



blinkit

The image features a light yellow background with decorative curved borders in yellow and green at the top-left and bottom-left corners. In the center, there is a large, faint, light gray watermark of the word "blinkit". Overlaid on this watermark is a yellow rectangular box containing the text "blinkit" in a bold, sans-serif font. The "blink" part is black, and the "it" part is green. Below this box, the word "DASHBOARD" is written in a large, bold, black, sans-serif font.

DASHBOARD

INTRODUCTION

Blinkit, formerly known as Grofers, is one of India's fastest-growing online grocery delivery platforms. Founded in 2013, the company set out to revolutionize how people shop for daily essentials by blending technology, logistics, and customer-centric services.

The brand rebranded to Blinkit to reflect its promise of delivering essentials in the blink of an eye. With its focus on speed, reliability, and variety, Blinkit has become a household name in urban India. The platform provides an extensive product portfolio — from fresh fruits and vegetables to dairy, packaged goods, and household items — catering to both everyday needs and last-minute requirements.

Through its innovative model, Blinkit has not only transformed convenience shopping but has also shaped consumer expectations for quick commerce in India. This analysis explores Blinkit's business performance, customer behavior, and sales insights to better understand its growth trajectory and opportunities.



BUSINESS REQUIREMENT

OBJECTIVE:

The overall goal is to generate actionable insights that can guide strategic decisions, improve service delivery, and uncover new opportunities for expansion. Using Power BI dashboards and KPIs, this analysis translates raw data into meaningful visual stories for better decision-making.

- Total Sales – Represents the overall revenue generated from all items sold. It highlights the company's ability to drive financial growth and indicates overall market demand.
- Average Sales – Measures the average revenue earned per transaction. This helps in understanding customer spending behavior and the effectiveness of product pricing.
- Number of Items Sold – Captures the total quantity of products purchased. This metric reflects product variety, consumer reach, and outlet-level performance.
- Average Customer Rating – Shows the overall satisfaction level of customers based on product quality and service experience. Ratings help identify improvement areas and strengthen customer loyalty.



VISUALISATIONS

1. Total Sales by Fat Content – Evaluates revenue contribution from products based on fat levels (e.g., Low Fat, Regular). This helps understand consumer health preferences.
2. Total Sales by Item Type – Breaks down sales by product categories such as fruits, vegetables, snacks, beverages, and household items, revealing top-performing categories.
3. Fat Content by Outlet for Total Sales – Compares how different outlets perform in selling fat-based product categories, showing regional variations in customer choices.
4. Sales by Outlet Size – Analyzes performance of small, medium, and large outlets, helping optimize distribution and assess economies of scale.



VISUALISATIONS

- 5. Sales by Outlet Location – Highlights geographic demand across Tier 1, Tier 2, and Tier 3 areas, showcasing where Blinkit is strongest and where untapped potential exists.
- 6. Total Sales by Outlet Establishment – Examines how sales vary depending on the year or age of outlet establishment (e.g., older outlets vs. newer outlets). This reveals the impact of outlet maturity on sales performance.
- 7. All Metrics by Outlet Type – Provides a comprehensive dashboard view combining total sales, customer ratings, visibility, and inventory efficiency across outlet formats.

DASHBOARD

blinkit
India's last Minute App

FILTER PANEL

Outlet Location Type

Tier 1

Tier 2

Tier 3

Outlet Size

High

Medium

Small

Item Type

Baking Goods

Breads

Breakfast

Canned

Dairy

Frozen Foods

Fruits and Vegetables

Hard Drinks



\$1.20M

TOTAL SALES



\$141

AVERAGE SALES



8523

NO OF ITEMS



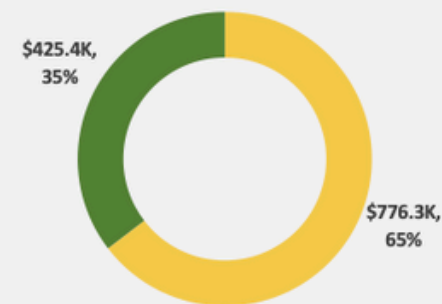
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AVERAGE RATING



