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30% off on any food on first 3 orders.

Categories

Burger Pizza Fries Hot Dog Coffee

Popular

Beef Burger \$12  
Chicken Burger \$10

Bottom navigation icons: Home, Heart, Instagram, Cart, Profile.

Burger

Beef Burger \$12

>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Libero sed risus odio porta et ultricies.

Add extra cheese \$5   Add extra toppings \$5  
Large pattey \$5

Order Now

# 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:

Lack of visibility into which product types perform best



No clear understanding of how fat content affects sales



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

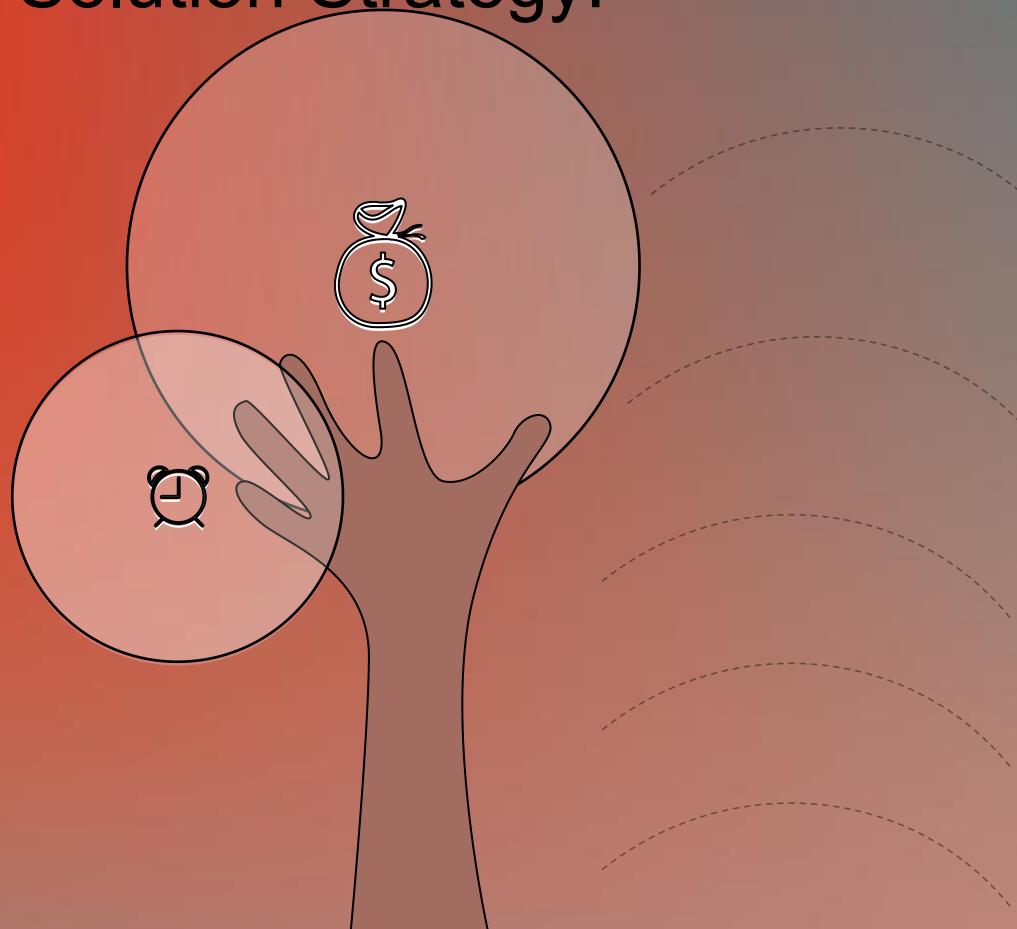


Need to correlate inventory items with customer satisfaction

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

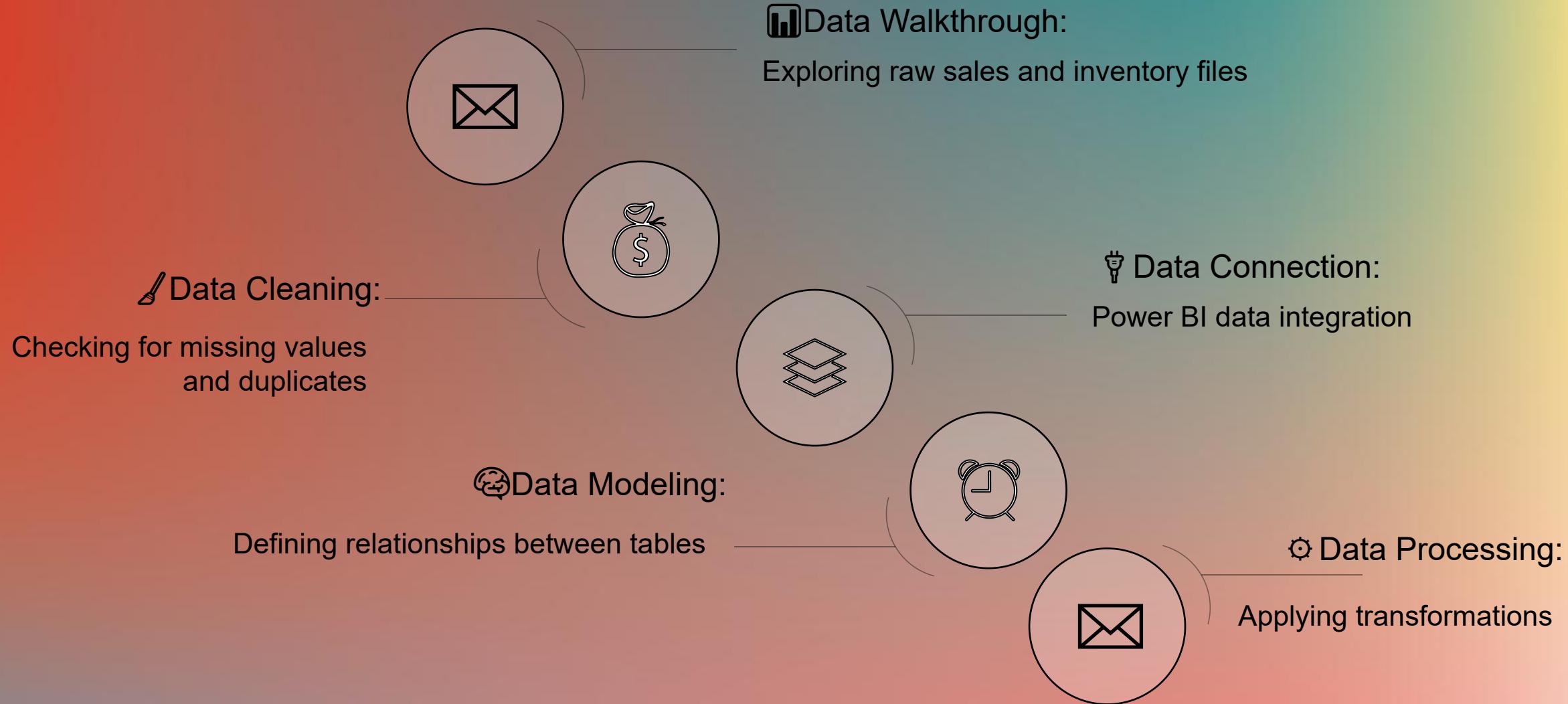
Import, clean, and process data from BlinkIT database

