

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

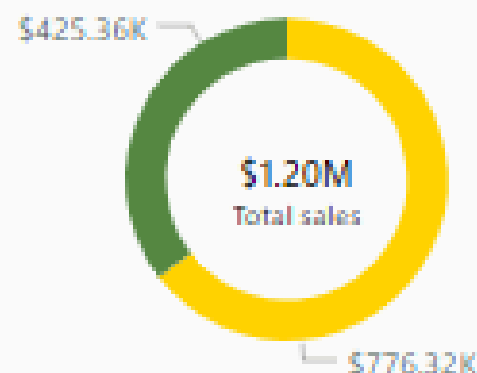


4
AVG RATING



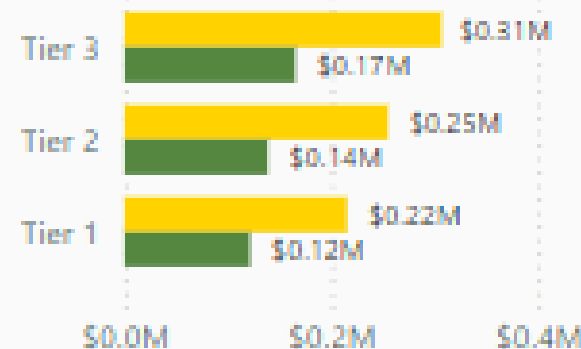
Fat Content

Low Fat Regular

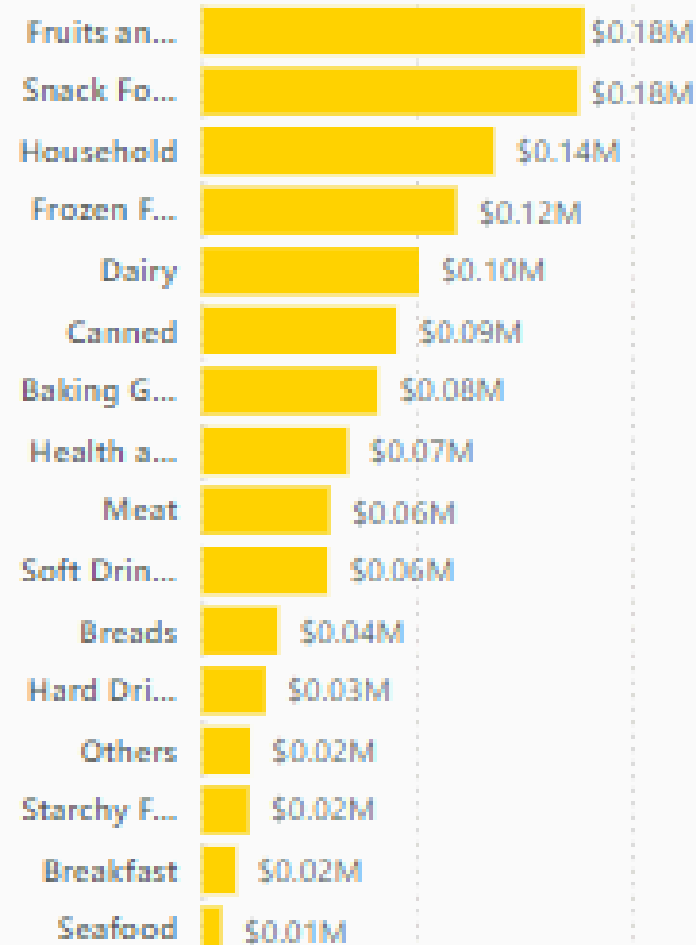


Fat Outlet

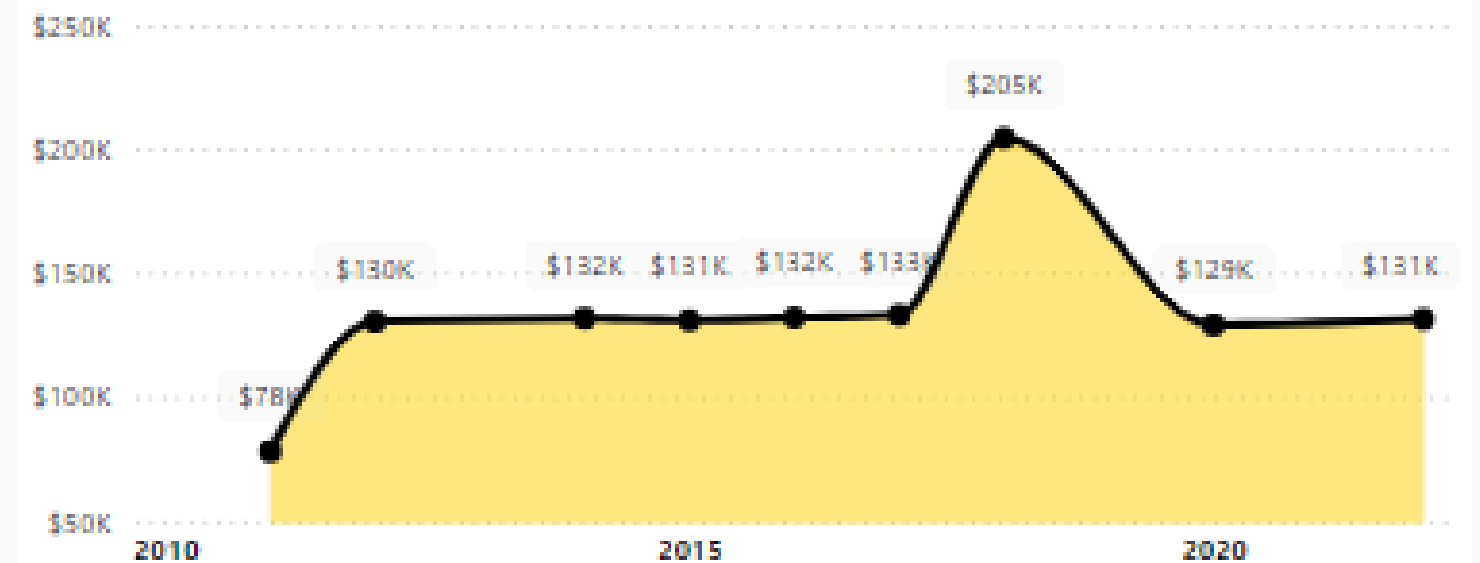
