



blinkit

India's Last Minute App

Power BI Dashboard

Sarfraj Ahmad

01

Introducing

Blinkit is a leading online grocery delivery service in India. Known for its lightning-fast delivery times and formerly known as Grofers, the company rebranded to reflect its commitment to delivering essentials in the blink of an eye.

Founded in 2013, Blinkit has revolutionized the way people shop for groceries by offering a wide range of products, from fresh produce to household essentials, delivered right to customers' doorsteps.



Business Requirements

To conduct comprehensive analysis of Blinkit's sales performance, customer satisfaction, and inventory distribution to identify key insights and opportunities for optimization using various KPIs and visualization in Power BI.

KPI's Requirements:

- Total Sales: The overall revenue generated from all items sold.
- Average Sales: The average revenue per sale.
- Number of Items: The total count of different items sold.
- Average Rating: The average customer rating for items sold.



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Visualization Requirement

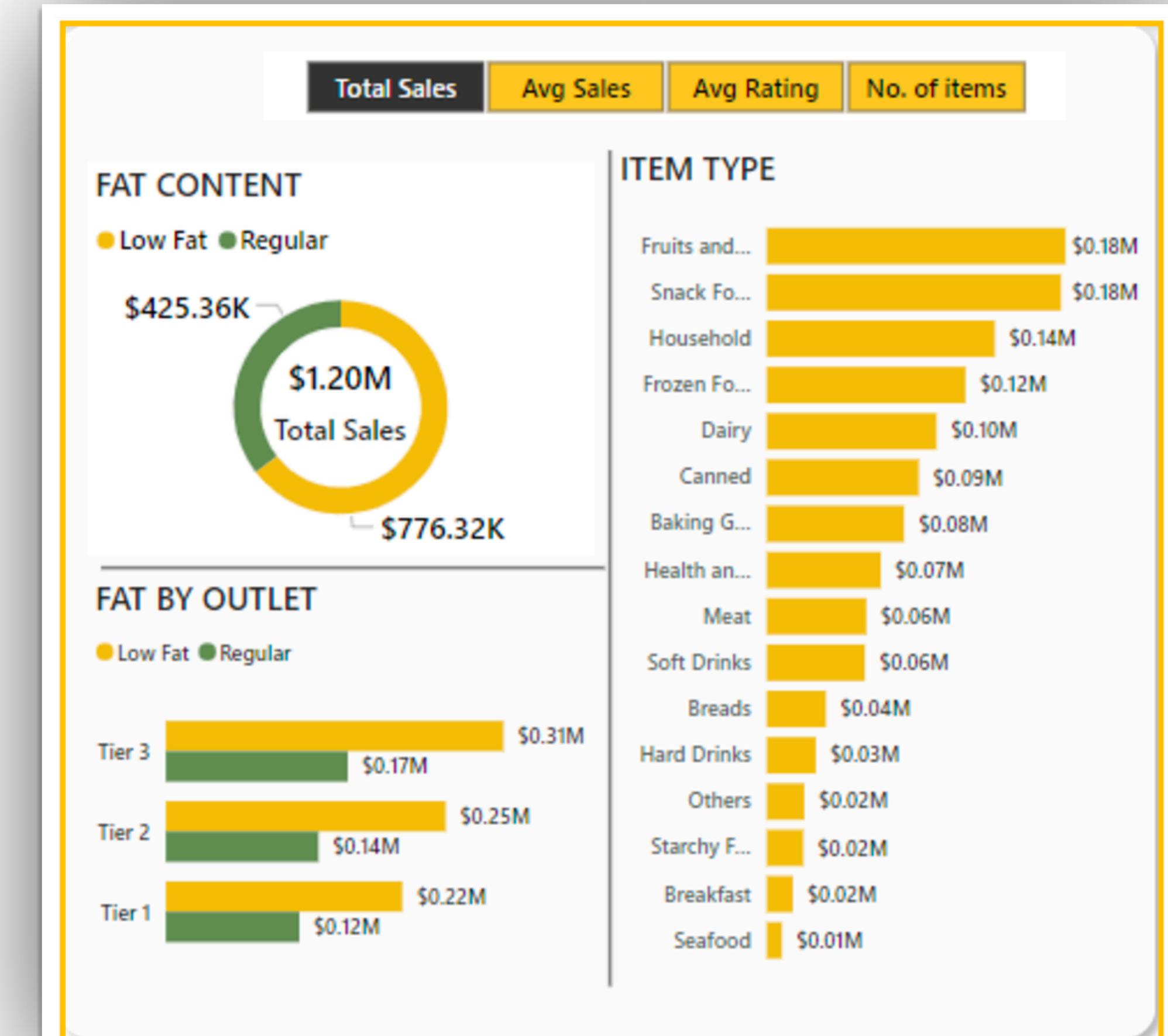
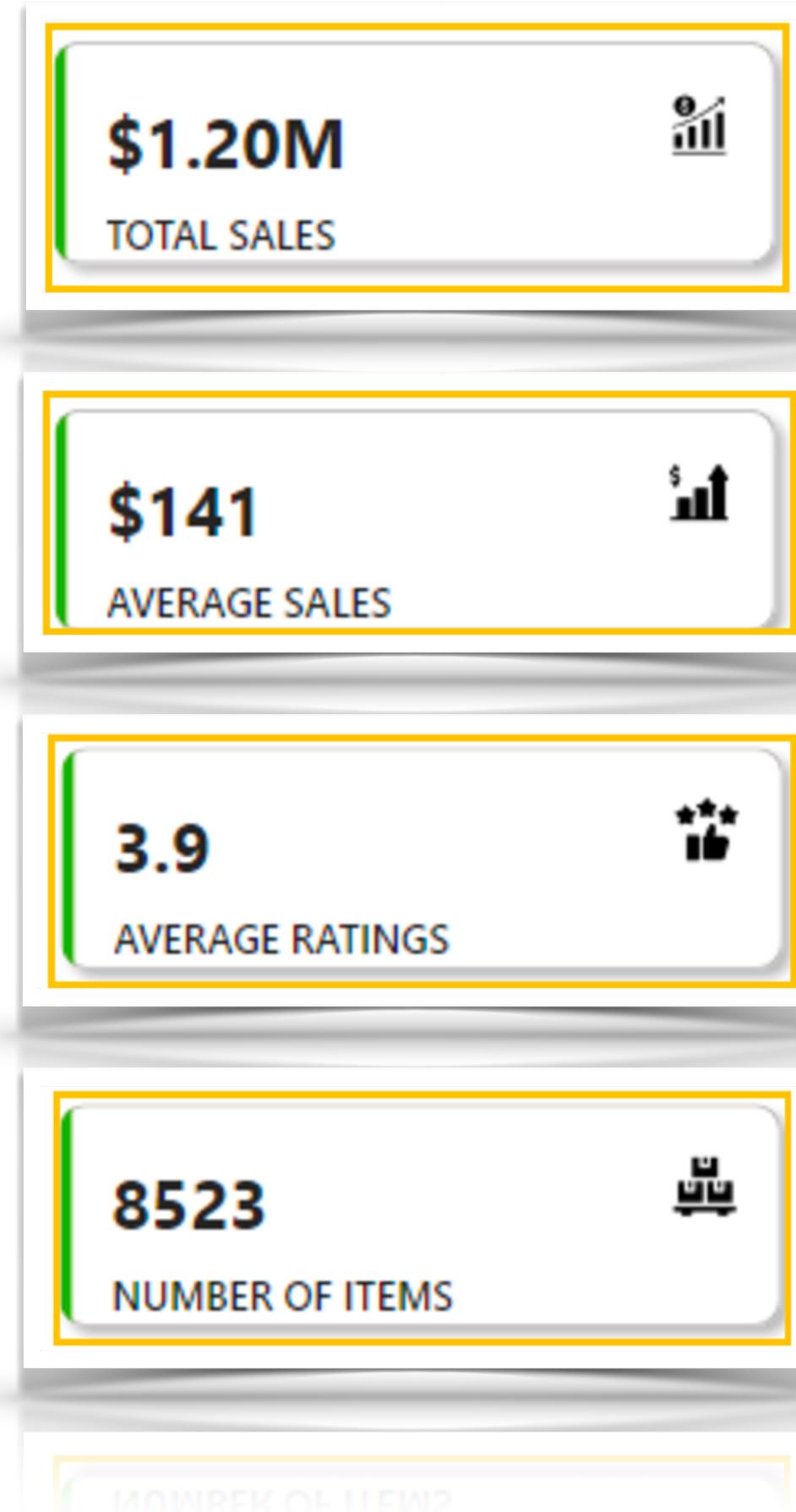
1. Total Sales by Fat Content.
2. Total Sales by Item Type.
3. Fat Content by Outlet for Total Sales.
4. Sales by Outlet Size.
5. Sales by Outlet Location.
6. All Metrics by Outlet Type.



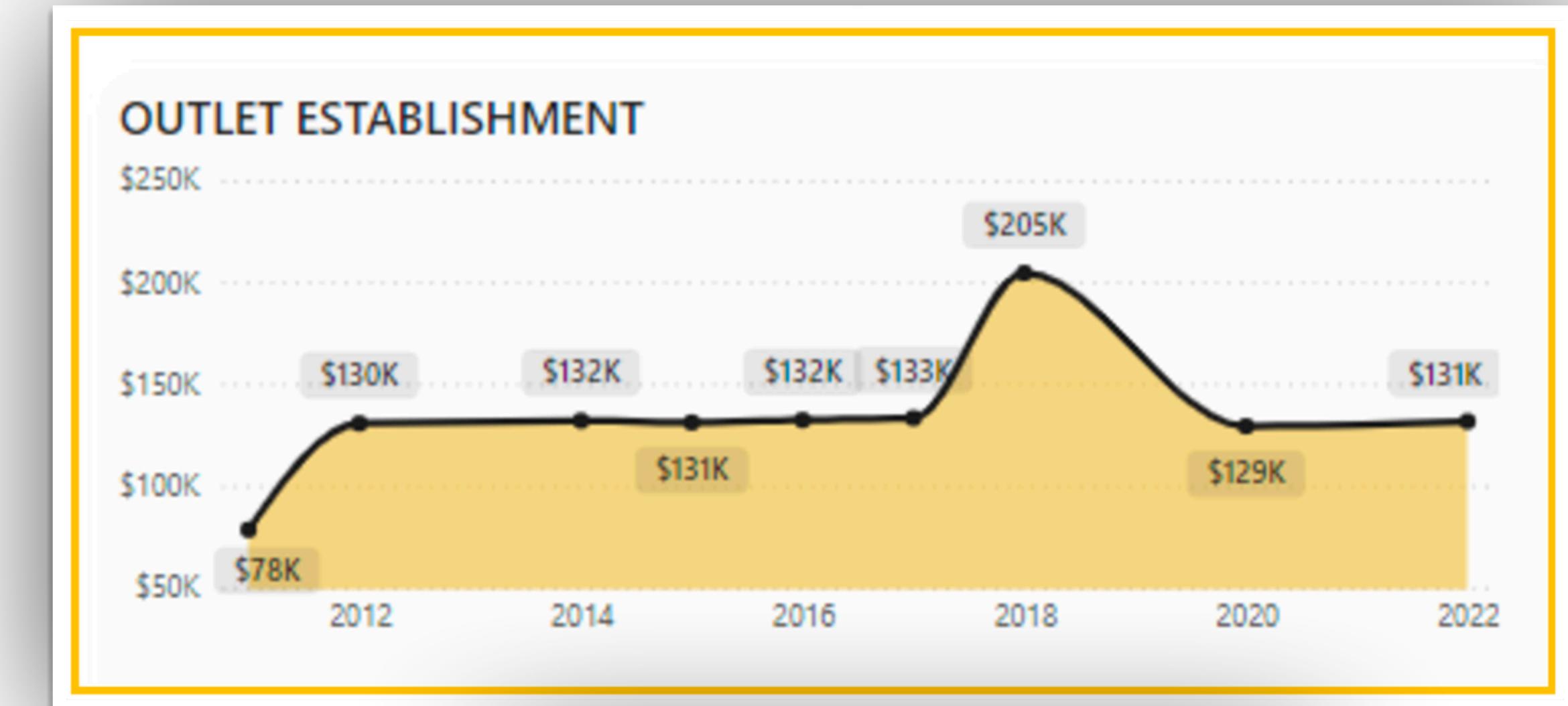
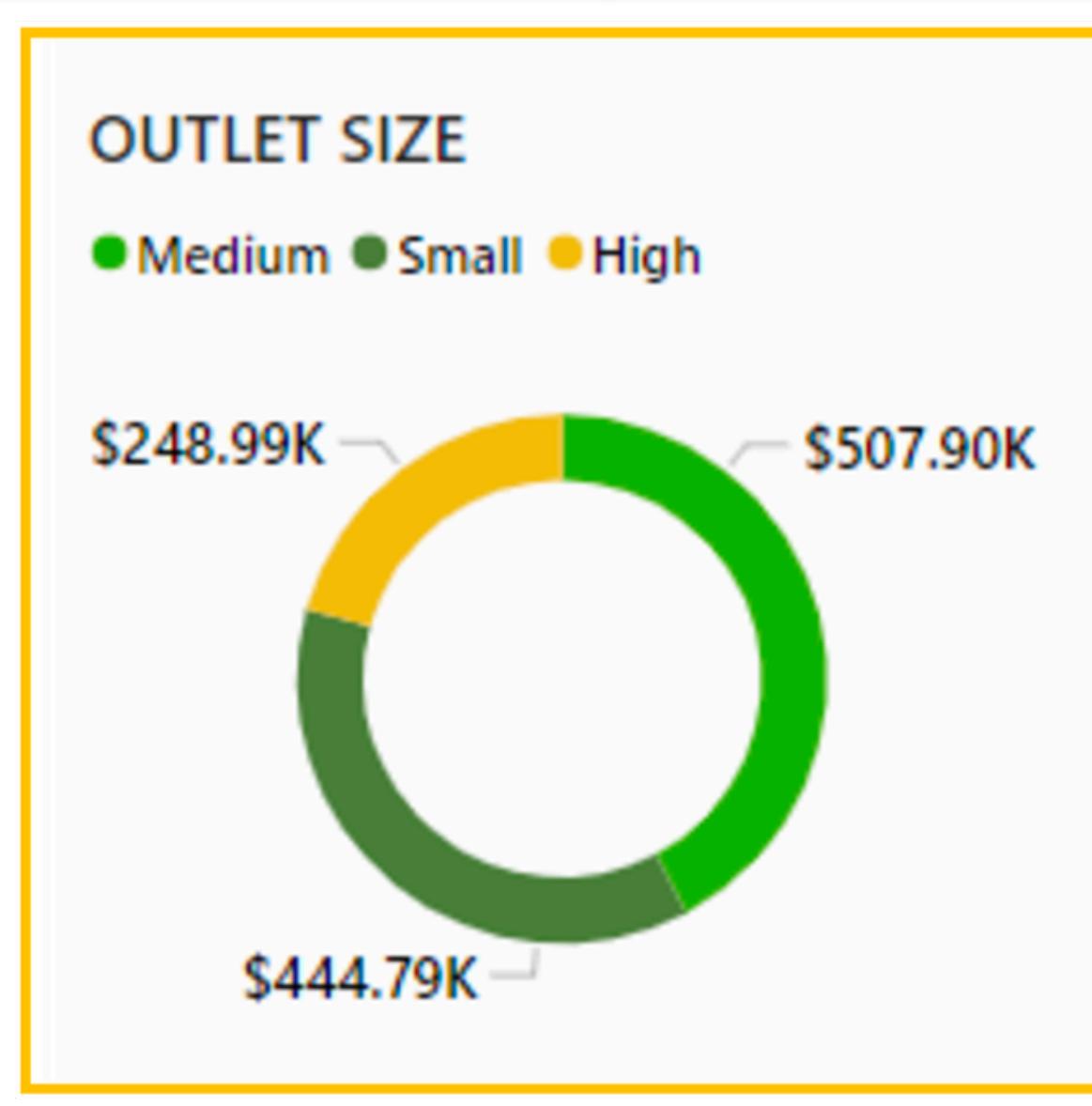
03

Dashboard

04

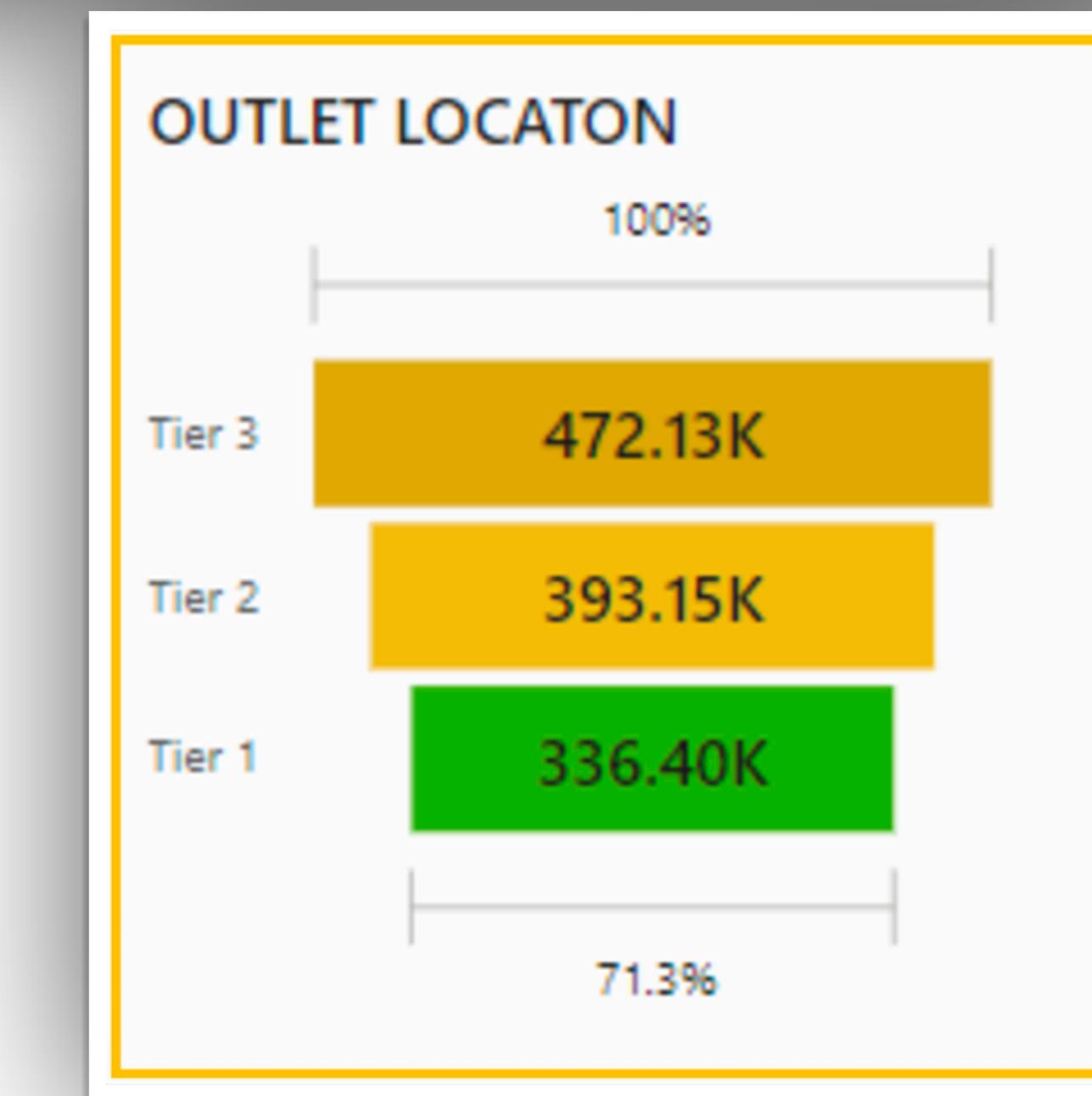


Dashboard



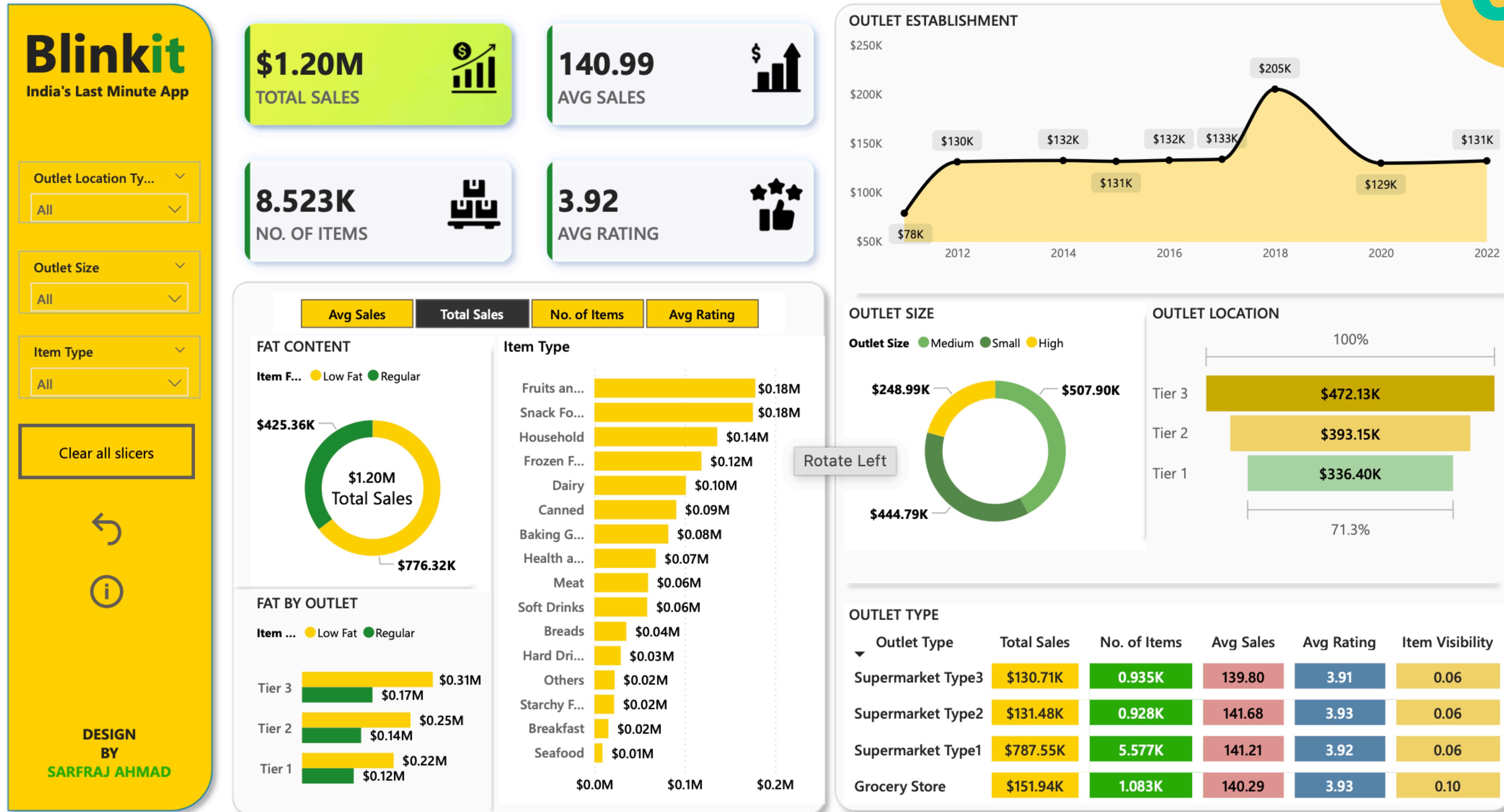
OUTLET TYPE

Outlet Type	Total Sales	No. of items	Avg Sales	Avg Rating	Item Visibility
Grocery Store	\$151.94K	1083	\$140	4	0.10
Supermarket Type1	\$787.55K	5577	\$141	4	0.06
Supermarket Type2	\$131.48K	928	\$142	4	0.06
Supermarket Type3	\$130.71K	935	\$140	4	0.06



Dashboard

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Findings

- Total Sales: \$1.20M
- Average Sales per items: \$141
- Number of Items: 8523
- Average Ratings: 3.9 out of 5



\$0.18M

**Fruits and Vegetables
are
Top Selling**

\$472.13K

**Tier 3 locations
Have the highest sales**

\$776.32K

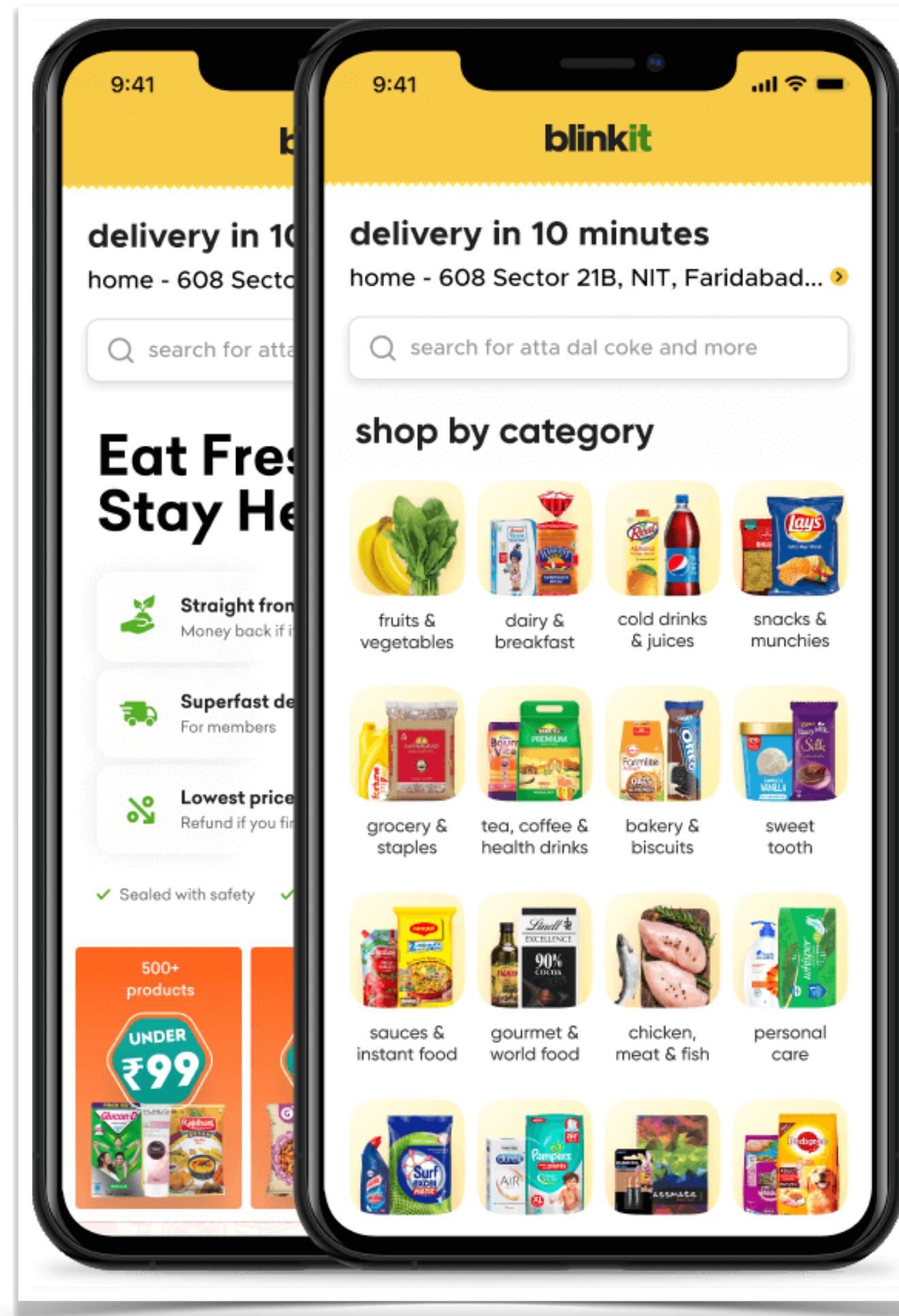
**Low Fat content are
preferred more**

\$123,456

**Total Revenue in
2021**

Conclusion

08



- The Business is performing well with over \$1M in total sales and a decent average rating of 3.9.
- A strong consumer preference for low-fat products indicates health-conscious buying habits.
- Fruits, vegetables and snacks food are the most popular categories, suggesting opportunities for expansion or promotions in these areas.

THANK YOU