



BlinkIT Grocery

Analysis – Power BI Dashboard

Sales, Ratings & Inventory Insights for
Smarter Decisions



Project Objective

1

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

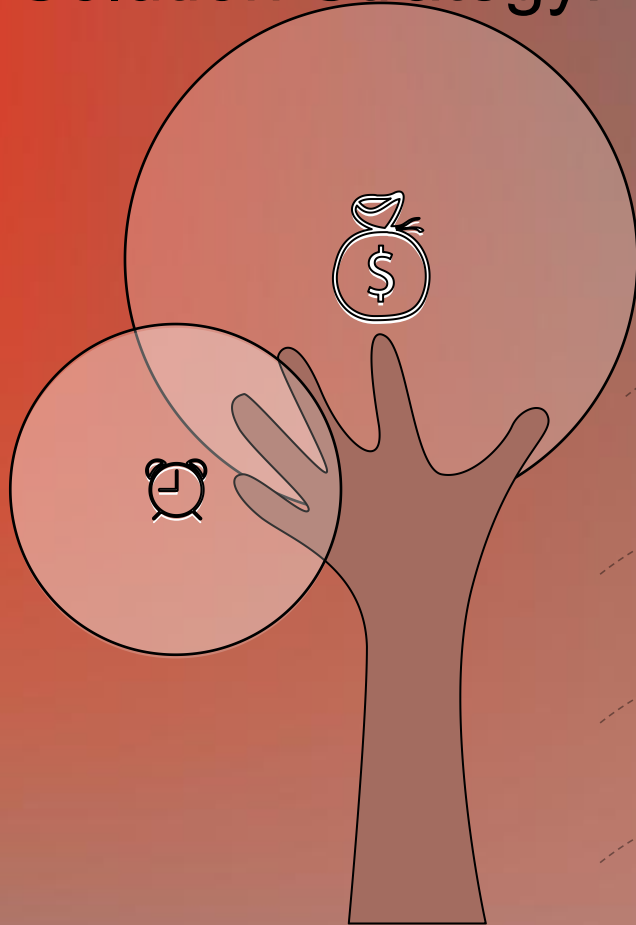


Absence of a centralized system to view KPIs like average sales and ratings



Proposed Solution

Solution Strategy:



Build DAX measures for dynamic KPI calculations

Visualize relationships between sales, outlet types, and inventory

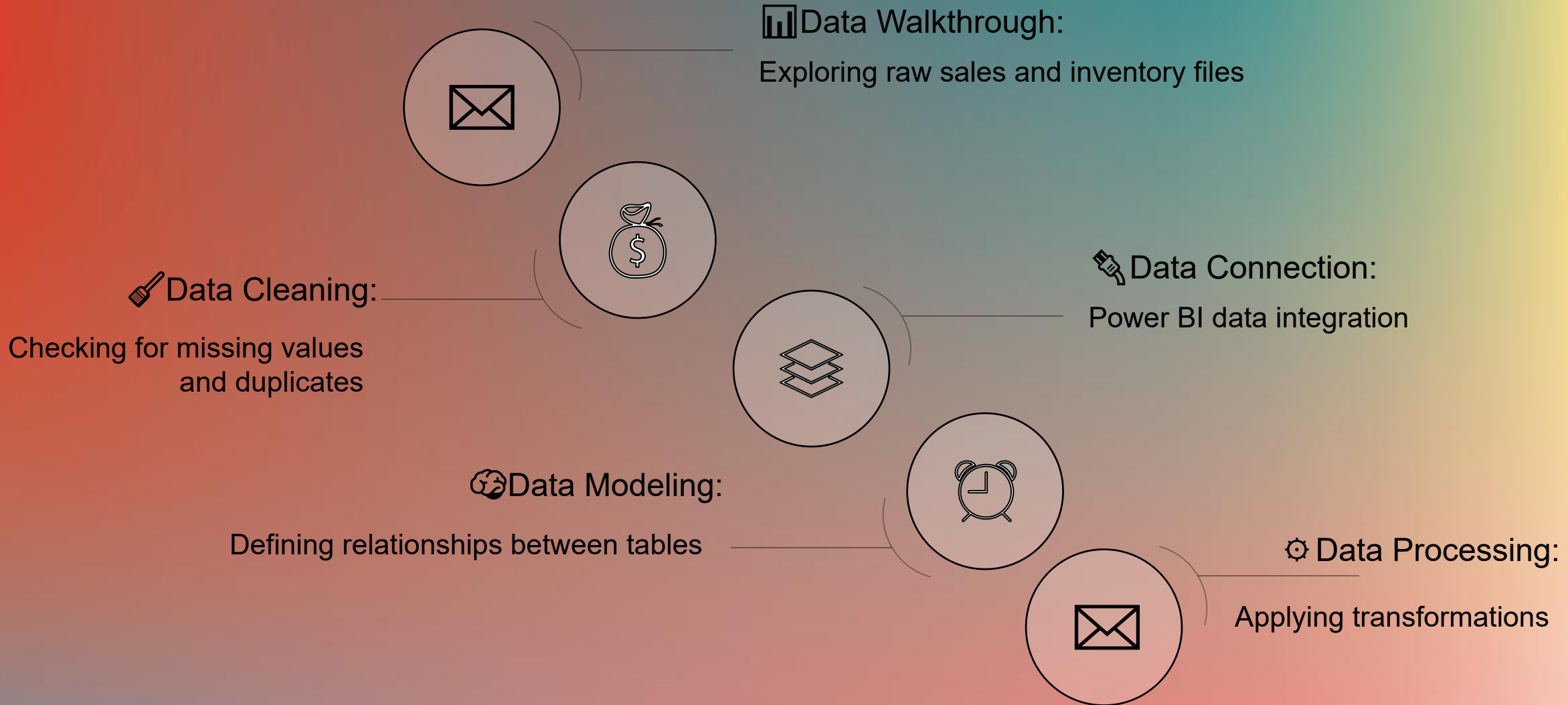
Import, clean, and process data from BlinkIT database

