Blinkit Sales Analysis Dashboard

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Tools Utilised: Excel | Power BI

Addressing Key Challenges: Enhancing Blinkit's Performance

Blinkit faces critical challenges in optimising its sales and supply chain operations. A comprehensive sales performance analysis is essential to pinpoint areas for improvement and leverage data-driven insights. This project directly addresses these core issues:

Optimise Sales Performance

Uncover the nuances of sales data to identify strengths and weaknesses across product lines and regions. This will allow for more targeted marketing and sales strategies.

Improve Supply Chain Strategy

Gain deeper insights into product movement and demand patterns, leading to more efficient inventory management, reduced waste, and improved delivery times. A robust supply chain is key to customer satisfaction and cost control.

Identify Sales Trends & Product Performance

By analysing historical data, we can predict future trends, understand seasonal variations, and assess the performance of individual products. This intelligence is crucial for strategic product planning and promotional activities.

Our Analytical Approach: From Data to Insight

Our project follows a structured methodology to ensure accuracy, relevance, and actionable insights. Each phase builds upon the previous one, culminating in a robust dashboard that empowers informed decision-making.

01

Understanding Business Requirements

Engaged with Blinkit stakeholders to thoroughly grasp their objectives, pain points, and desired outcomes for sales analysis. This ensures the dashboard directly addresses their most pressing business questions.

02

Data Cleaning & Transformation (Excel)

Performed meticulous data cleaning, handling missing values, inconsistencies, and duplicates within the raw sales data. Utilised Excel for efficient data transformation, preparing it for analysis in Power BI.

03

KPI Calculation (DAX in Power BI)

Developed precise Key Performance Indicators (KPIs) using Data Analysis Expressions (DAX) in Power BI. This ensured accurate and consistent calculations for metrics critical to sales performance evaluation.

04

Dashboard Designing & Formatting

Crafted an intuitive and visually appealing dashboard in Power BI, focusing on user experience and clarity. Incorporated interactive elements and effective formatting to facilitate easy data exploration and insight discovery.

05

Insight Generation

Extracted actionable insights from the dashboard, identifying key sales trends, product performance, and opportunities for optimisation. These insights form the basis for strategic recommendations to enhance Blinkit's operations.

Defining Success: Key Performance Indicators

To accurately measure Blinkit's sales performance and identify areas for growth, we have established a set of critical Key Performance Indicators (KPIs).

Total Sales

The cumulative revenue generated over a specified period, indicating overall business volume.

Average Sales

The average revenue per transaction, providing insight into the typical value of each sale.

Number of Items

The total count of distinct products sold, reflecting product popularity and inventory turnover.

Average Ratings

The mean customer satisfaction score for products, highlighting quality perception and customer loyalty.

These KPIs provide a holistic view of Blinkit's operational efficiency and market position, enabling targeted strategic interventions.

Unveiling Opportunities: Key Sales Insights

Our analysis has yielded crucial insights into Blinkit's sales landscape, highlighting performance drivers and areas requiring strategic focus. These findings are pivotal for refining product strategies and optimising outlet performance.

