

Blinkit Project: A Detailed Sales Analysis

The Blinkit Project, powered by Power BI, aims to analyze sales performance, customer satisfaction, and inventory distribution within Blinkit's retail network.

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Dashboard

blinkit

India's Last Minute App

1.26M

TOTAL SALES



141.32

AVG SALES



8909

NO OF ITEMS

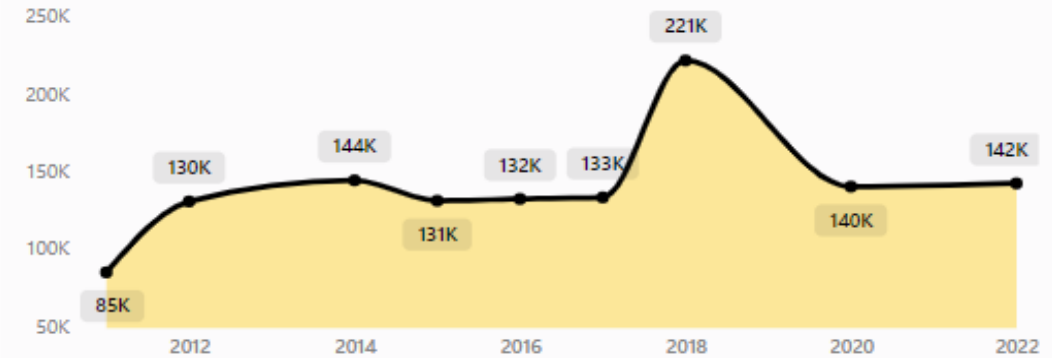


4.06

AVG RATING

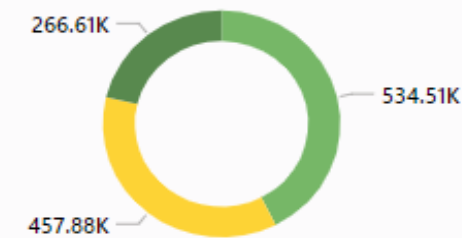


OUTLET ESTABLISHMENT

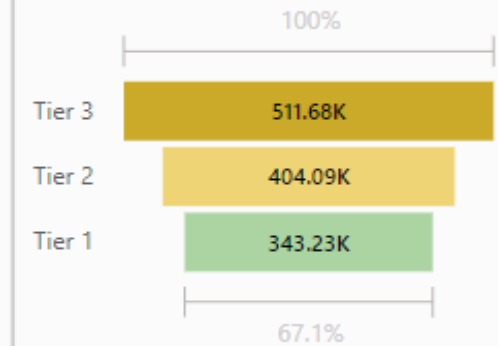


OUTLET SIZE

● Medium ● Large ● Small



OUTLET LOCATION

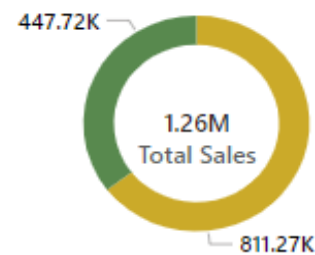


OUTLET TYPE

Outlet Type	Total Sales	No of Items	Avg Sales	Avg Rating	Item Visibility
Grocery Store	165.48K	1175	140.83	4.09	0.11
Supermarket Type1	810.77K	5731	141.47	4.06	0.06
Supermarket Type2	142.12K	1001	141.97	4.09	0.06
Supermarket Type3	140.63K	1002	140.35	4.05	0.06

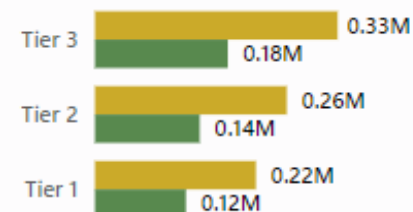
FAT CONTENT

● Low Fat ● Regular

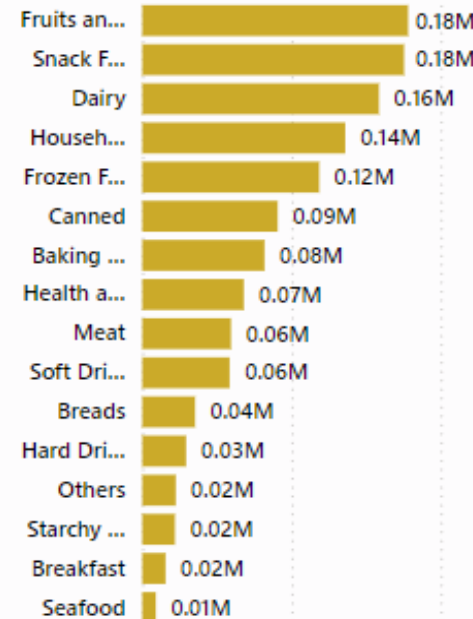


FAT BY OUTLET

● Low Fat ● Regular



ITEM TYPE



Understanding Sales Performance

1 Overall Sales

The dashboard highlights a total sales figure of \$1.26 million, representing Blinkit's overall revenue generated across all outlets.