Low Fat Regular



Item type

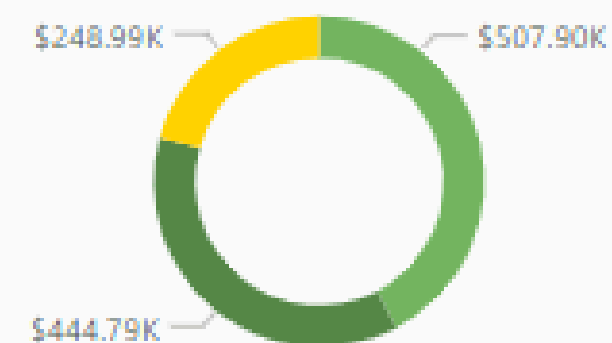


Outlet Establishment

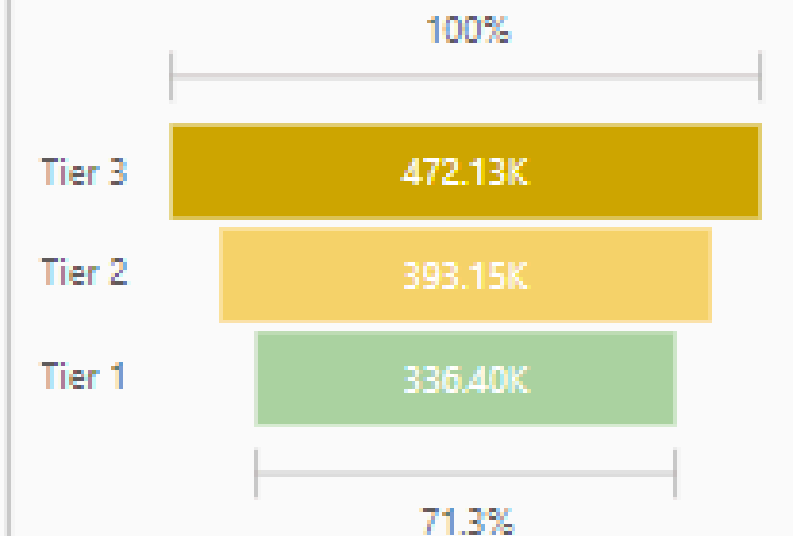


Outlet Size

Medium Small High



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 form 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

