blinkit Dashboard Report

Introduction:

Blinkit is an online grocery delivery company that allows customers to place online orders for daily essentials and get them delivered to their doorsteps. From fruits to chicken to snacks to vegetables to pulses and bakery products, get everything in 10-25 minutes at your preferred

Data collection:

https://drive.google.com/drive/folders/1mKh61zKVBnPJN0A5lc77osGNkmNa-loI?usp=sharing

Special about Blinkit:

Blinkit commitment to delivering groceries and essentials in under 10 minutes has set a new benchmark in the industry. This ultra-fast delivery promise has captured the attention and loyalty of time-pressed urban consumers

Business Model:

Blinkit operates primarily on a quick-commerce (q-commerce) model, focusing on delivering groceries and other essentials within 10-20 minutes. This business model is focused

TRANSFORM DATA:

The *Transform Data* feature (also known as the Power Query Editor) allows you to clean, reshape, and transform your data before loading it into your report. This is a critical step in the data preparation process, ensuring your data is in the right format for analysis. Below are the key details and functionalities of the *Transform Data* process

Data Transformation Options:

Power Query offers many transformation options to prepare your data. Some common tasks include

- Remove Columns: Select the columns you want to remove and click on *"Home" > "Remove Columns"
- Rename Columns: Double-click on the column header to rename.
- Change Data Type: Right-click on a column and select "Change Type" to choose the appropriate data type (e.g., text, number, date)

Dashboard Overview:

The dashboard consists of the following pages:

A dashboard in Power BI is a single-page view that displays various visualizations and metrics, providing an overview of key data insights. Here's an overview of dashboards in Power BI:

- Visualizations: Tables, charts, maps, gauges, and other interactive visualizations.
- Tiles: Individual visualizations or metrics displayed on the dashboard.
- Filters: Slice data by specific criteria, such as date, region, or product.
- Drill-through: Click on visuals to access detailed reports.
- Interactivity: Hover, click, and drill-down capabilities.
- Real-time data: Connect to live data sources for up-to-date information.
- Customization: Personalize layout, colors, and formatting.

Power BI ensures data is encrypted both in transit and at rest.Gateway: For connecting on-premises data sources to Power BI Service, a gateway can be installed, allowing for automatic data refreshes.

Power BI's versatility and integration capabilities make it a popular choice for organizations looking to leverage data for better insights. It is suitable for users ranging from data analysts to executives who need to monitor key performance indicators (KPIs).

Change the Slicer Format to Card View:

- Once you have your slicer, select it.
- Go to the *Format* pane.

- In the slicer settings, change the slicer type to *Horizontal* or *Vertical* if you want buttons that resemble cards.

- **Total Sales: 1.13M**
- **Average Sales: 141**
- **Number of Items: 7,978**
- **Average Rating: 3.9**

QUERY:

