

Blinkit Sales Analysis

STEPS IN PROJECT

- ***REQUIREMENT GATHERING / BUSINESS REQUIREMENT***
- ***DATA WALKTHROUGH***
- ***DATA CONNECTION***
- ***DATA CLEANING / QUALITY CHECK***
- ***DATA PROCESSING***
- ***DAX CALCULATIONS***
- ***CHARTS DEVELOPMENT AND FORMATTING***
- ***DASHBOARD / REPORT DEVELOPMENT***
- ***INSIGHTS GENERATION***



BUSINESS REQUIREMENT

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.

KPI's Requirements

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

blinkit Analysis

BUSINESS REQUIREMENT

Chart's Requirements

1. Total Sales by Fat Content:

Objective: Analyze the impact of fat content on total sales.

Additional KPI Metrics: Assess how other KPIs (Average Sales, Number of Items, Average Rating) vary with fat content.

Chart Type: Donut Chart.

2. Total Sales by Item Type:

Objective: Identify the performance of different item types in terms of total sales.

Additional KPI Metrics: Assess how other KPIs (Average Sales, Number of Items, Average Rating) vary with fat content.

Chart Type: Bar Chart.

3. Fat Content by Outlet for Total Sales:

Objective: Compare total sales across different outlets segmented by fat content.

Additional KPI Metrics: Assess how other KPIs (Average Sales, Number of Items, Average Rating) vary with fat content.

Chart Type: Stacked Column Chart.

BUSINESS REQUIREMENT

Chart's Requirements

5. Sales by Outlet Size:

Objective: Analyze the correlation between outlet size and total sales.

Chart Type: Donut/ Pie Chart.

6. Sales by Outlet Location:

Objective: Assess the geographic distribution of sales across different locations.

Chart Type: Funnel Map.

India's last minute app

All

Grocery Store

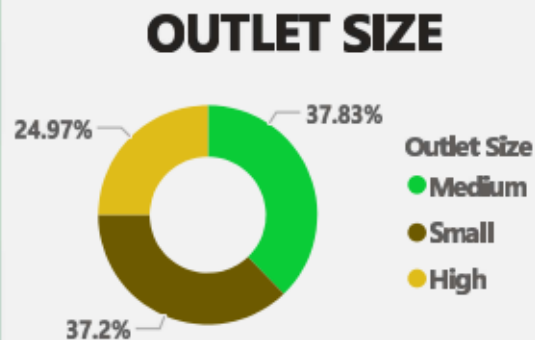
Supermarket Type1

Supermarket Type2

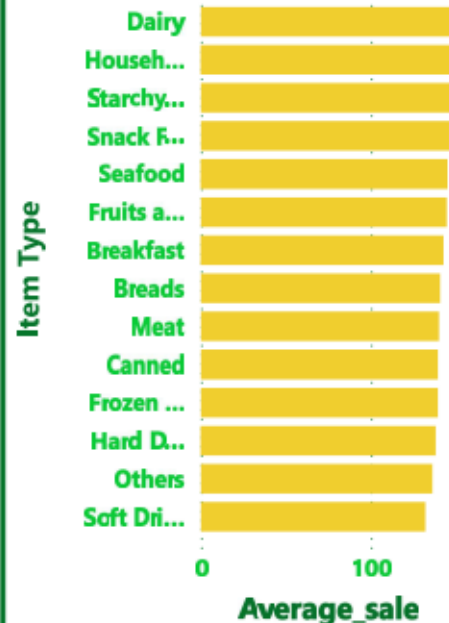
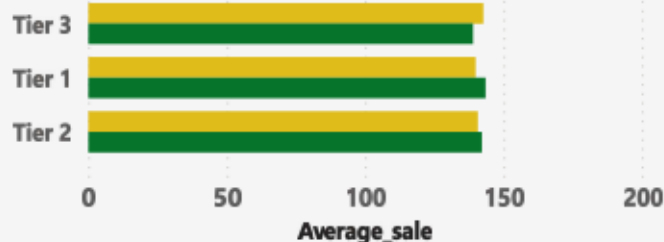
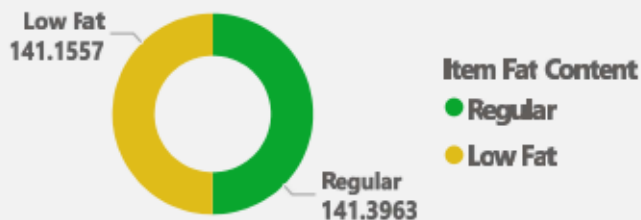
India's Last Minute App



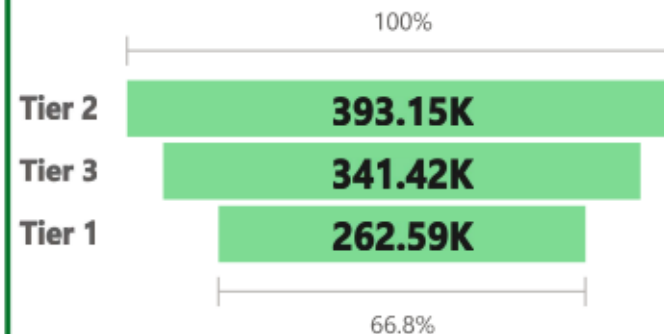
NO_OF_ITEMS

TOTAL SALES**AVG_RATING****AVG SALES****Avg_rating****No of items**

Total sales

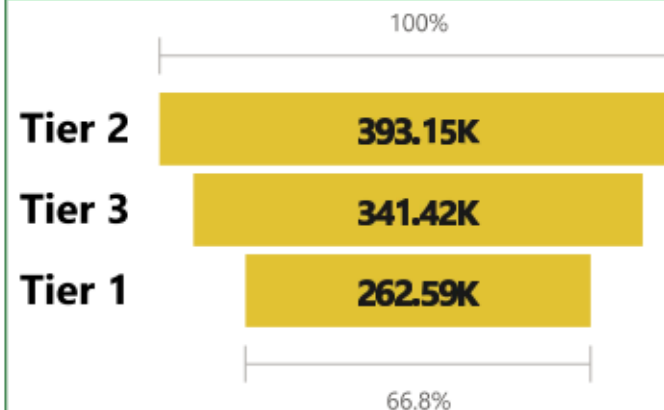


OUTLET LOCATION



Outlet Type	Total_sales	No of items	Avg_rating
Supermarket Type2	131.48K	1K	3.9
Supermarket Type1	787.55K	6K	3.9
Grocery Store	78.13K	1K	3.9
Total	997.16K	7K	3.9

Sum of Sales by Outlet Location Type



Insights and recommendations

Sales Performance

Low-fat items make up 64.6% of total sales, significantly outperforming regular items. The top-selling categories are Fruits and Vegetables, and Snack Foods, each generating ₹180K in sales. Stores established in 2018 have generated the highest revenue at ₹205K.

Geographical and Store Size Analysis

Tier 3 cities are leading in sales performance. Medium-sized stores contribute the highest sales at 42.3% of total sales, followed by small-sized stores at 37%

Recommendations

Increase inventory and marketing efforts for low-fat items and top-selling categories like Fruits, Vegetables, and Snacks to leverage their popularity.

Focus on expanding and supporting stores established in 2018 as they show higher revenue potential.

Consider strategic investments in medium-sized stores due to their significant contribution to overall sales.

Develop targeted marketing campaigns and tailor product offerings to Tier 3 cities to further capitalize on their high sales performance.

Investigate customer feedback to improve the average customer rating of 3.9 and enhance overall customer satisfaction.



Thankyou