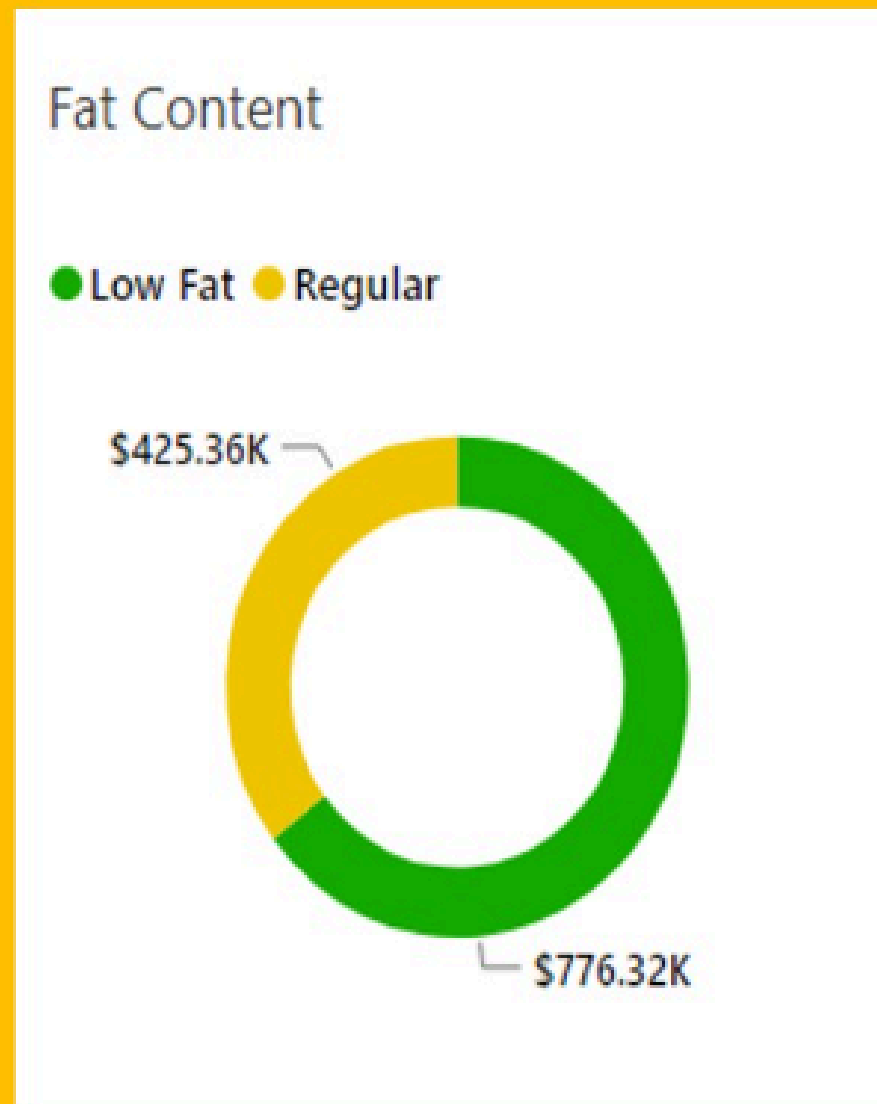
- ▶ Total Sales by Fat content
- ▶ Total Sales by Item Type
- ▶ Fat Content by Outlet for Total Sales
- ▶ Total Sales by Outlet Establishment
- ▶ Sales by Outlet Size
- ▶ Sales by Outlet Location
- ▶ All metrics by Outlet Type