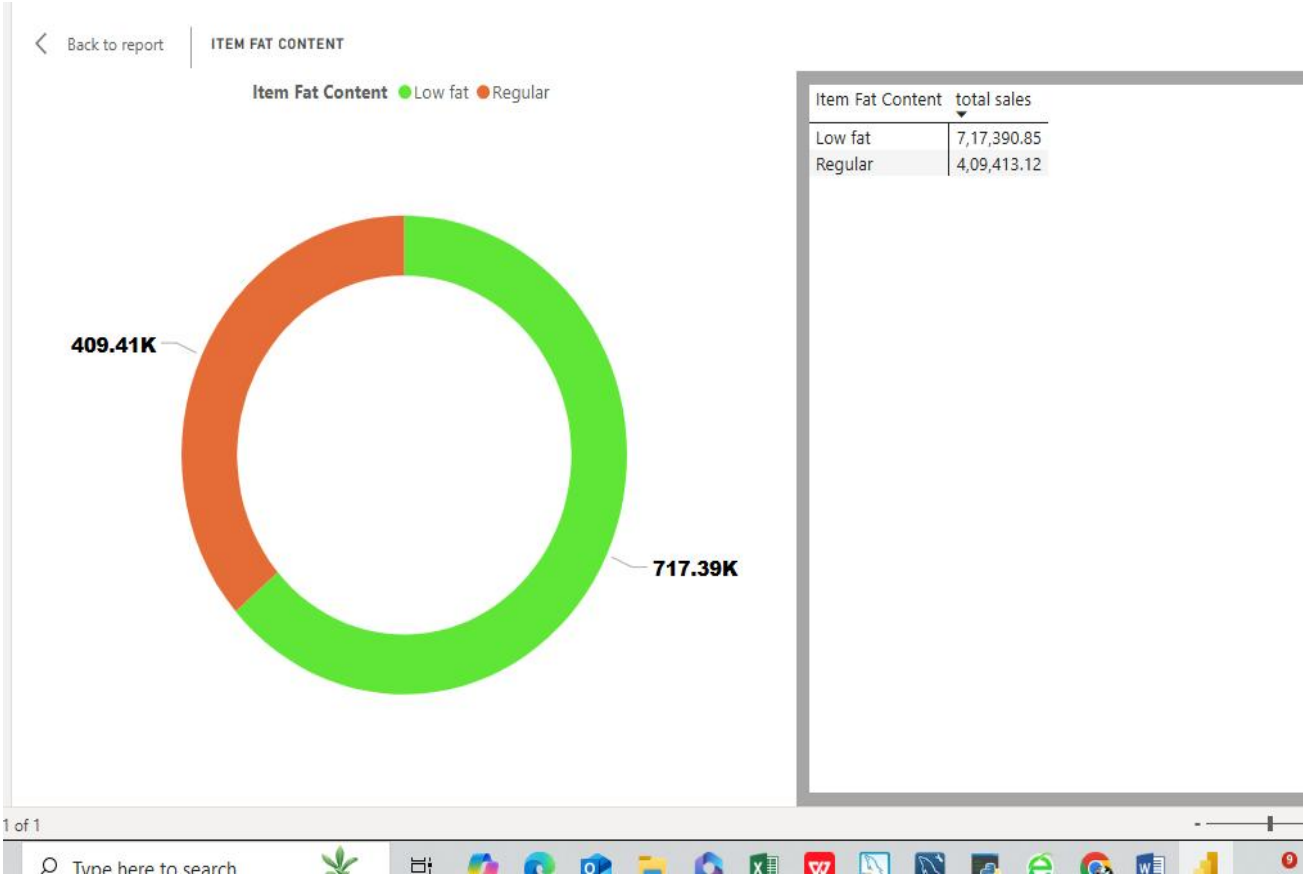
- Total Sales = SUM(Sales[SalesAmount])
- Total Items = COUNTROWS('TableName')
- Avg Rating = AVERAGE('RatingsTable'[Rating Column])

In this Power BI project, we created several key measures to analyze the dataset effectively. The **Total Sales** measure was calculated using the formula SUM(Sales[SalesAmount]), which provides the overall revenue generated from all sales transactions. To understand the volume of items or transactions, we used the formula COUNTROWS('TableName') to derive the **Total Items**, giving us a count of all rows in the specified table. Additionally, we calculated the **Average Rating** using AVERAGE('RatingsTable'[Rating Column]) to evaluate customer feedback or product ratings. These

core metrics allow for a comprehensive view of sales performance, customer interaction, and overall business insights.

Total Sales by Fat Content:

This donut chart visualizes the total sales distribution based on the **Item Fat Content**. The data is categorized into two segments: **Low Fat** and **Regular**. From the visualization, it's evident that **Low Fat items contribute a larger share of total sales**, amounting to approximately **717.39K**, compared to **Regular items**, which account for around **409.41K**. This suggests a higher customer preference or market demand for Low Fat products. Such insights can guide inventory planning, marketing strategies, and product development to align with customer health-conscious trends.