2 Average Outlet Sales

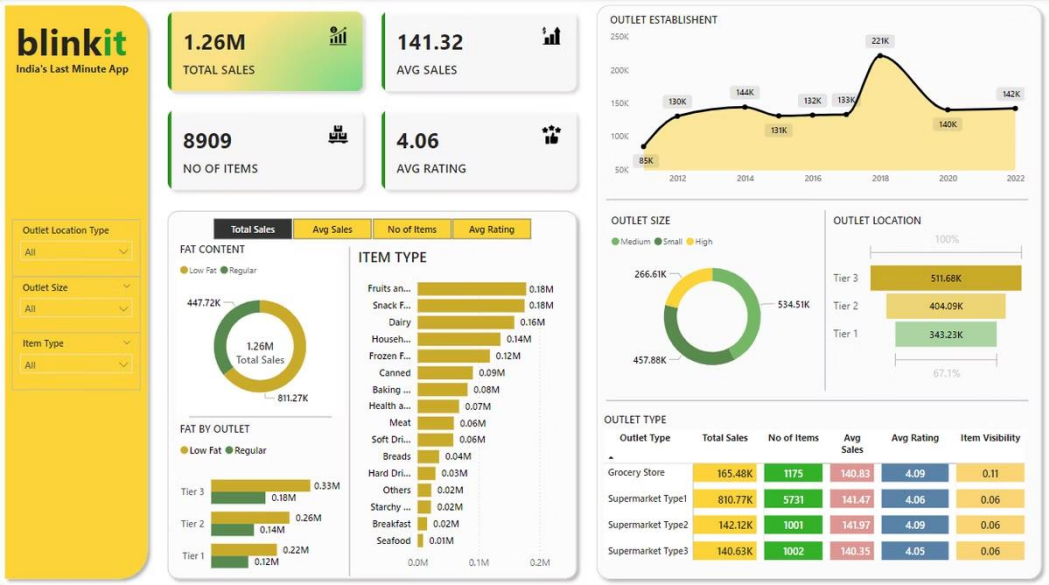
Each outlet averages \$141 in sales, providing a metric for evaluating the efficiency and performance of individual locations.

3 Transaction Volume

A total of 8,909 items were sold, indicating the number of transactions and customer engagement with Blinkit's offerings.

4 Customer Satisfaction

Customers have rated products an average of 4.06 stars, highlighting overall satisfaction with the quality and value provided.



Outlet Performance Analysis

Outlet Size

Medium outlets outperformed large outlets, generating \$534K in sales compared to \$457K.

Outlet Type

Analyzing supermarket and grocery store performance can inform format optimization strategies.

Location

Tier 3 locations led in sales at \$511.68K, followed by Tier 2 (\$404.09K) and Tier 1 (\$343.23K).

Establishment Year

Sales spiked in 2018, reaching \$221K, highlighting the importance of outlet establishment year.



Customer Preference Analysis

Product Category	Average Rating	Number of Reviews
Dairy Products	4.5	1,068
Fruits and Vegetables	4.2	1232
Snacks	4.0	1200
Household	4.0	910
Canned Items	4.0	649





Actionable Insights and Recommendations

Diversify Product Range for Health Enthusiasts

Expand the range of low-fat products to meet growing demand from health-conscious customers.

Optimize Outlet Locations

Focus on expanding in Tier 3 locations with higher sales performance.

Enhance Product Assortment

Continue promoting top-performing categories like fruits and vegetables, Dairy Products while exploring new product lines.

Improve Customer Experience

Invest in customer loyalty programs and personalized recommendations to enhance satisfaction.

Capitalize on Medium-Sized Success

It is also worth noting that our medium-sized outlets have outperformed the larger ones, This is an interesting data point to consider as we plan our future expansion.