End Users of this project

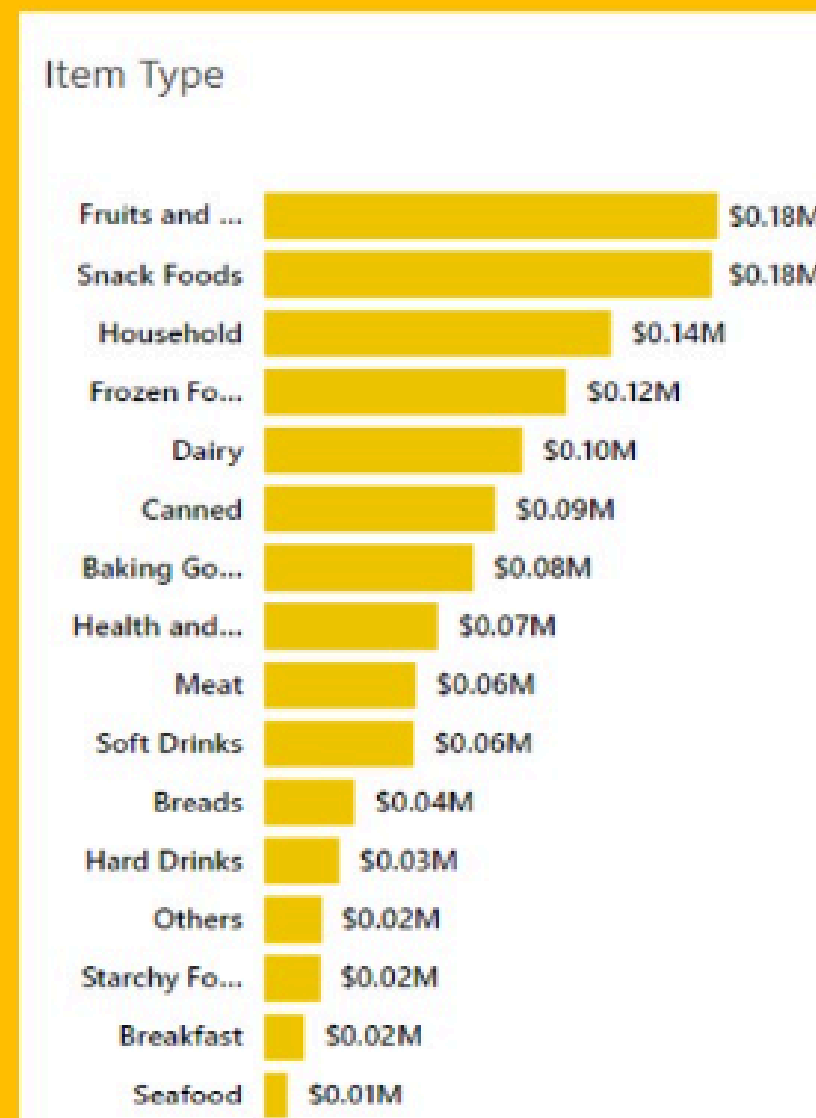
- ▶ Delivery managers and Dispatchers
- ▶ Inventory Managers
- ▶ Business Analysts and Executives
- ▶ Data Scientists and Analysts
- ▶ External Audiences