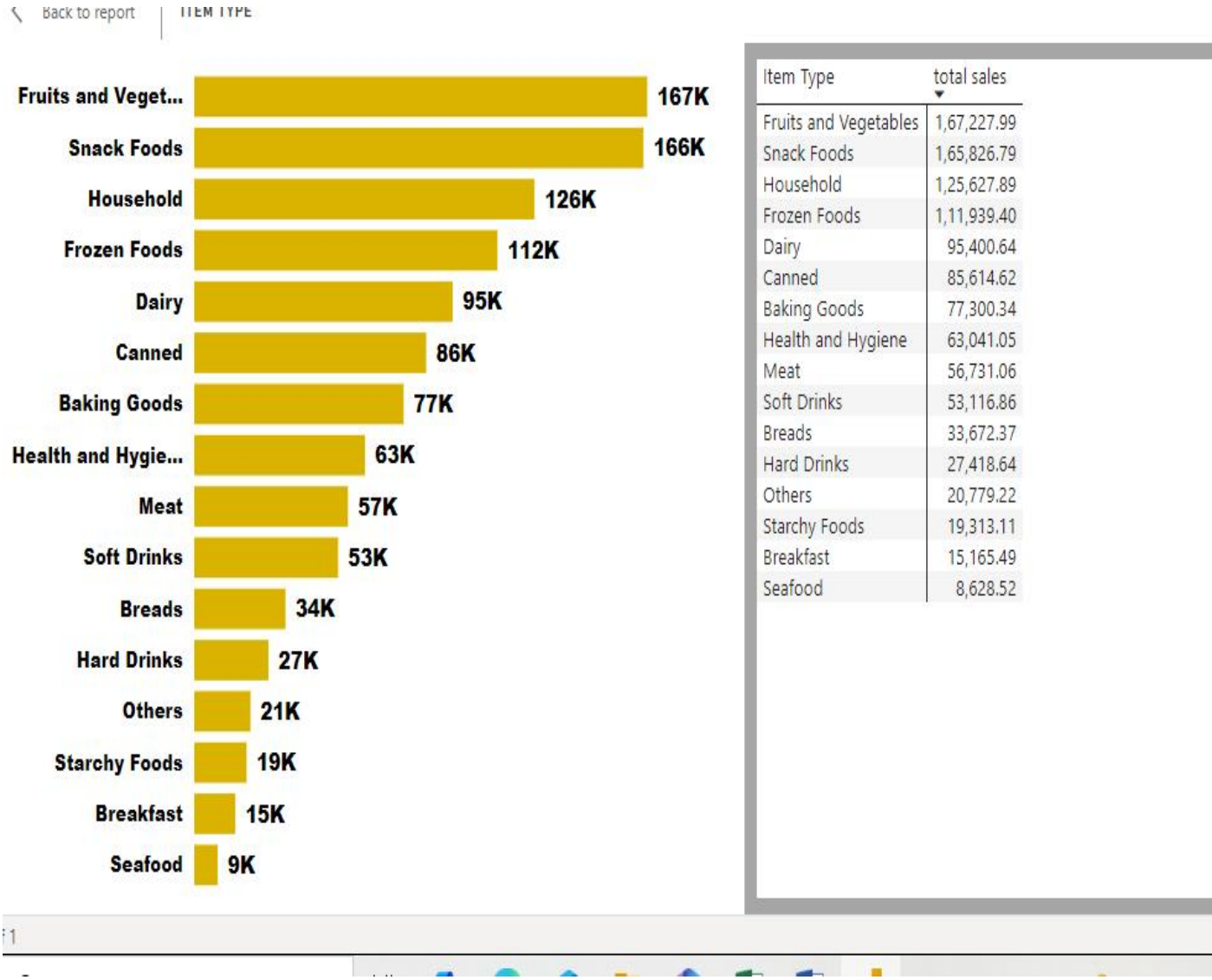


Fat Content by Outlet for Total Sales:

This bar chart provides a breakdown of **Total Sales by Item Fat Content** (Low Fat and Regular) across different **Outlet Tiers**. The data reveals that **Tier 3 outlets** contribute the highest sales for both Low Fat and Regular items, followed by Tier 2 and Tier 1 outlets. This indicates that Tier 3 outlets may have a larger customer base or higher product turnover. Additionally, across all outlet tiers, **Regular fat items consistently outperform Low Fat items in terms of sales**, suggesting a general customer preference for Regular products regardless of outlet type. These insights can help businesses tailor product distribution and marketing strategies based on outlet performance.

