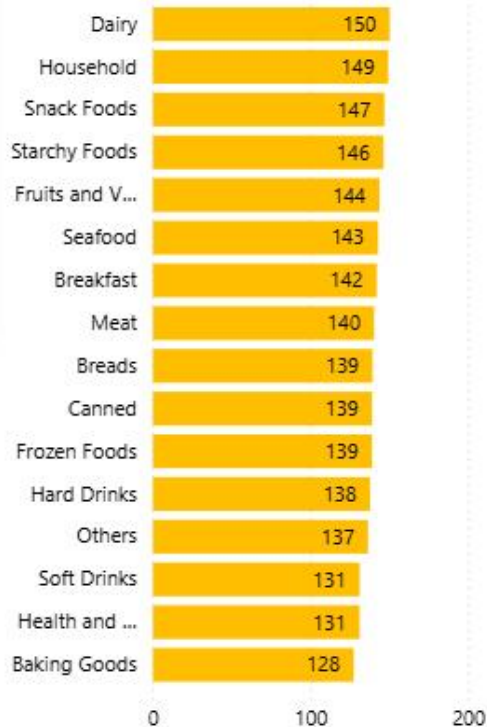


## Fat by outlet

● Low Fat ● Regular

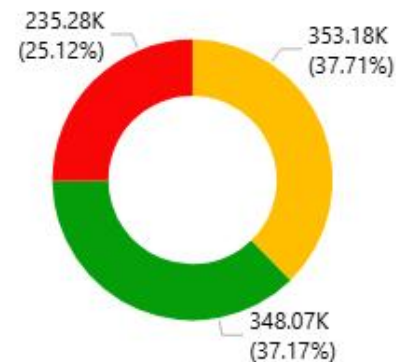


## AVG SALES by Item Type

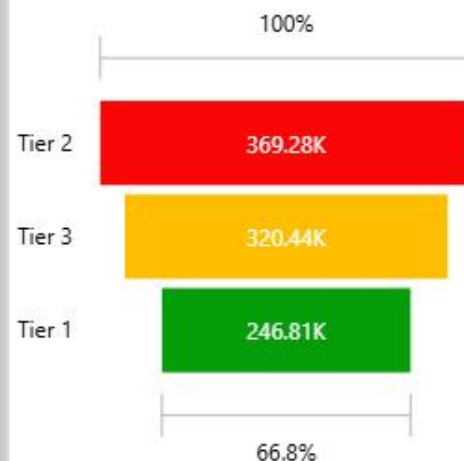


## Fat Content

● Medium ● Small ● High



## Outlet Location Type



Outlet Type	TOTAL SALES	AVG RATINGS	AVG SALES	NO. of ITEMS	Item Visibility
Grocery Store	74,251.71	3.93	141.16	526	56.31
Supermarket Type1	7,39,886.89	3.92	141.33	5235	338.65
Supermarket Type2	1,22,388.20	3.93	141.82	863	56.62
Total	9,36,526.79	3.92	141.38	6624	451.58

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# Thank You

Thank you for your attention!  
For feedback, improvements, or project collaboration: