

Data-Driven Evaluation of Blinkit's Outlet and Sales Performance with Power BI

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Abstract: *This project analyzes Blinkit's operational data using Power BI, giving the business insights into customer behavior, sales patterns, and delivery effectiveness. Power BI is a tool made by Microsoft that helps people see and understand data easily. It converts data into charts, graphs, and reports so that information becomes clear and easy to analyze. The project makes use of data visualization techniques to identify significant patterns that can influence choices and influence business results. Gathering, cleaning, modeling, and processing data in order to create DAX calculations that produce interactive dashboards. Key performance indicators (KPIs) such as total sales, average sales, number of items sold, and customer ratings are analyzed. You can observe how sales vary by product type (e.g., coffee, melons), native/foreign outlet size, outlet location, and facility establishment year by looking at different charts (bar, donut, and line). The findings indicated that the most important factors influencing urban consumers' use of Blinkit content were convenience and time savings. Service quality analysis offers practical insights that enhance user experience and loyalty by highlighting your strengths and areas for improvement. In addition to providing fresh insights that Blinkit and other platforms could use to customize their strategies in order to deliver better customer experiences and maintain relevance in a constantly changing landscape, the study plays a crucial role in expanding our understanding of q-commerce consumer behavior.*

Keywords: *Power BI*