Total Sales by Item Type:

This horizontal bar chart visualizes the **total sales across different item types**. The data clearly shows that **Fruits and Vegetables**, **Snack Foods**, and **Household items** dominate sales, contributing the highest revenue among all categories, each exceeding 120K in total sales. **Frozen Foods** and **Dairy products** follow closely, indicating strong customer demand in these segments. On the other hand, categories like **Seafood**, **Breakfast items**, and **Starchy Foods** show the **lowest sales**, suggesting either limited availability, lower demand, or a niche customer base. This insight can guide inventory planning, marketing efforts, and product focus, allowing businesses to optimize performance by emphasizing high-selling categories while reevaluating or promoting lower-performing ones

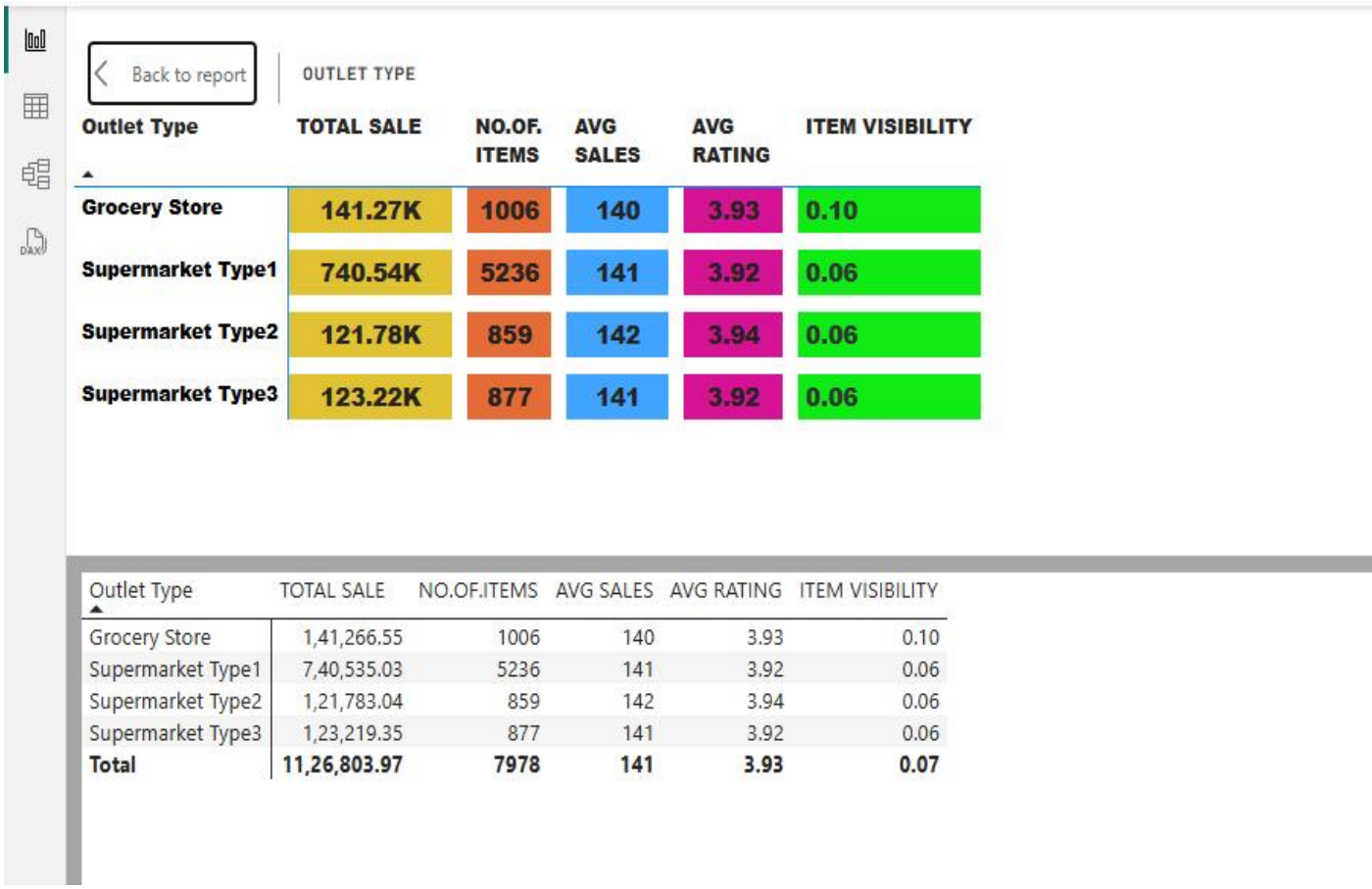


Item Type	total sales
Fruits and Vegetables	1,67,227.99
Snack Foods	1,65,826.79
Household	1,25,627.89
Frozen Foods	1,11,939.40
Dairy	95,400.64
Canned	85,614.62
Baking Goods	77,300.34
Health and Hygiene	63,041.05
Meat	56,731.06
Soft Drinks	53,116.86
Breads	33,672.37
Hard Drinks	27,418.64
Others	20,779.22
Starchy Foods	19,313.11
Breakfast	15,165.49
Seafood	8,628.52

All Metrics by Outlet Type:

This matrix visualization provides a comprehensive breakdown of performance across different **outlet types**, highlighting key metrics such as **total sales**, **number of items sold**, **average product rating**, and **average item visibility**. Among the outlets, **Supermarket Type1** leads with the **highest total sales (₹3,049,320.40)**, despite having slightly lower average ratings and visibility compared to others. **Grocery Store**, although having the lowest sales (₹1,065,468.84), boasts the **highest average product rating (5.0)**, indicating strong customer satisfaction. **Supermarket Type3** and **Type2** show balanced performance in terms of sales and item visibility. This visualization helps stakeholders assess outlet performance holistically

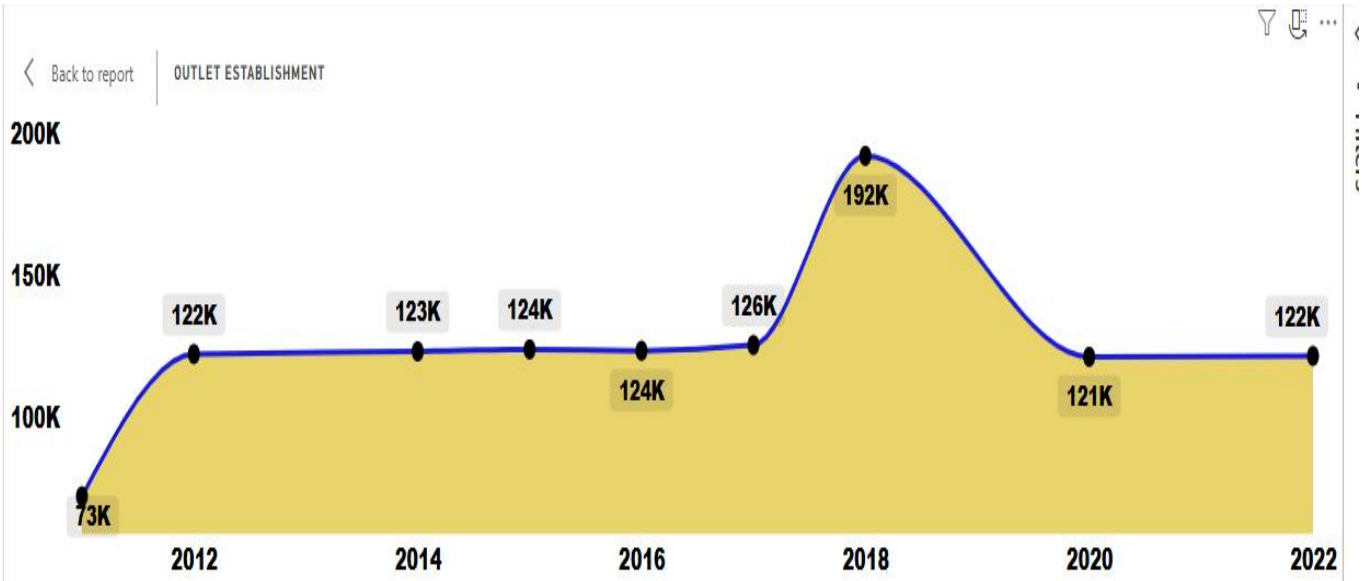
and identify areas where improvements in product visibility or customer experience could drive greater sales.