Develop an interactive Power BI dashboard with slicers and filters

Summarize actionable insights to guide strategic decisions

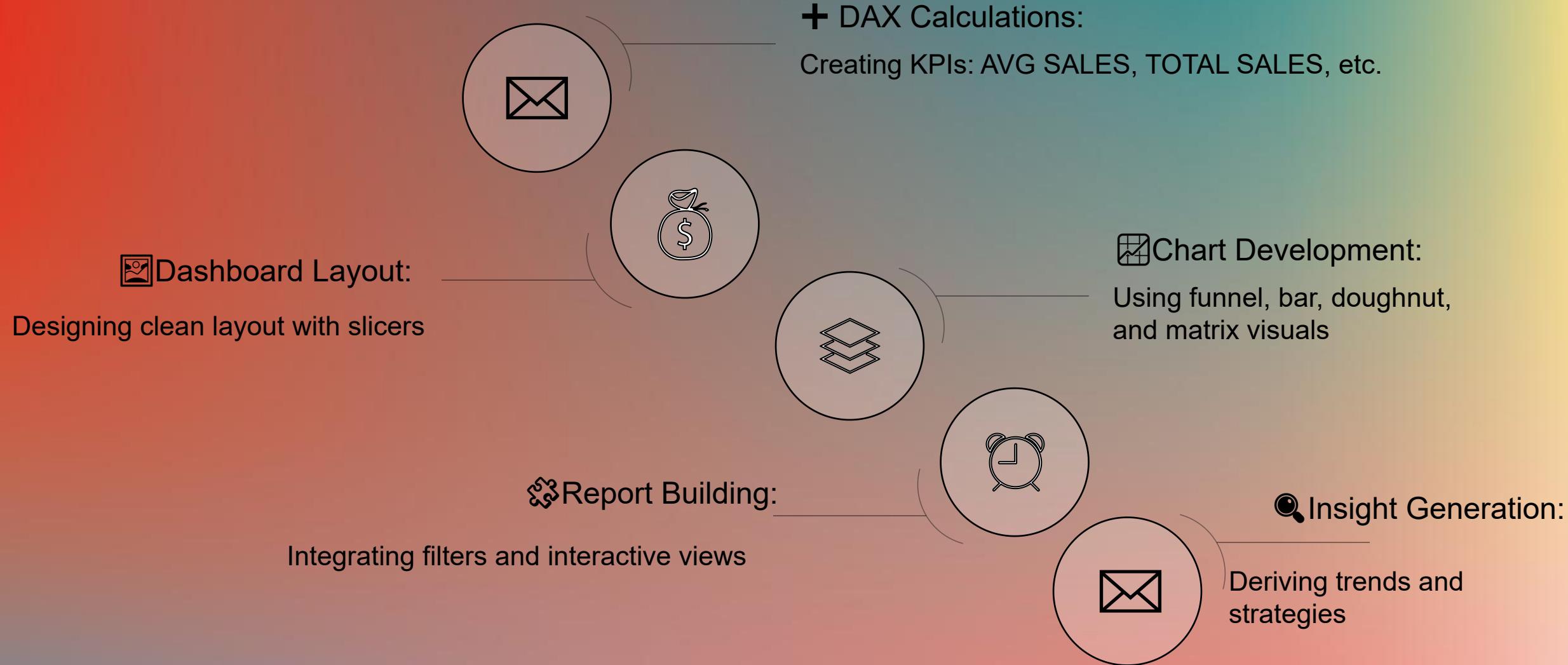
# Project Lifecycle Steps

Requirement Gathering – Understanding Blinkit's goals



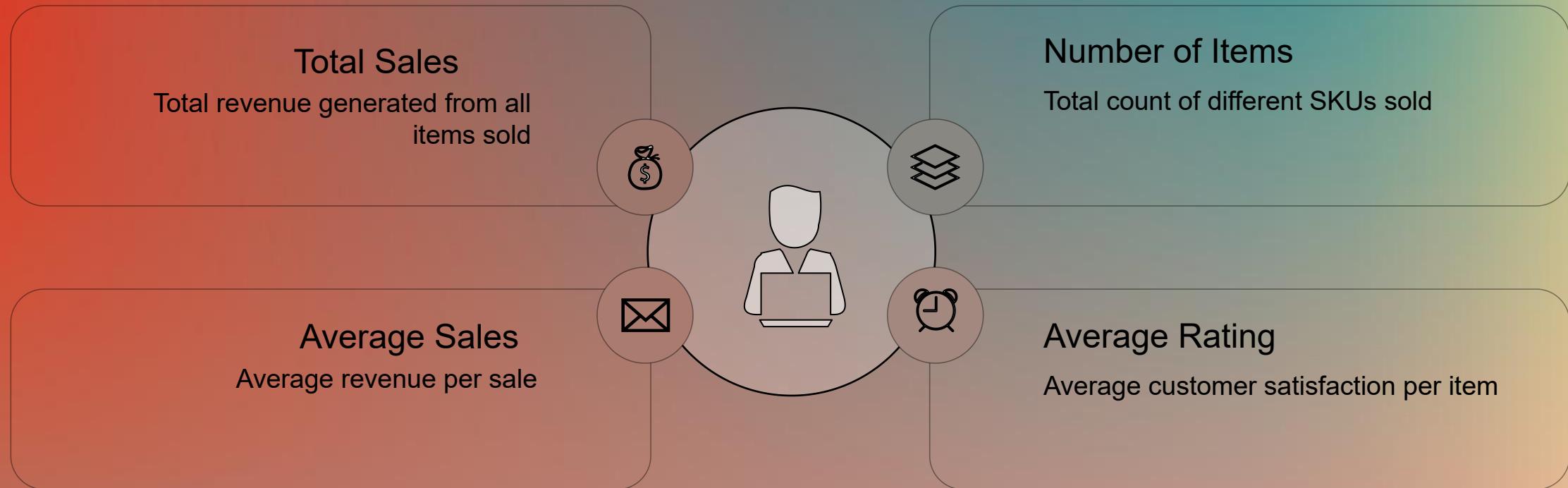
# Project Lifecycle Steps

## 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



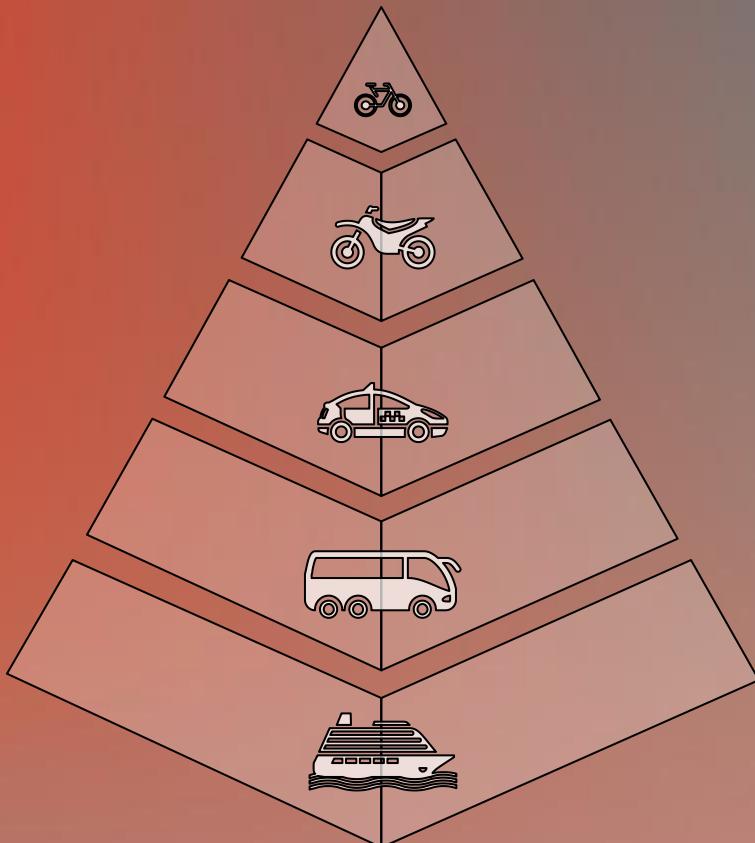
## Insights:

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:



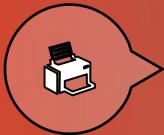
Grocery Store: ₹74,251.71 total sales, avg sales ₹141.16, 526 items, avg rating 3.93, visibility 56.31.