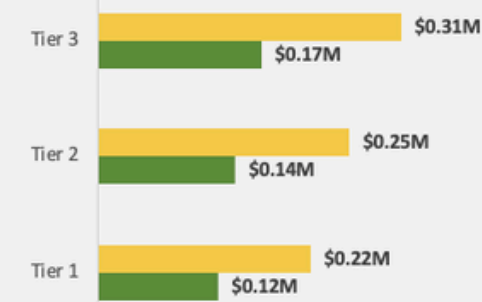
SALES BY FAT CONTENT

Low Fat Regular

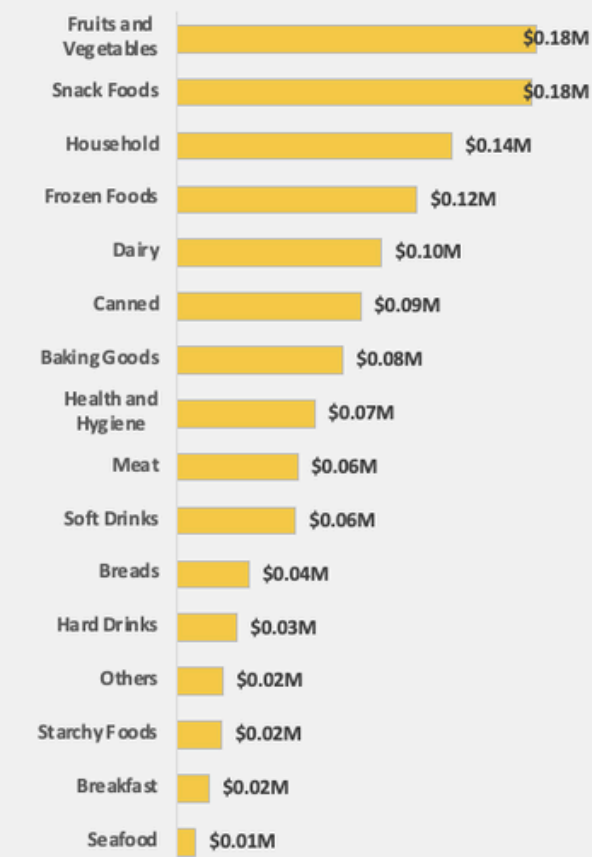


SALES BY ITEM TYPE

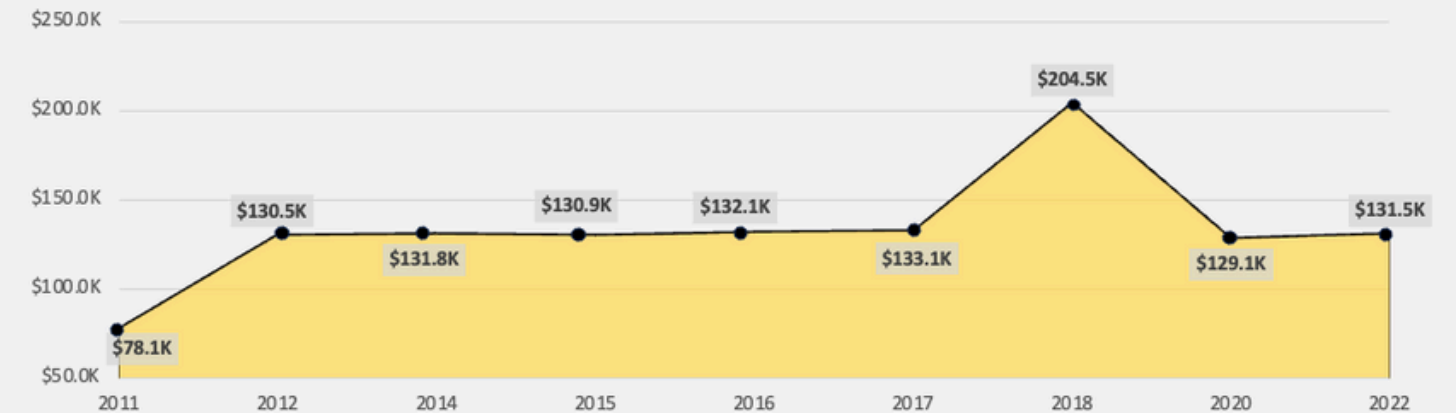
Low Fat Regular



ITEM TYPE

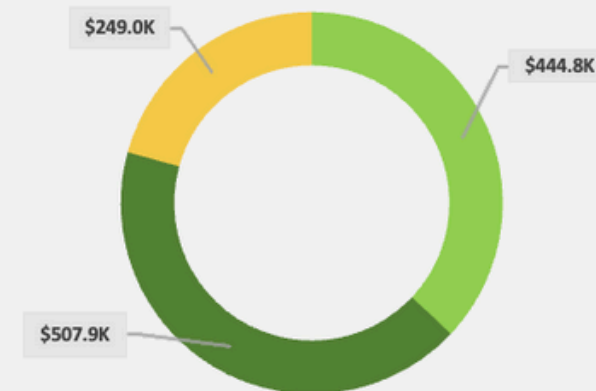


OUTLET ESTABLISHMENT

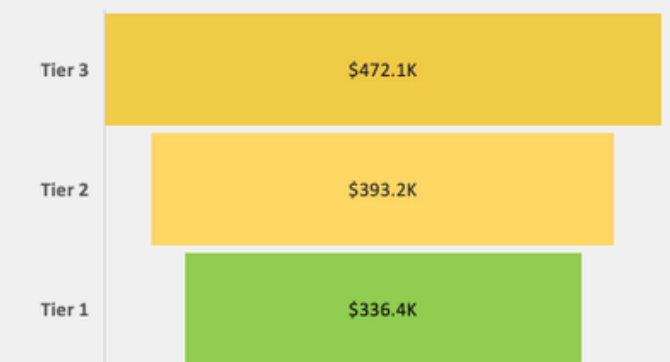


OUTLET SIZE

Small Medium High



OUTLET LOCATION



OUTLET TYPE

Type of outlet	Average Sales	Total Sales	Number of Items	Average Rating	Item Visibility
Grocery Store	\$140	\$151.9K	1083	4	0.10
Supermarket Type1	\$141	\$787.5K	5577	4	0.06
Supermarket Type2	\$142	\$131.5K	928	4	0.06
Supermarket Type3	\$140	\$130.7K	935	4	0.06

