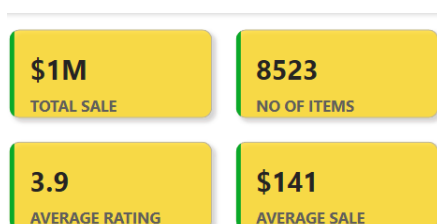
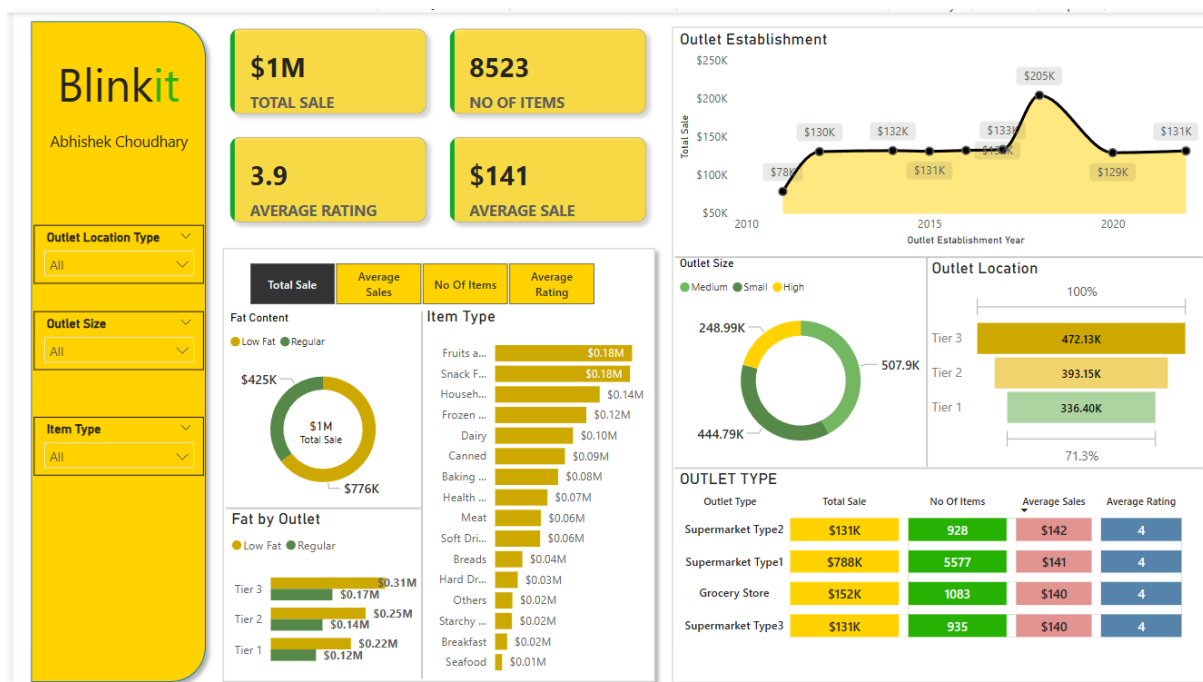


## TERM PROJECT

Dataset: [Blinkit Sales](#)

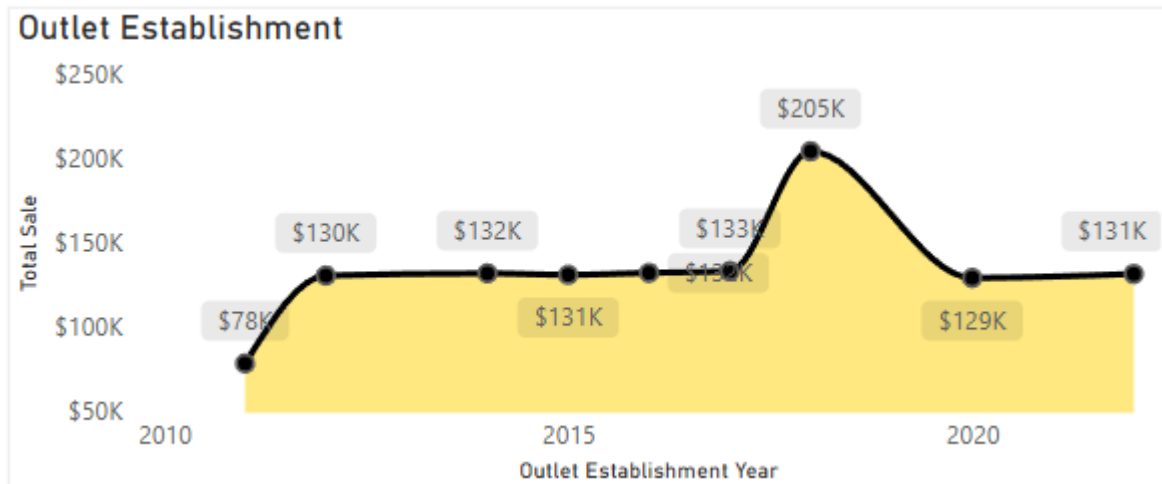
This interactive dashboard provides an in-depth analysis of sales performance, customer preferences, and operational insights for "Blinkit". Designed for decision-makers and business analysts, the dashboard aggregates critical data to facilitate a deeper understanding of revenue trends, outlet contributions, and product demand. It offers a holistic view of the organization's performance, enabling strategic planning and informed decision-making.



