

Blinkit Power BI Dashboard Report

Project Overview: The Blinkit Power BI project aims to analyze sales, outlet performance, and item-wise distribution to gain insights into business performance. The dashboard provides a comprehensive view of total sales, average sales, number of items, and customer ratings, along with detailed breakdowns by outlet location, size, and type.

Key Metrics and Insights:

- **Total Sales:** \$1.20M
- **Average Sales per Transaction:** \$141
- **Number of Items Sold:** 8,523
- **Average Customer Rating:** 3.9

Sales Performance Breakdown:

1. **By Fat Content:**
 - Low Fat: \$425.36K
 - Regular: \$776.32K
2. **By Item Type:**
 - Fruits & Snacks: \$0.18M each
 - Household Items: \$0.14M
 - Frozen Food: \$0.12M
 - Dairy: \$0.10M
 - Other items contribute smaller portions.

Outlet Performance:

1. **By Outlet Location:**
 - Tier 3: \$472.13K
 - Tier 2: \$393.15K
 - Tier 1: \$336.40K
2. **By Outlet Size:**
 - High: \$507.90K
 - Medium: \$444.79K
 - Small: \$248.99K

3. By Outlet Type:

- Supermarket Type 1: \$787.55K (Largest share)
- Grocery Store: \$151.94K
- Supermarket Type 3: \$130.71K
- Supermarket Type 2: \$131.48K

Outlet Establishment Trend:

- A peak in sales was observed around 2020 at \$205K.
- A steady increase in sales from 2010 to 2020, followed by stabilization.

Key Observations & Recommendations:

1. Sales Distribution:

- Regular fat content products contribute a larger share to sales. Expansion in this category can drive revenue.
- High-selling categories like Fruits, Snacks, and Household items should be prioritized for promotions and stock management.

2. Outlet Performance:

- Tier 3 locations outperform others in total sales, indicating strong demand. Further investment in these regions may be beneficial.
- Larger outlets (High-sized) generate the most revenue, suggesting that expanding medium outlets into larger ones could be profitable.

3. Customer Ratings & Visibility:

- Most outlets maintain an average rating of 4, which is satisfactory.
- Item visibility across outlets should be improved to drive better customer engagement and sales.

Conclusion

The Blinkit Power BI dashboard provides valuable insights into sales trends, outlet performance, and customer behavior. By leveraging these insights, the company can optimize inventory, enhance sales strategies, and improve customer satisfaction. Continuous monitoring and further drill-down analysis can help drive data-driven decision-making.