FINDINGS

- TOTAL SALES: \$1.20M
- AVERAGE SALES PER ITEM: \$141
- NUMBER OF ITEMS SOLD: 8,523
- CUSTOMER RATING: 3.9/5

INSIGHTS:

- FRUITS, VEGETABLES, AND SNACKS ARE TOP CATEGORIES.
- LOW-FAT ITEMS DOMINATE SALES → GROWING HEALTH AWARENESS.
- TIER 3 CITIES SHOW STRONGER TRACTION THAN URBAN OUTLETS.

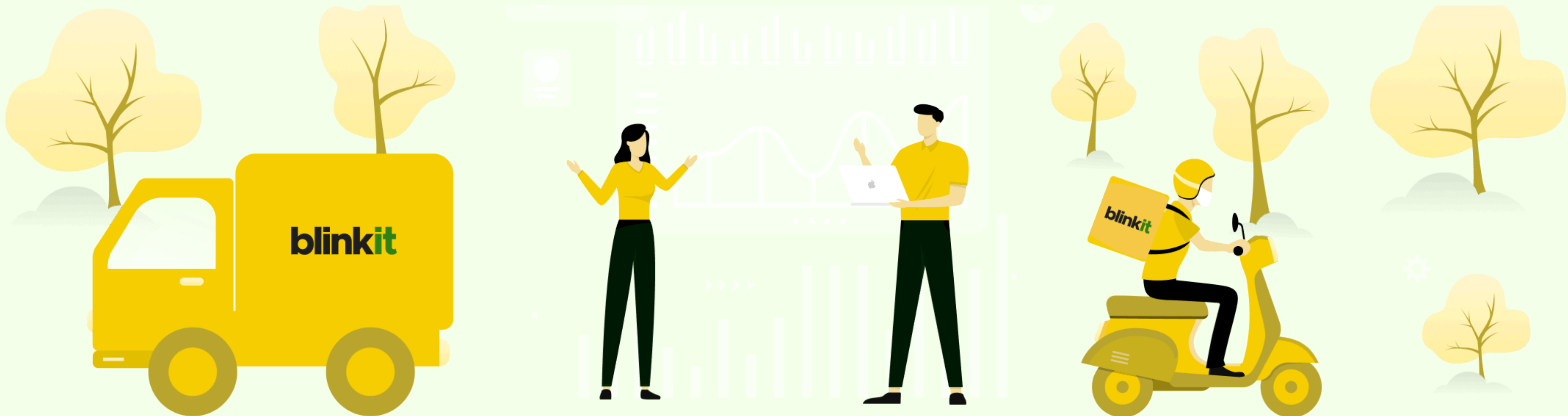


CONCLUSION

Blinkit has achieved strong performance with over \$1M in sales and positive customer sentiment.

Growth opportunities exist in:

- Expanding health-conscious product lines
- Strengthening fresh produce & snacks portfolio
- Leveraging demand in Tier 3 locations





THANK YOU