Develop an interactive Power BI dashboard with slicers and filters

Summarize actionable insights to guide strategic decisions

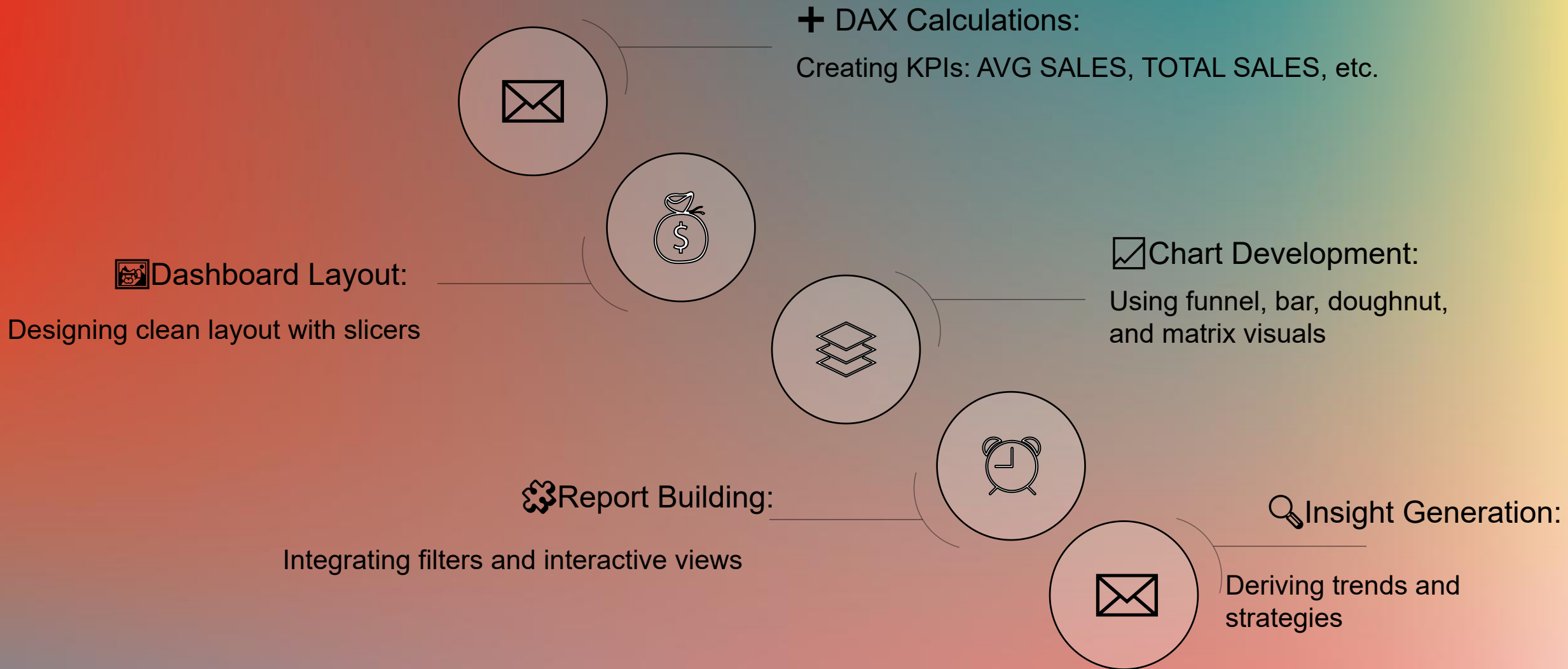
Project Lifecycle Steps

Requirement Gathering – Understanding Blinkit's goals