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

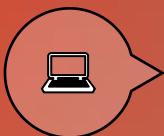
Supermarket Type 2: ₹1,22,388.20 total sales, avg sales ₹142.08, 863 items, avg rating 3.93, visibility 56.62.

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

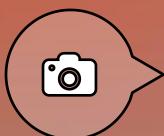
# Key Insights & Observations



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

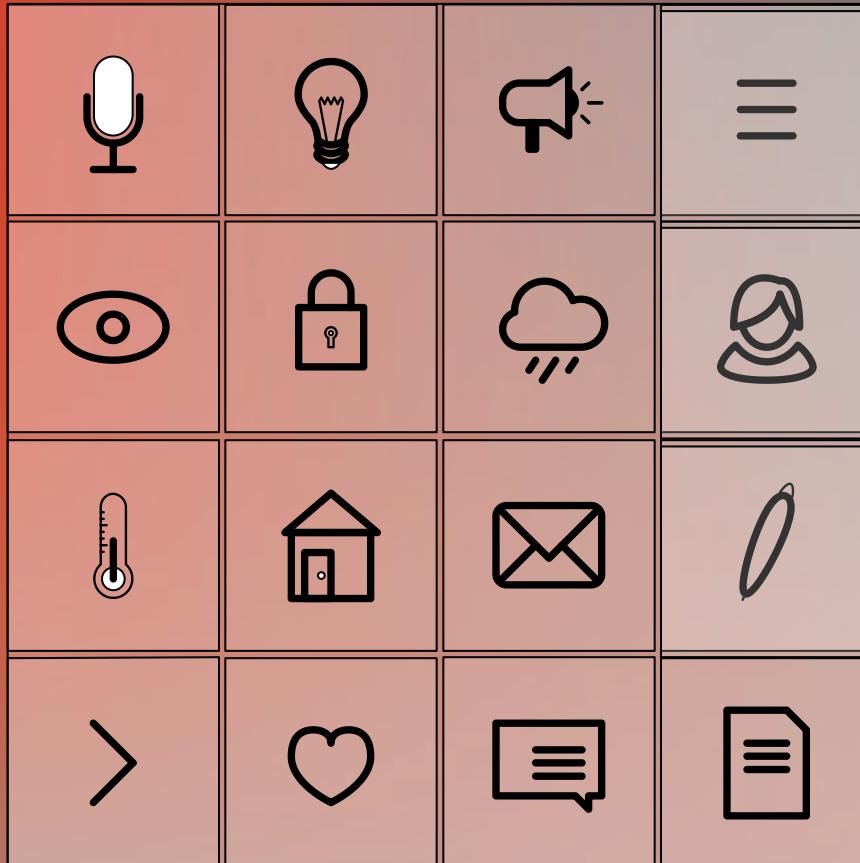


Supermarket Type 1 stores handle the highest volume and visibility



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

[2]

# Thank You

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