

The Blinkit logo is displayed in the top left corner. It features the word "blinkit" in a bold, sans-serif font. The "blink" part is black, and the "it" part is a vibrant green. The background of the slide is a bright yellow-green with abstract, overlapping shapes in shades of green and grey.

# **Blinkit Sales Analysis Dashboard**

A Comprehensive Sales Performance Review

**Sumit Rathee**

**04-08-2024**

# About blinkit

**Blinkit, once known as Grofers, is a top company in quick delivery services. They bring groceries and everyday essentials to your door in just minutes. With a wide range of products, Blinkit makes shopping easy and fast. They are a leader in the quick commerce market, known for their speed, reliability, and customer focus.**

## **Data Preparation & Importation**

**The first step was gathering and cleaning the data from multiple sources. This involved:**

- **Data Sources:** Importing data from CSV files, databases, or other formats into Power BI.
- **Data Cleaning:** Handling missing values, ensuring consistency, and preparing the data for analysis.

## **Dashboard Design**

**The design of the dashboard focused on usability and visual appeal:**

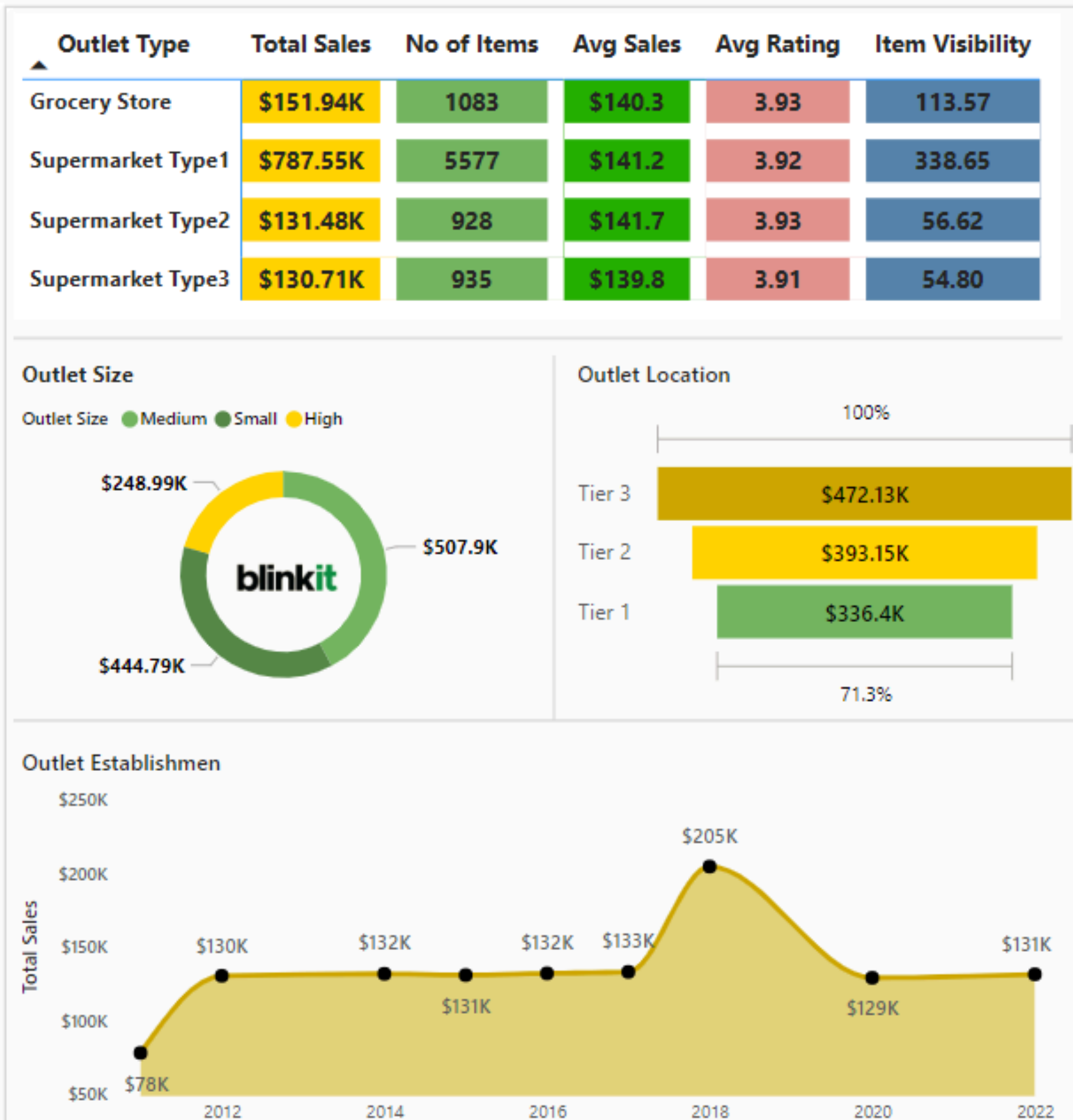
- **Outlet Type Analysis:** A table summarizing key metrics such as total sales, the number of items, average sales, average rating, and item visibility for each outlet type.

## **Visualizations:**


- **Donut Chart for Outlet Size** to show the distribution of sales based on outlet size.
- **Bar Chart for Outlet Location** highlighting sales across different tiers.
- **Line Chart for Outlet Establishment** showcasing sales trends over time.
- **Bar Chart for Item Type Analysis** to break down sales by product category.
- **Pie Chart for Fat Content** analysis to understand the contribution of low-fat vs. regular items.