Outlet Type	TOTAL SALE	NO.OF.ITEMS	AVG SALES	AVG RATING	ITEM VISIBILITY
Grocery Store	1,41,266.55	1006	140	3.93	0.10
Supermarket Type1	7,40,535.03	5236	141	3.92	0.06
Supermarket Type2	1,21,783.04	859	142	3.94	0.06
Supermarket Type3	1,23,219.35	877	141	3.92	0.06
Total	**11,26,803.97**	**7978**	**141**	**3.93**	**0.07**

Total Sales by Outlet Establishment Year

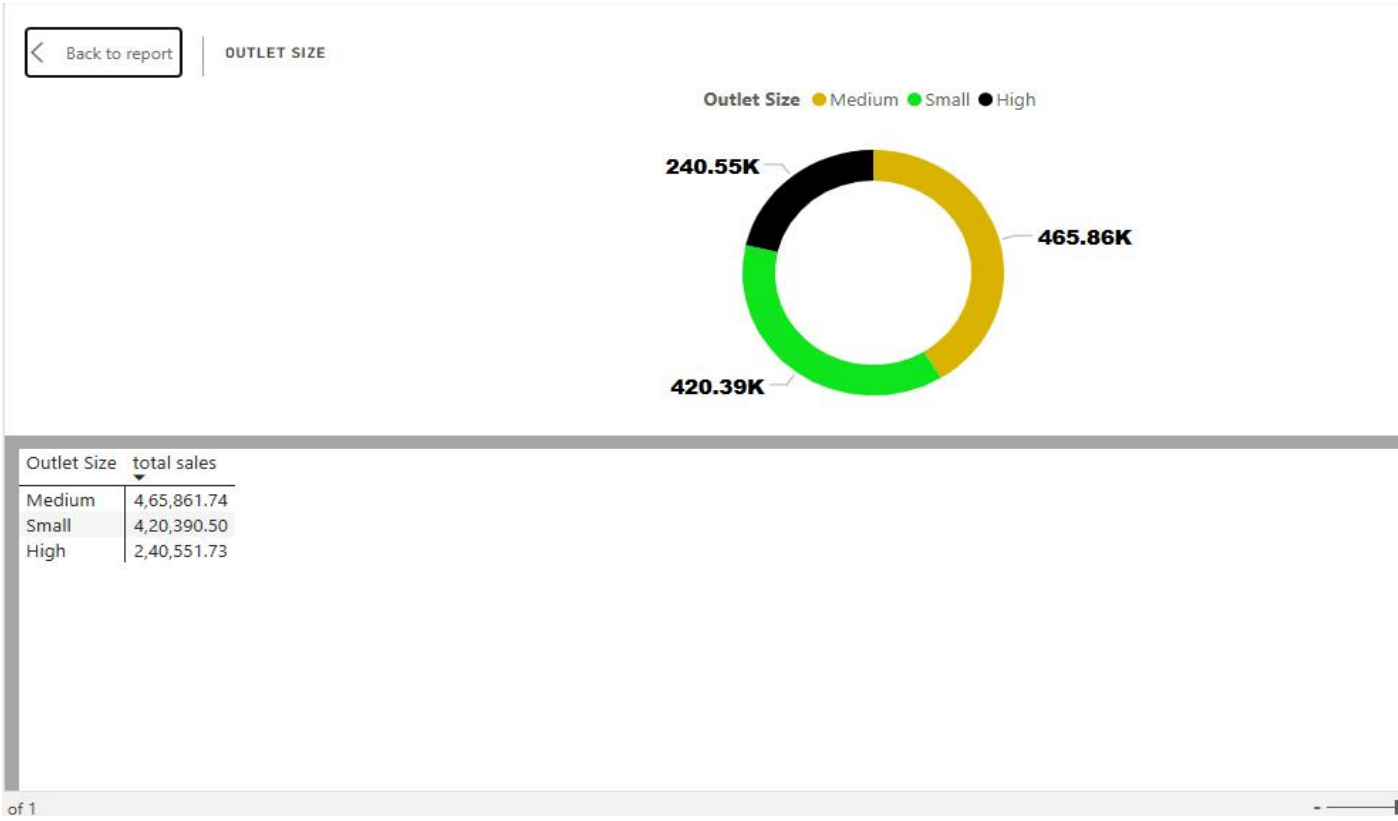
The chart visualizes **total sales trends across different outlet establishment years**, showing a notable **growth trajectory** followed by stabilization. In **2011**, sales began at ₹73K, but witnessed a sharp increase in **2012**, reaching ₹122K. From 2012 to 2017, the sales trend remained stable with slight year-on-year growth, peaking at ₹126K in 2017. A significant surge occurred in **2018**, where total sales rose dramatically to **₹192K**, marking the highest performance period. However, this was followed by a **drop in 2020 to ₹121K**, likely due to external market factors or disruptions. Sales stabilized around ₹122K again in **2022**, indicating recovery and consistency. This visualization highlights the **impact of outlet age and market timing** on sales performance, with newer outlets showing strong initial growth but requiring sustained efforts for long-term consistency.



