

# Blinkit

India's Last Minutes App

## Filter Panel

Outlet Location Type  
All

Outlet Size  
All

Item Type  
All

\$1.20M  
TOTAL SALES



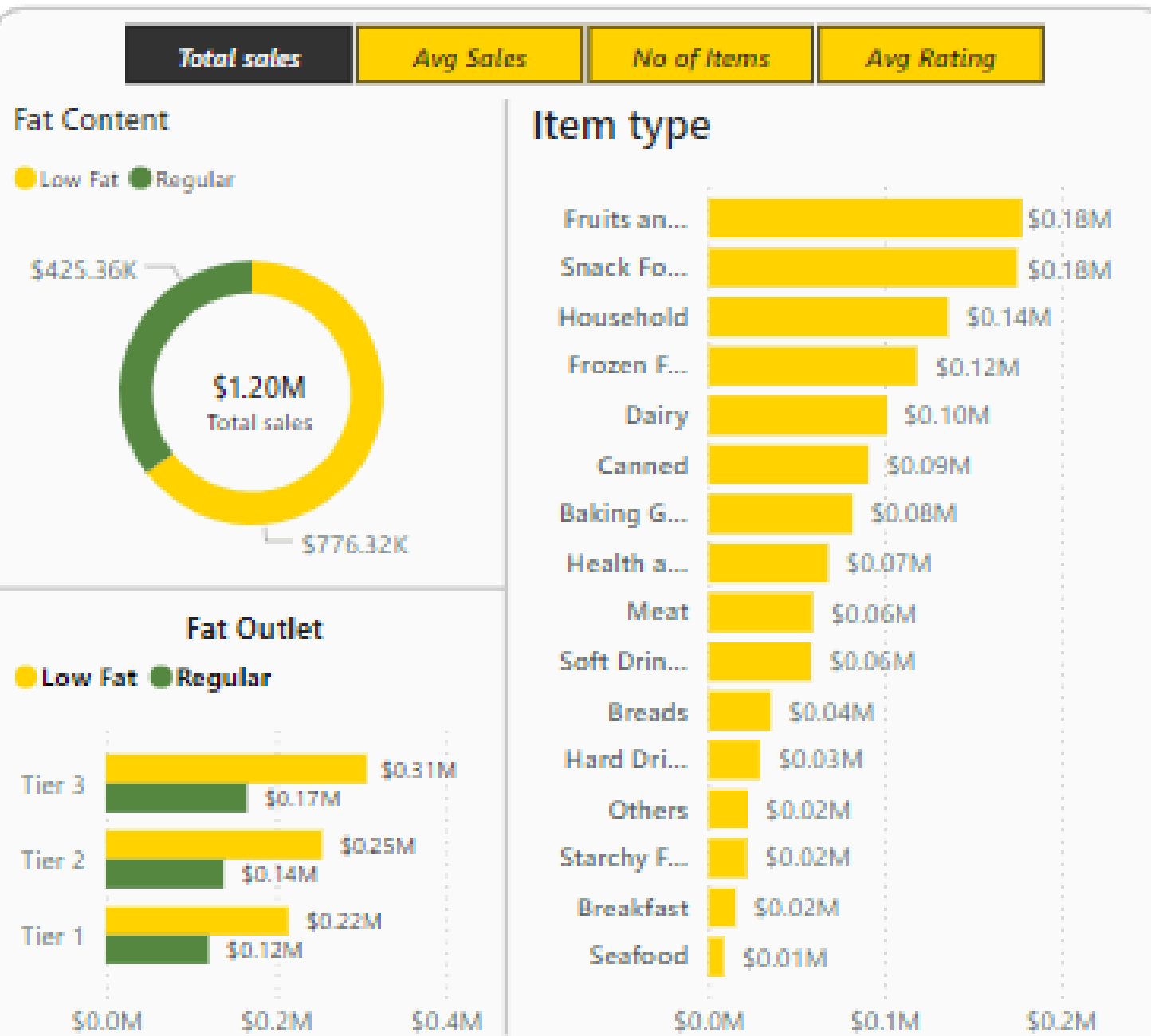
\$141  
AVG SALES



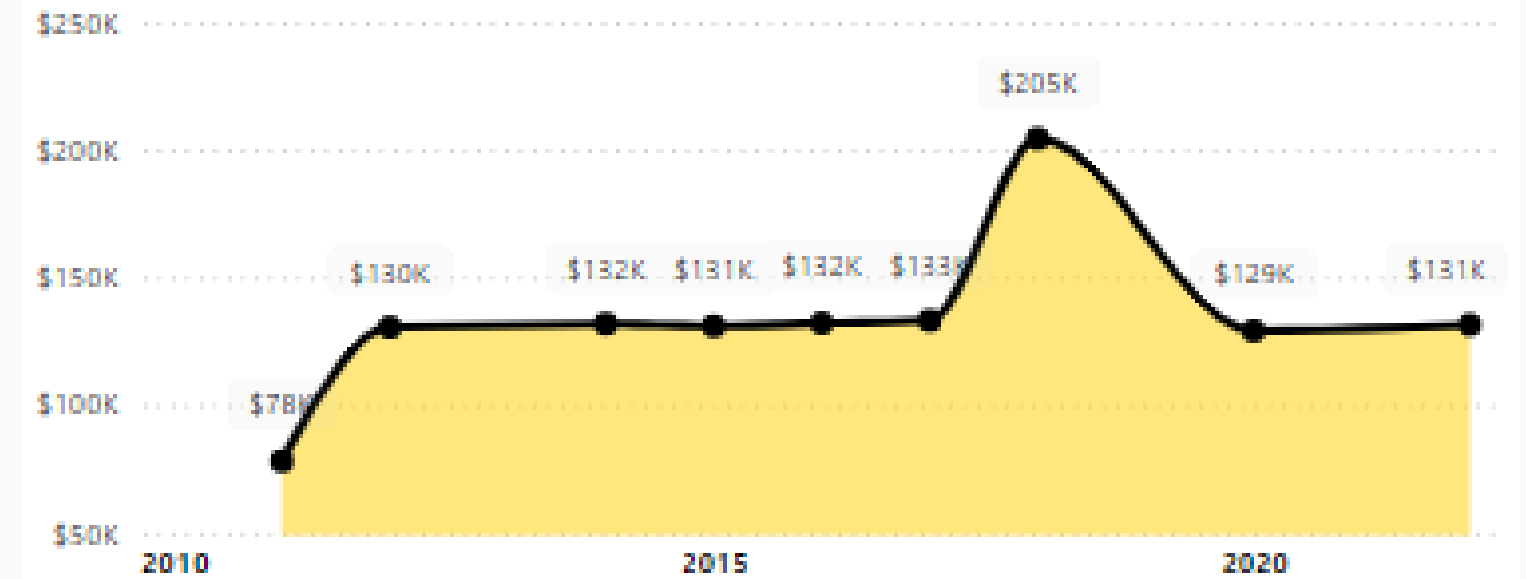
8523  
NO OF ITEMS



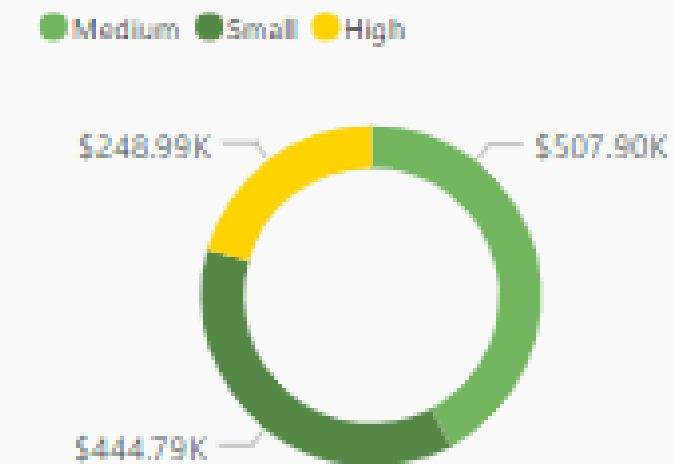
4  
AVG RATING



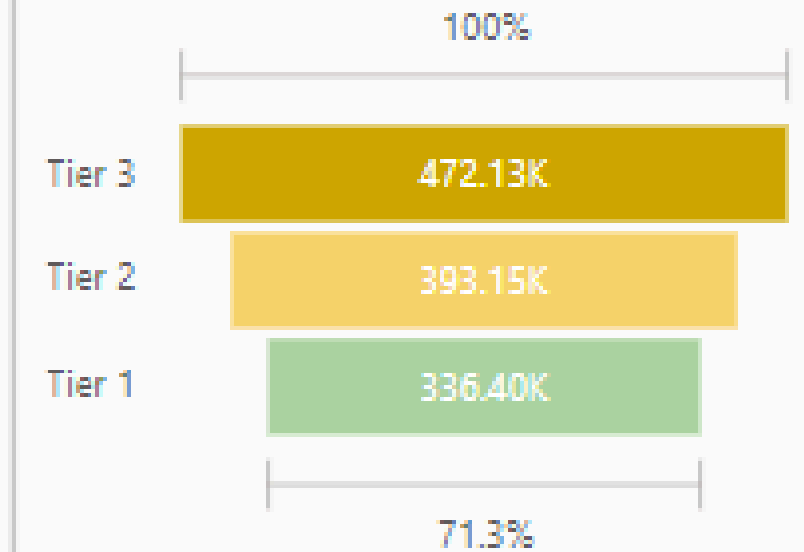
## Outlet Establishment



## Outlet Size



## Outlet Location



## Outlet Type

Outlet Type	Total sales	No of Items	Avg Sales	Avg Rating	Item Visibility
Grocery Store	\$1,51,939.15	1083	\$140	4	113.57
Supermarket Type1	\$7,87,549.89	5577	\$141	4	338.65
Supermarket Type2	\$1,31,477.78	928	\$142	4	56.62
Supermarket Type3	\$1,30,714.67	935	\$140	4	54.80
Total	\$12,01,681.49	8523	\$141	4	563.64



# Blinkit Analysis

**By: Sayyam Doshi**

# Problem Statement

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

# Project Description

- ▶ The main objective of this project is to conduct a comprehensive analysis of **Blinkit's** sales performance, customer satisfaction, and inventory distribution to identify key insights and opportunities for optimization
- ▶ All the above requirement will be fulfilled using various KPIs and visualizations in Power BI
- ▶ Key Performance Indicators(KPIs) requirements
  - ❖ *Total Sales*: The overall revenue generated from all items sold
  - ❖ *Average Sales*: The average revenue per sale
  - ❖ *Number of Items*: Total count of different items sold
  - ❖ *Average Rating*: The average customer rating for sold items

# Steps in Project

- ▶ Requirement gathering
- ▶ Data Walkthrough
- ▶ Data Connection
- ▶ Data Cleaning/Quality Check
- ▶ Data Modelling
- ▶ Data Processing
- ▶ DAX Calculations
- ▶ Charts development and Formatting
- ▶ Dashboard / Report Development
- ▶ Insights Generation

# Visualizations Created

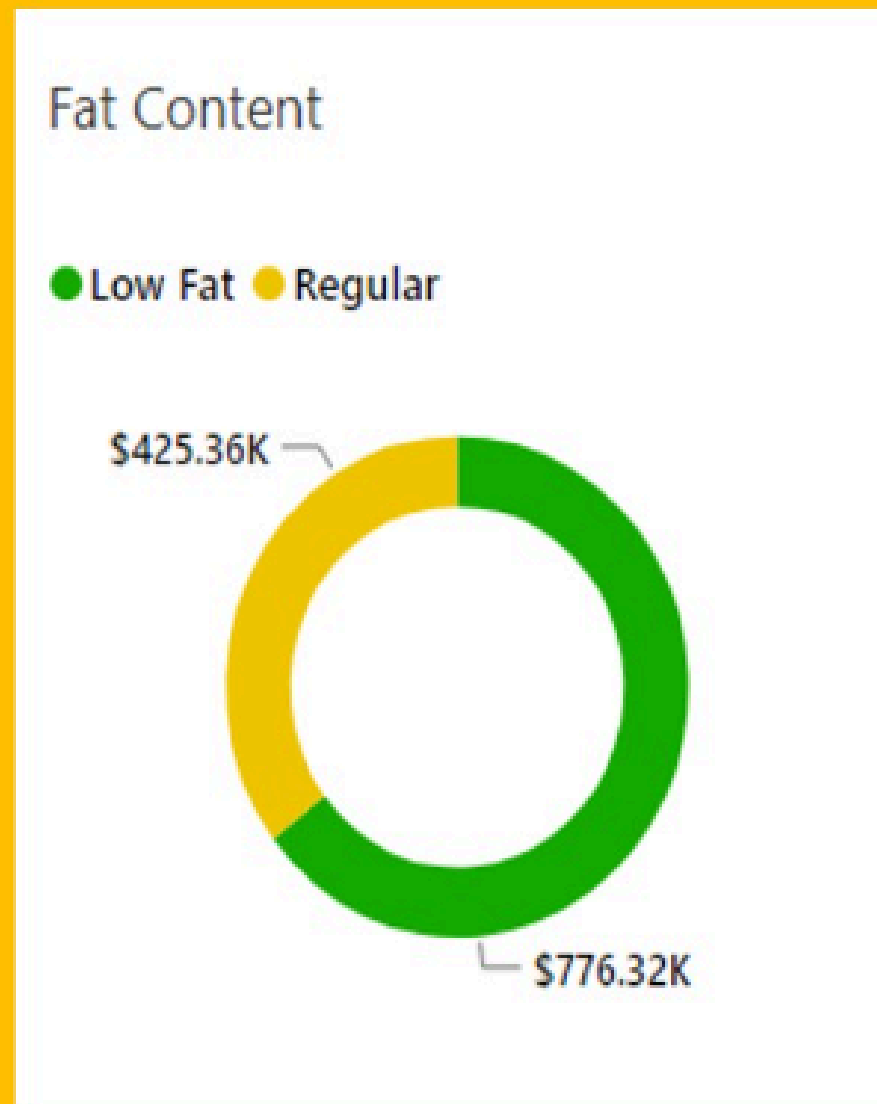
- ▶ Total Sales by Fat content
- ▶ Total Sales by Item Type
- ▶ Fat Content by Outlet for Total Sales
- ▶ Total Sales by Outlet Establishment
- ▶ Sales by Outlet Size
- ▶ Sales by Outlet Location
- ▶ All metrics by Outlet Type