**KPI Cards** to display total sales, the number of items, average sales, and average rating at a glance.


# blinkit sales and customer behavior dashboard using Power BI




**\$1.20M**  
TOTAL SALES



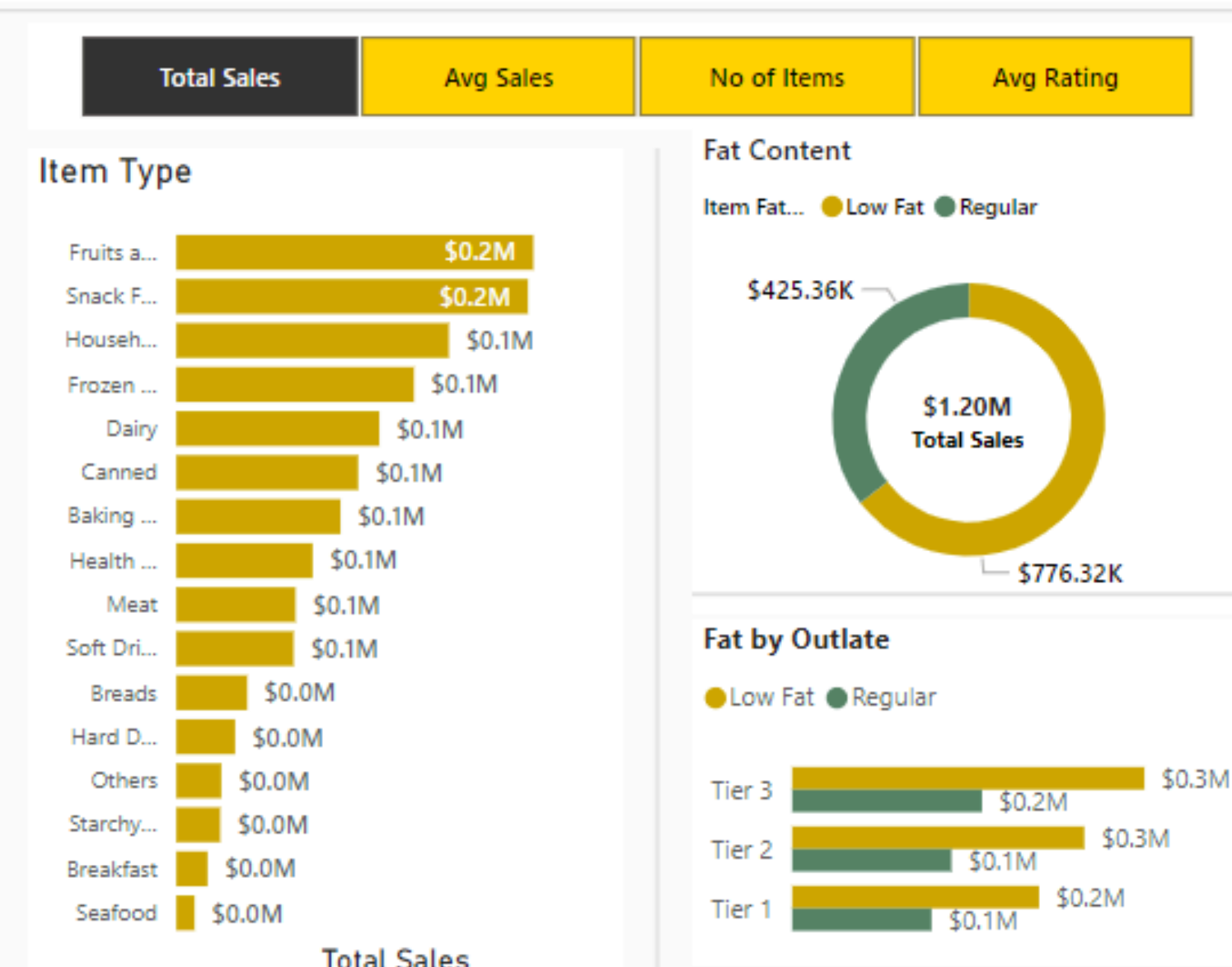

**\$141**  
AVG SALSSES




**8523**  
NO OR ITEMS



**3.9**  
Avg Rating





India's last minute App

**FILTER PANEL**

Outlet Size  
All

Item Type  
All

Outlet Location  
All

**Outlet Location**

In Tier 3 outlet locations, the sales are the highest

**Outlet size**

Medium outlet sizes contribute the most to overall sales

**Item type**

Fruits and vegetables have the highest sales contribution

# Interactive Filter Panel



To make the dashboard more dynamic and user-friendly, I incorporated an interactive filter panel, allowing users to slice the data by outlet size, item type, and location, enabling customized analysis.

## Final Touches

- **Formatting:** Ensured consistent color schemes, font styles, and alignment for a professional look.
- **Tooltips & Labels:** Added tooltips and data labels for better user interaction and understanding.



- **Outlet Location:** Tier 3 outlets have the highest sales, showing that customers in these areas rely heavily on Blinkit, likely because they have fewer shopping options.
- **Outlet Size:** Medium-sized outlets bring in the most sales, suggesting customers prefer a good variety without being overwhelmed.
- **Item Type:** Fruits and vegetables are top sellers, highlighting the need to keep these items well-stocked to meet demand.
- **Customer Behavior:** Customers tend to buy healthy and essential items like fresh produce. In Tier 3 areas, Blinkit is popular because it offers convenience where other stores might not be as available.

## **Key Takeaways:**

- This dashboard enables stakeholders to quickly understand the performance across different outlet types and product categories.
- It highlights critical areas like high-performing outlet locations and product types, enabling data-driven decision-making.