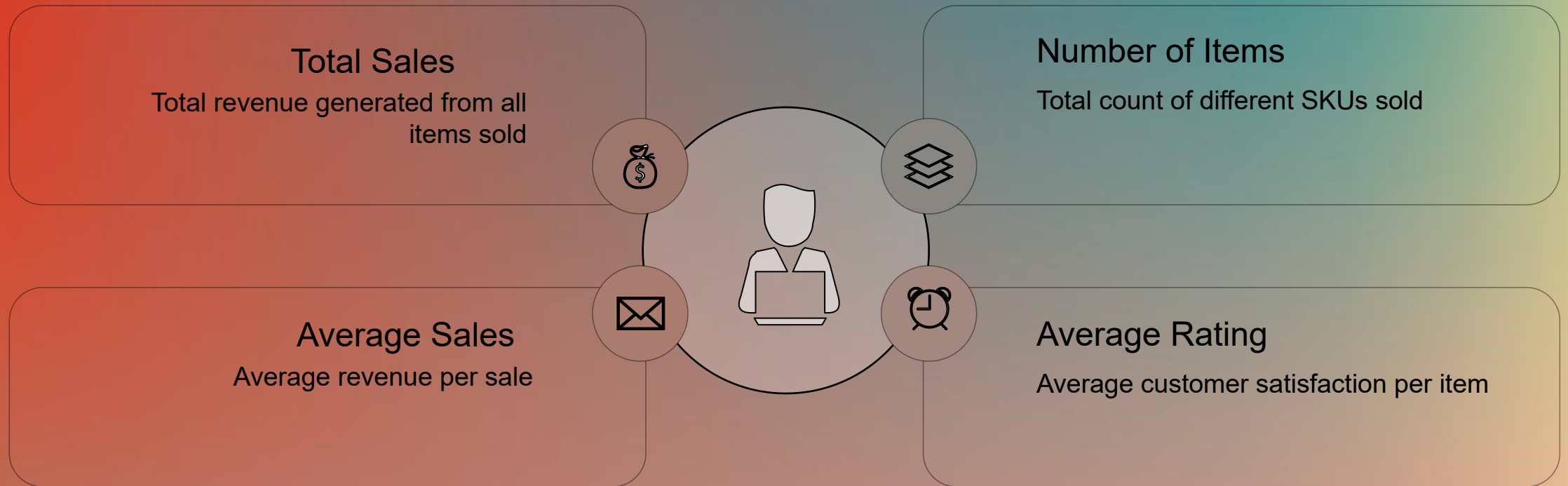
Project Lifecycle Steps

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.

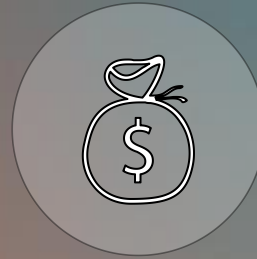
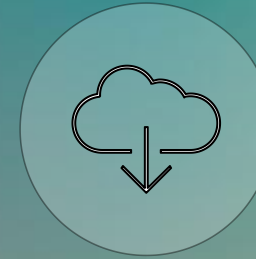


Chart Type:

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



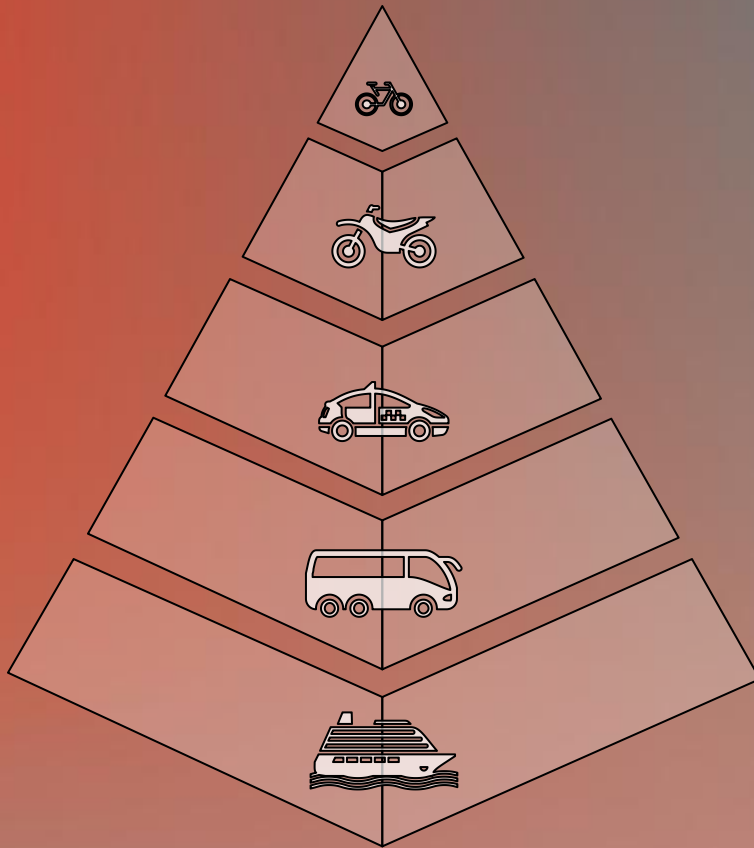
Insights:

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



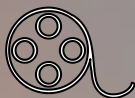
Objective:

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.

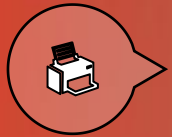
Key Insights & Observations

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.