- Average Sales: £141 (predominantly from Low-Fat items)
- Top Outlet: Supermarket Type 1 (Tier 3) with sales of £0.79M, indicating a high-performing segment.
- Leading Category: Fruits & Vegetables emerged as the top-selling product category, confirming consumer demand for fresh produce.
- Lowest Sales: Seafood demonstrated the lowest sales volume, suggesting potential challenges in supply, demand, or pricing.
- Sales Peak: The year 2018 recorded the highest sales peak, providing a benchmark for future performance and potential growth drivers.
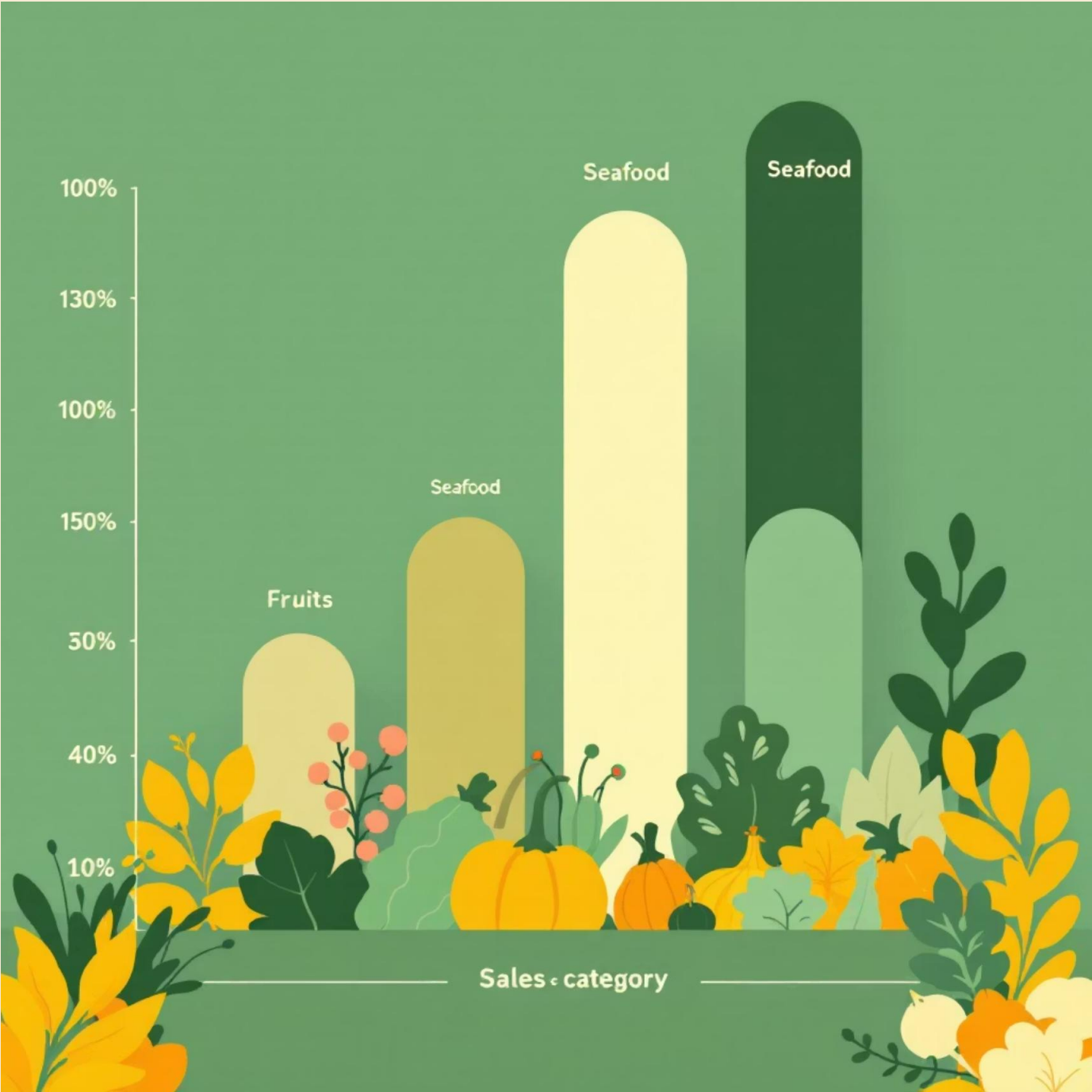
Driving Future Success: Business Value Realised

The Blinkit Sales Analysis Dashboard offers tangible business value, enabling strategic decisions that enhance efficiency, optimise resource allocation, and improve overall profitability.

Better Supply Chain Planning

By understanding sales patterns, Blinkit can forecast demand more accurately, leading to optimised inventory levels, reduced carrying costs, and improved stock availability.

Strategic Outlet & Category Management

Insights into outlet and product category performance allow for targeted marketing efforts, tailored product assortments, and resource allocation to high-potential areas.

Improved Decision-Making

The dashboard provides a single source of truth for sales data, empowering management to make informed, data-driven decisions across all facets of the business, from operations to marketing.

This comprehensive analysis transforms raw data into actionable intelligence, positioning Blinkit for sustained growth and competitive advantage.

Thank You

Questions?

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