**# Blinkit Grocery Data Dashboard**

The **Blinkit Grocery Data Dashboard** is a powerful visual analytics tool designed to showcase key performance metrics, trends, and insights for Blinkit, India's last-minute app. The dashboard lets stakeholders analyze sales data, customer preferences, and outlet performance, helping optimize business growth and decision-making.

**## 📊 Key Features**

1. **Interactive Filters**:

   - Outlet Size: High, Medium, Small.

   - Outlet Location: Tier 1, Tier 2, Tier 3.

   - Item Types: (e.g., Breads, Dairy, Frozen Foods).

2. **Highlights**:

   - **Total Sales**: `$1.20M`

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

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

   - **Average Customer Ratings**: `4.0`

3. **Data Visualizations**:

   - Sales trends by **Year** (2011–2022).

   - Sales breakdown by **Outlet Size**, **Outlet Location**, and **Fat Content**.

   - Top-performing **Item Categories** and **Outlet Types**.

   - Tier-wise outlet sales performance.

4. **Actionable Insights**:

   - Regular-fat products generate 65% of sales revenue.

   - Tier 3 outlets contribute the highest sales revenue of `$472.1K`.

   - Fruits and Vegetables, Snack Foods, and Household items are the most sold categories.

**## 🛠 How to Use the Dashboard**

1. Clone or download this repository to your local machine.

2. Open the `BlinkIT Grocery Data Excel.xlsx` file in **Microsoft Excel**.

3. Explore the dashboard using slicers and filters to analyze sales data.

4. Gain insights using the clear and concise visualizations.

**## 📈 Analytical Insights**\

**### Outlet Trends**

- Tier 3 outlets dominate sales, generating `$472.1K`, followed by Tier 2 and Tier 1.

- The peak year for outlet establishment was 2018, with sales hitting `$204.5K`.

**### Customer Behavior**

- Regular-fat products are preferred, contributing to 65% of total revenue.

- Top-performing categories include Snack Foods, Fruits & Vegetables, and Household items.

**### Recommendations**

- Expand Tier 3 outlets to capitalize on higher revenue generation.

- Promote low-fat product alternatives for health-conscious customers.

- Stock high-demand categories like Snack Foods and Household items to drive sales.

**## 📂 Files Included**

- **Dashboard File**: `BlinkIT Grocery Data Excel.xlsx`

- **Dashboard Screenshot**:

  ![Blinkit Dashboard](./Blink%20It%20Dashboard.png)

**## Special Credits:**

[Data Tutorials](https://youtu.be/klZj\_282ApY?si=A2OroIXK9oLBzQ1R)

With the help of their Tutorial, I have created this Dashboard. Special thanks to them.

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