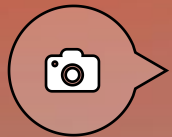
Key Insights & Observations



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

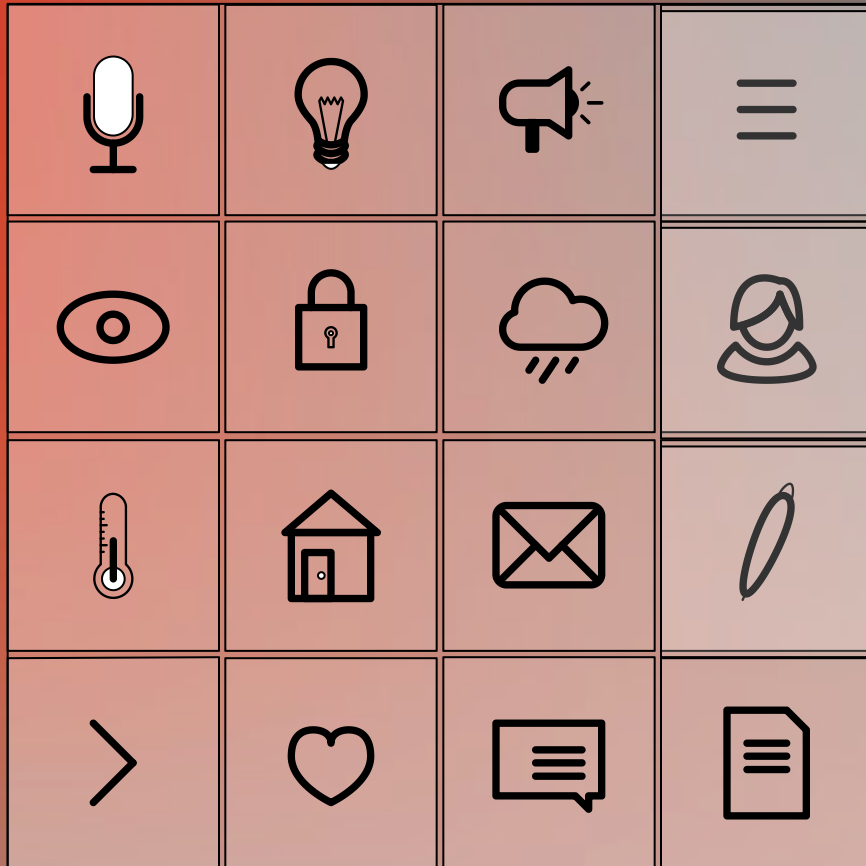


Supermarket Type 1 stores handle the highest volume and visibility



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

3.92
AVG RATINGS



141.38
AVG SALES



936.53K
TOTAL SALES

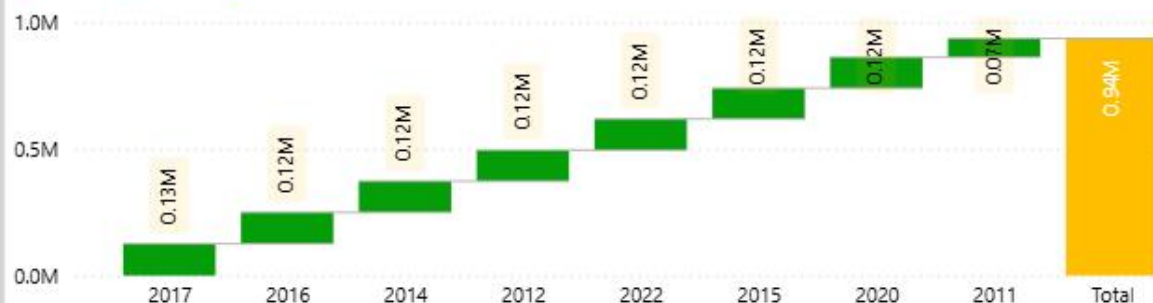


7K
NO. of ITEMS



Outlet Establishment Year

● Increase ● Decrease ● Total



AVG SALES

TOTAL SALES

NO. of ITEMS

AVG RATINGS

Fat Content

● Regular ● Low Fat

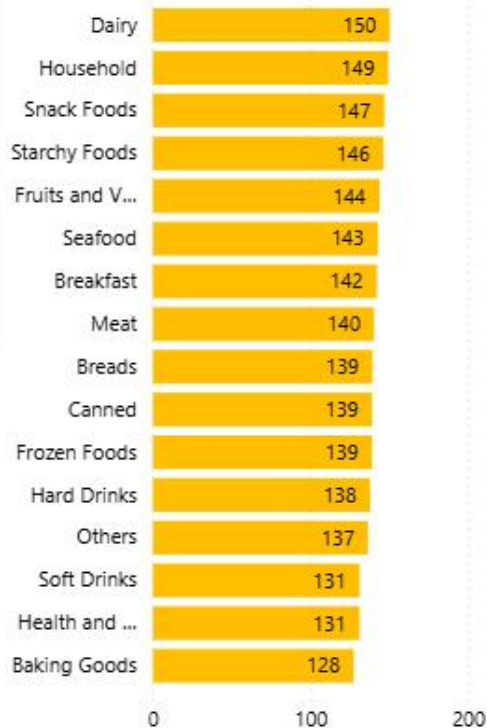


Fat by outlet

● Low Fat ● Regular

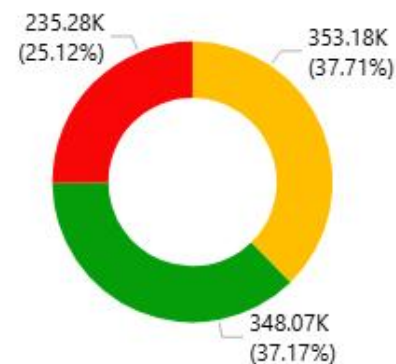


AVG SALES by Item Type

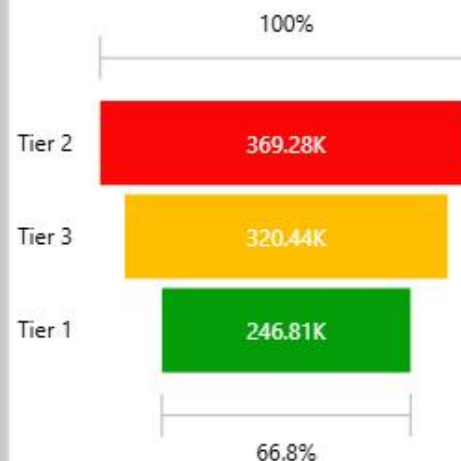


Fat Content

● 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 |

2

Thank You

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