Real – Time Blinkit Analysis Dashboard

Introduction

This project provides an in-depth sales performance analysis for Blinkit, India's last-minute grocery delivery app. The dashboard presents key insights into sales, outlet performance, item types, and customer preferences. It aims to help stakeholders make data-driven decisions to optimize sales strategies, improve outlet operations, and enhance customer satisfaction.

Key Insights and Findings

1. Overall Sales Performance

- **Total Sales:** $1.20M

- **Average Sales per Transaction:** $141

- **Total Number of Items Sold:** 8,523

- **Average Customer Rating:** 4.0

The sales data suggests strong performance, with significant revenue generation and consistent customer satisfaction.

2. Sales by Outlet Factors

Outlet Size Impact on Sales

- **High-Sized Outlets:** $507.9K (42%)

- **Medium-Sized Outlets:** $444.8K (37%)

- **Small-Sized Outlets:** $249.0K (21%)

Larger outlets contribute the most to total sales, suggesting that scale plays a key role in revenue generation.

Outlet Location Performance

- **Tier 3 Locations:** $472.1K

- **Tier 2 Locations:** $393.2K

- **Tier 1 Locations:** $336.4K

Outlets in Tier 3 locations outperform others, indicating higher demand in non-metro or suburban areas.

3. Product Category Performance

The top-selling item categories include:

- **Fruits and Vegetables:** $178.1K

- **Snack Foods:** $175.4K

- **Household Products:** $136.0K

- **Frozen Foods:** $118.6K

- **Dairy Products:** $101.3K

These findings highlight a preference for perishable goods and everyday household essentials.

4. Fat Content Analysis

- **Low Fat Products:** $425.4K

- **Regular Fat Products:** $776.3K

Regular-fat products are more popular among consumers, suggesting customer preference for standard grocery items over health-focused alternatives.

5. Outlet Establishment Trends

- Sales growth peaked in **2018** at **$204.5K**, followed by a decline.

- The latest available sales data (2022) shows **$131.5K**, indicating a need for renewed sales strategies.

6. Outlet Type Comparison

- **Supermarket Type 1** has the highest total sales ($787.5K), while **Grocery Stores** have the most items sold (1,083).

- **Average sales per outlet type** remain similar across the board, around $140-$142.

Recommendations

1. **Expand Large Outlets in Tier 3 Locations**

   - Given that large outlets generate the highest revenue and Tier 3 locations perform best, focusing expansion efforts in these areas can further increase profitability.

2. **Enhance Inventory for High-Demand Product Categories**

   - More investment in **fruits, vegetables, and snack foods** will cater to customer preferences and drive higher sales.

3. **Target Customer Segments with Promotions on Regular Fat Products**

   - Since regular-fat products dominate sales, promotions on these items can maximize revenue while offering strategic discounts to increase purchase volume.

4. **Analyze the Declining Trend Post-2018**

   - Further investigation into external factors (competition, economic shifts, or operational challenges) that caused the dip after 2018 will help refine future growth strategies.

5. **Diversify Store Types for Higher Engagement**

   - While supermarkets lead in revenue, grocery stores sell the most items. A balanced mix of outlet types can cater to diverse customer preferences.

Conclusion

The analysis reveals strong sales performance with key opportunities in outlet expansion, product optimization, and targeted marketing strategies. By leveraging these insights, Blinkit can enhance its competitive position, increase revenue, and improve customer satisfaction in the Indian e-commerce grocery market.