Outlet Establishment Year	total sales
2011	72,504.81
2012	1,22,441.15
2014	1,23,369.16
2015	1,24,056.54
2016	1,23,599.57
2017	1,25,609.30
2018	1,91,981.09
2020	1,21,459.32
2022	1,21,783.04

Outlet Size vs Total Sales

The visualization shows total sales distribution across different **outlet sizes**—Medium, Small, and High. **Medium-sized outlets** lead with the **highest total sales of ₹465.86K**, indicating their strong performance and likely wider customer base or more optimized operations. **Small outlets** follow closely with **₹420.39K**, reflecting their efficiency despite space or inventory limitations. In contrast, **High-sized outlets** report the **lowest sales at ₹240.55K**, which may suggest underutilization of space or higher operational costs impacting profitability. This analysis highlights that **medium-sized outlets strike the best balance between size and sales efficiency**.



Conclusion of Blinkit Power BI Project:

This Power BI dashboard offers an in-depth analysis of Blinkit's retail performance across various outlet types, sizes, locations, and item categories. The total sales of ₹1.13 million and 7,978 items sold highlight Blinkit's strong market presence. Medium-sized outlets emerge as the most efficient, generating the highest sales (₹465.86K) despite their compact scale, suggesting optimal resource utilization.

Tier 3 cities dominate sales by location with ₹440.88K, indicating a large customer base or underpenetrated market potential. Among outlet types, Grocery Stores and Supermarkets Type2 are top performers in both total and average sales, showing consistent consumer demand.

The average rating of 3.9 across outlets indicates customer satisfaction is fairly stable, while Item Type analysis reveals that Fruits, Snacks, and Household products lead in sales, offering insight into consumer preferences.

Lastly, the sales trends from 2012 to 2022 reflect a healthy business evolution, peaking in 2018. This data-driven insight equips decision-makers to optimize outlet size, stock high-performing categories, and focus on Tier 3 locations to drive growth.