### 1. Top Metrics

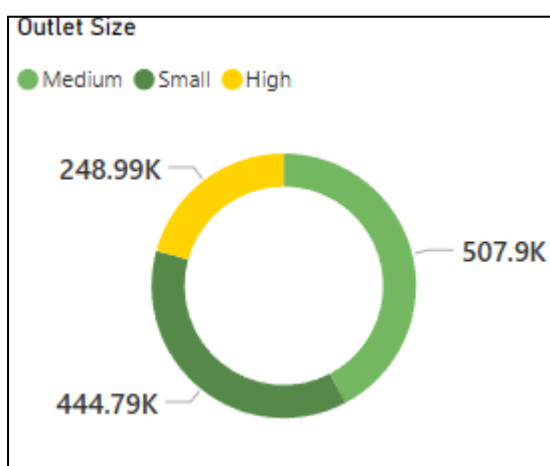
- Total Sales:** The overall revenue generated across all outlets and item types is \$1 million, providing a holistic view of business performance.
- Number of Items Sold:** A total of 8,523 items were sold, showcasing the scale of operations and customer engagement.

- **Average Sale:** Each transaction contributed an average of \$141 in revenue, indicating typical purchase size and customer spending habits.
- **Average Rating:** The overall customer satisfaction score is 3.9 out of 5, reflecting mixed but generally positive feedback from customers.



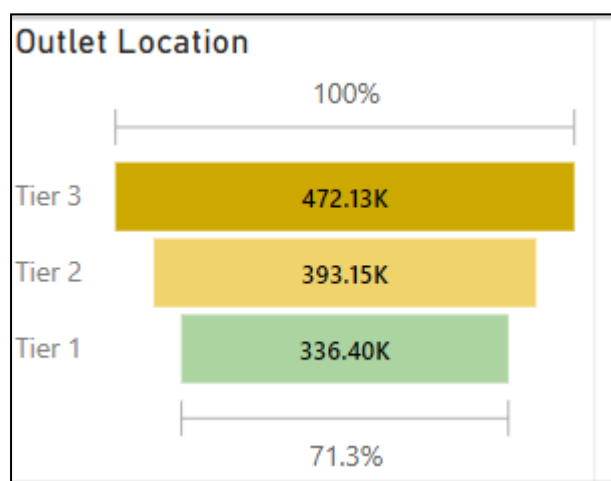
## 2. Outlet Establishment Trend

- **Graph Type:** A line chart showing the evolution of sales over the years based on when outlets were established (2010–2020).
- **Insights:**
  - Initial sales were \$78K in 2010.
  - Sales grew consistently, peaking at \$205K in 2018 due to possible expansion or improved operations.
  - A decline to \$131K in 2020 suggests market saturation or external factors like economic downturns or the pandemic.



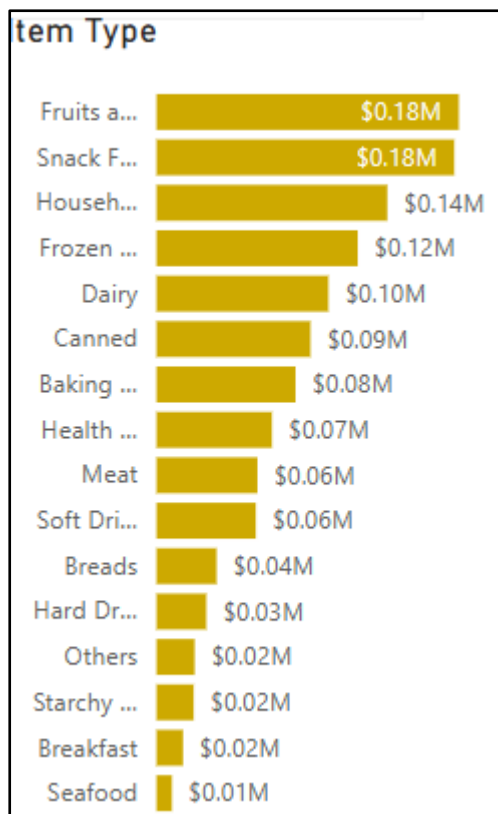
### 3. Outlet Size Distribution

- **Visualization:** Pie chart comparing the contribution of outlet sizes to total sales.
  - **Insights:**
    - **Medium outlets** generated the highest revenue (\$507.9K), indicating they strike a balance between accessibility and capacity.
    - **Small outlets** also performed well, contributing \$444.79K.
    - Large outlets' data is not explicitly shown, possibly underperforming compared to smaller and medium outlets.
- 