Visualizations

Total Sales by Fat Content



Total Sales by Item Type

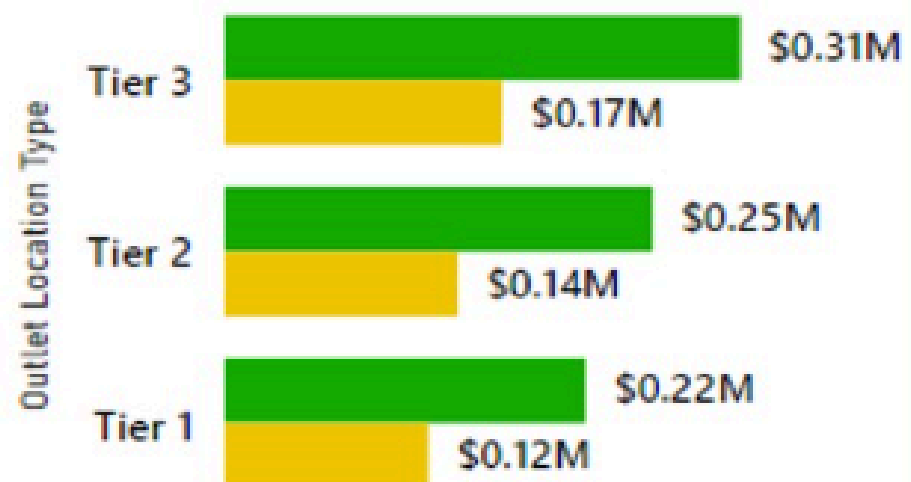


Visualizations

Fat Content by Outlet for Total Sales

Fat by Outlet

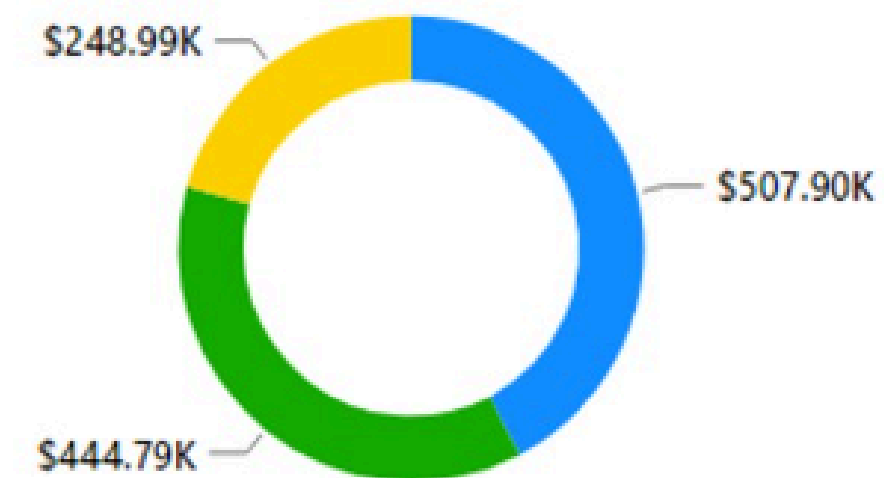
● Low Fat ● Regular



Sales by Outlet Size

Outlet Size

● Medium ● Small ● High



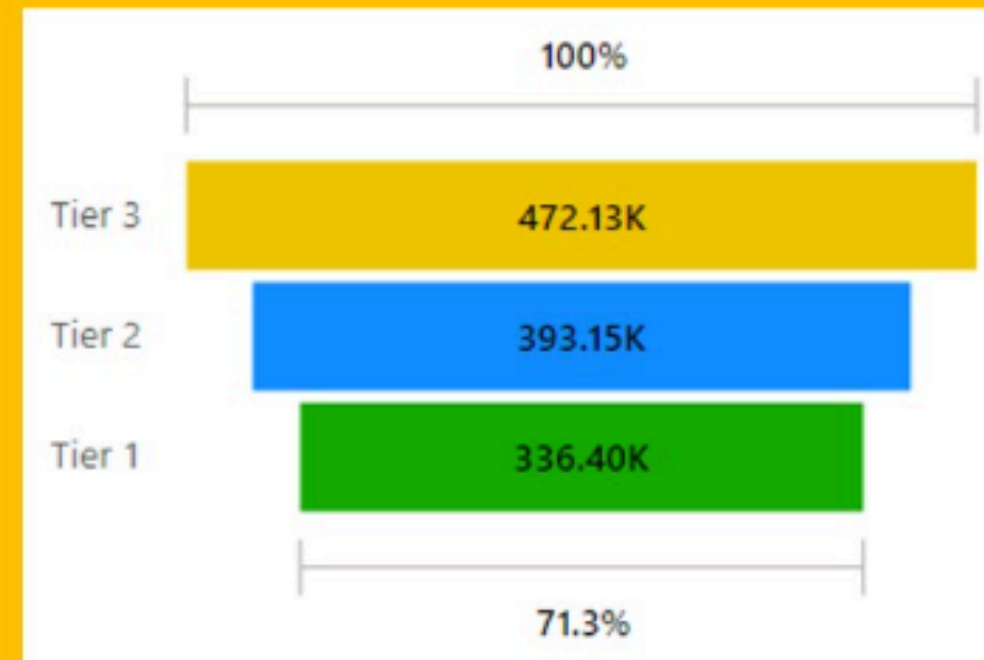
To exit full screen, press Esc

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

