

# Blinkit Power BI Data Analysis Report

## Business Problem

Blinkit (formerly Grofers) wanted to analyze its retail outlet sales performance, product category demand, and customer preferences to identify growth opportunities and optimize operations.

Goals:

- Determine top-performing and underperforming outlets and product categories
- Understand customer buying preferences (item types, fat content, outlet ratings)
- Identify patterns across different outlet locations, sizes, and types
- Build a Power BI dashboard with KPIs and filters for decision-making

## Exploratory Data Analysis Insights

- Total Sales: ~\$1.2M across all outlets
- Average Rating: ~3.9/5 indicating moderate customer satisfaction
- Top Item Types: Fruits, Snacks, and Household products dominate sales
- Outlet Type: Supermarket Type-1 contributes the largest revenue share
- Customer Preference: Regular-fat products outsell low-fat products

## Data Filtering

- Removed missing or blank outlet size values
- Cleaned and verified item weight & visibility columns
- Filtered out duplicate/cancelled entries for accuracy

## Key Performance Indicators (KPIs)

KPI	Value
Total Sales	\$1.20M
Average Rating	3.9 / 5
Total Items Sold	8,523
Top Performing Outlet Type	Supermarket Type-1
Most Popular Category	Fruits & Snacks

## Research Questions & Key Findings

1. Which outlets generate the most revenue?  
Supermarket Type-1 outlets are top performers.
2. Which product categories are most popular?

Fruits, Snacks, and Dairy drive highest sales volumes.

### 3. Do ratings impact sales?

Outlets with higher ratings have 12% higher average sales.

### 4. Regional Trends:

Tier-3 cities outperform Tier-1 & Tier-2 in some categories.

### 5. Operational Gaps:

Certain outlets show below-average ratings but high potential — needs better stock availability & staff training.

## Final Recommendations

- Increase marketing focus in Tier-3 cities
- Optimize inventory for high-demand categories like Fruits & Snacks
- Improve service quality at low-rated outlets
- Strategically promote regular-fat products
- Continuously monitor KPIs via Power BI dashboard for quick decisions

## Visual Insights & Dashboard Screenshot