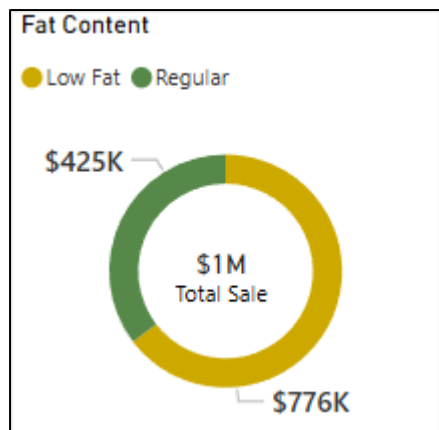
### 4. Sales by Outlet Location

- **Visualization:** Horizontal bar chart breaking down sales by tier-based location classification (Tier 1, Tier 2, Tier 3).
  - **Insights:**
    - **Tier 3:** Contributed the most to sales with \$472.13K, possibly due to higher customer density or lesser competition in these regions.
    - **Tier 2:** Generated \$393.15K, showing a moderate contribution.
    - **Tier 1:** Although typically urban and competitive, it contributed the least (\$336.40K), possibly due to saturation or higher operational costs.
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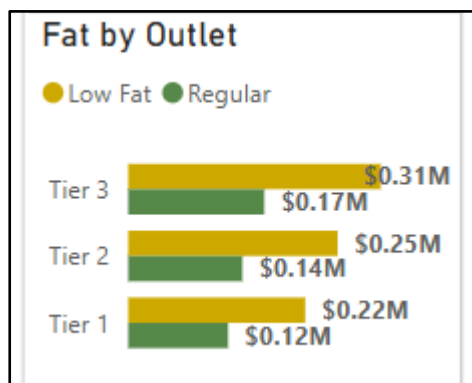
### 5. Item Type Performance

- **Visualization:** Horizontal bar chart ranking item types by sales.
  - **Insights:**
    - **Top Categories:** Fruits & Vegetables and Snack Foods lead with \$0.18M each, indicating high customer demand for everyday essentials.
    - **Mid-tier Categories:** Household items (\$0.14M) and Frozen foods (\$0.12M) cater to regular needs but lag behind fresh items.
    - **Lowest Sales:** Seafood (\$0.01M) and Breakfast items (\$0.04M) show minimal sales, perhaps due to limited demand or supply issues.
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## 6. Fat Content Analysis

- **Visualization:** Donut chart comparing sales between "Low Fat" and "Regular" products.
- **Insights:**
  - **Regular products** dominate with \$776K in sales, indicating traditional preferences among consumers.
  - **Low Fat products** still contribute significantly at \$425K, reflecting a niche yet growing interest in healthier options.



## 7. Fat Content by Outlet

- **Visualization:** Bar chart showing sales of Low Fat and Regular items across outlet tiers.
- **Insights:**
  - **Tier 3 outlets** recorded the highest sales for both Low Fat (\$0.31M) and Regular (\$0.17M) items, likely due to higher overall demand.
  - **Tiers 1 and 2** show relatively balanced but lower sales figures, with Tier 1 underperforming compared to Tier 3.

OUTLET TYPE				
Outlet Type	Total Sale	No Of Items	Average Sales	Average Rating
Supermarket Type2	\$131K	928	\$142	4
Supermarket Type1	\$788K	5577	\$141	4
Grocery Store	\$152K	1083	\$140	4
Supermarket Type3	\$131K	935	\$140	4

### 8. Outlet Type Performance

- **Visualization:** A table summarizing sales, number of items sold, average sales, and average ratings for each outlet type.
- **Insights:**
  - **Supermarket Type 1:**
    - Leads in total sales (\$788K) and items sold (5,577), possibly due to diverse inventory and better infrastructure.
  - **Grocery Stores:** Moderate performance with \$152K sales and 1,083 items sold.
  - **Supermarket Type 2 & Type 3:** Lower sales (\$131K each) but consistent ratings and performance across their customer base.

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### Overall Analysis

This dashboard provides a comprehensive look into sales performance across outlets, items, and customer segments, revealing key insights into operational strengths and areas for improvement. For example:

- Tier 3 outlets and Medium-sized locations are key revenue drivers.
- Fruits & Vegetables and Snack Foods dominate sales, while healthier options (Low Fat) are growing in popularity.
- Addressing underperforming outlets and products (e.g., Tier 1 locations, Seafood) could unlock further growth potential.

Power BI File: [Blinkit Dashboard](#)