# End Users of this project

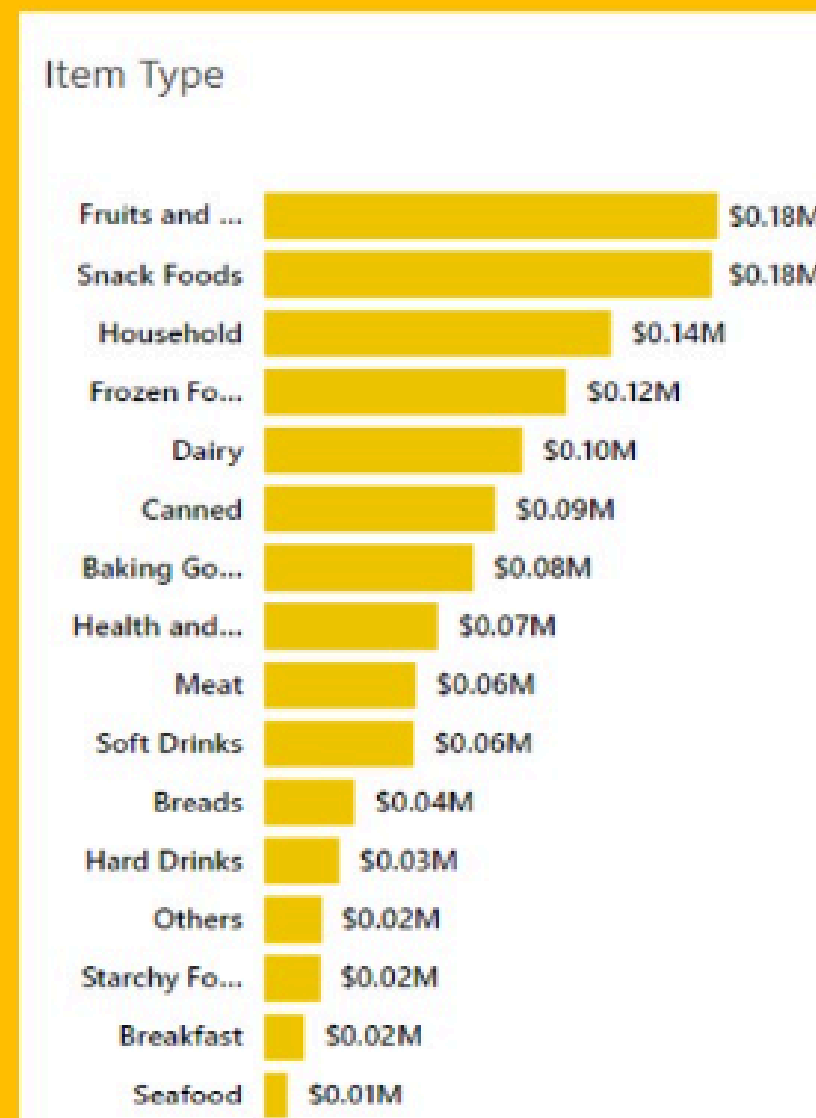
- ▶ Delivery managers and Dispatchers
- ▶ Inventory Managers
- ▶ Business Analysts and Executives
- ▶ Data Scientists and Analysts
- ▶ External Audiences

# Visualizations

## Total Sales by Fat Content



## Total Sales by Item Type



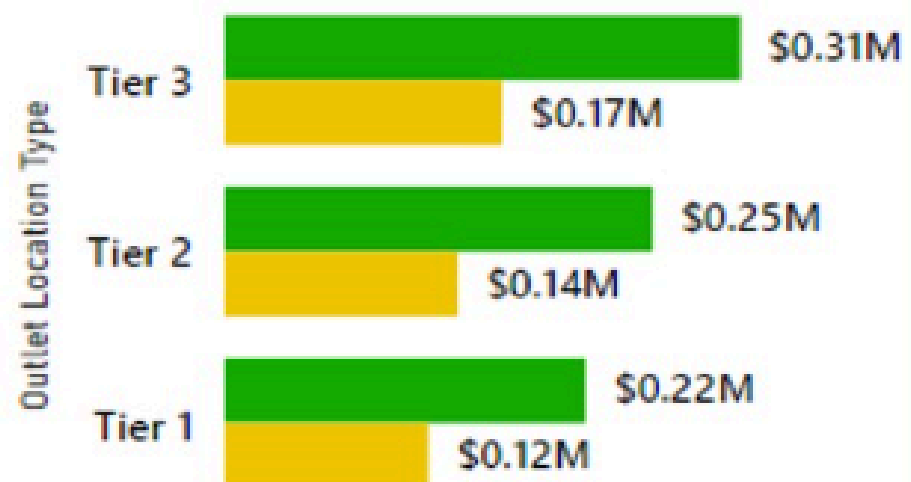


# Visualizations

## Fat Content by Outlet for Total Sales

Fat by Outlet

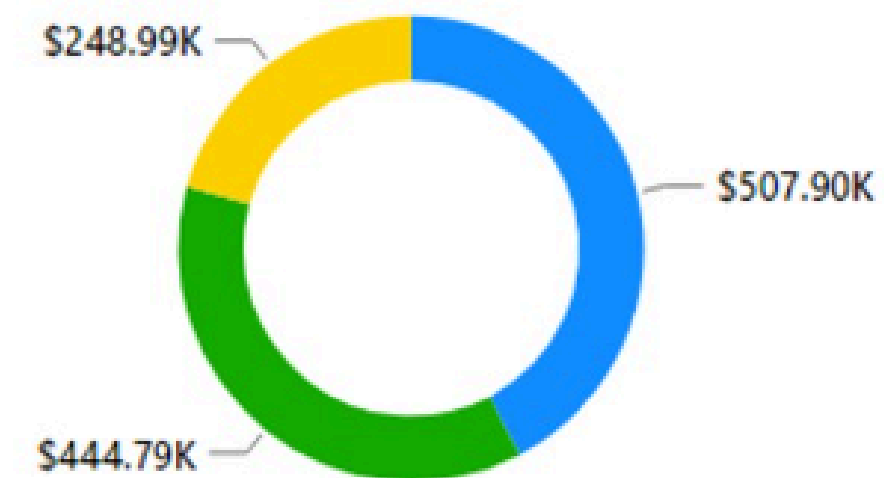
● Low Fat ● Regular



## Sales by Outlet Size

Outlet Size

● Medium ● Small ● High

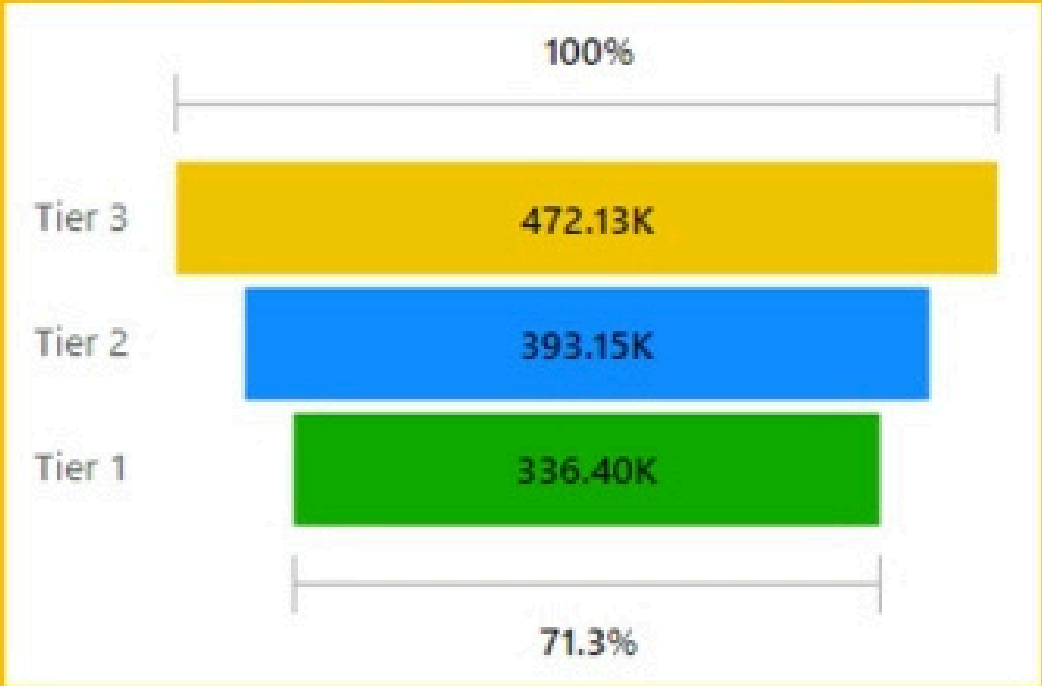


# Visualizations

All Metrics by Outlet Type

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

Sales by Outlet Location



# Visualizations

Total Sale by outlet Establishment

**\$1.20M**

TOTAL SALES

