

The Blinkit logo, featuring the word "blinkit" in a bold, sans-serif font. "blink" is in black and "it" is in green. It is set against a yellow circular background.

blinkit

Blinkit Sales Dashboard

by Anmol Aggarwal

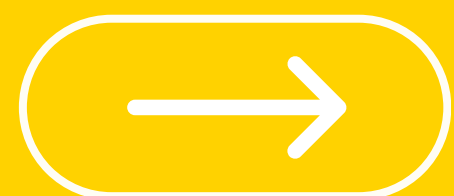
Made with Excel |
Power Pivot | DAX



Project Objective



To uncover hidden trends in sales, top-performing products, and customer behavior from Blinkit's raw sales data using Microsoft Excel.





Data Breakdown

Comprehensive Data Overview



Sales Transactions

Records of sales activities



Customer Demographics

Information about customer characteristics



Product Categories

Classification of products



Revenue Metrics

Measures of financial performance



Tools & Techniques

Excel Pivot Tables

Summarize and analyze large datasets efficiently.



Data Cleaning & Modeling

Ensure data accuracy and prepare for analysis.



DXF

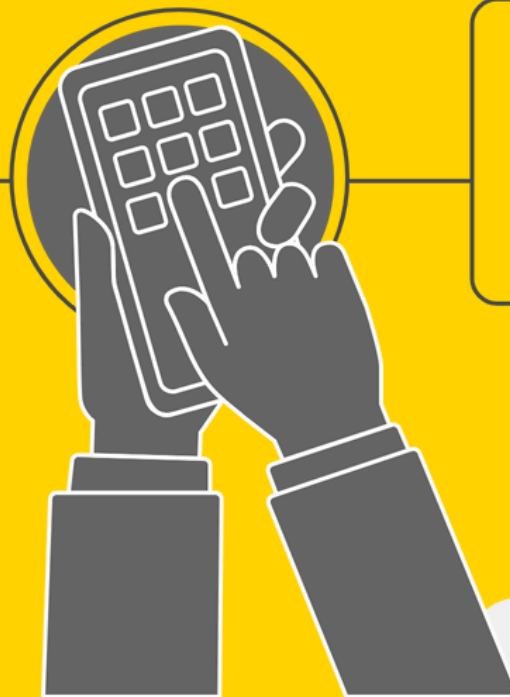
DAX Calculations

Perform powerful calculations and data analysis.



Interactive Dashboard Design

Create dynamic dashboards for data visualization.





Key Insights

\$0.65M

TOTAL SALES



\$140

AVG SALES



4642

NUMBER OF ITEMS



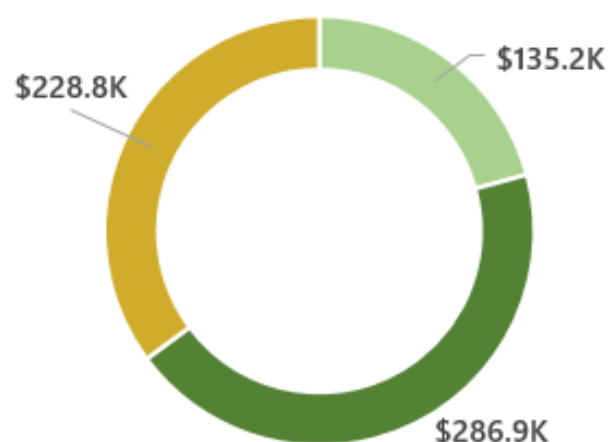
3.962580

AVG RATING



OUTLET SIZE

High Medium Small



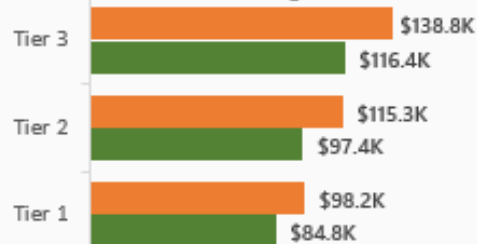
FAT CONTENT

Low Fat Regular



FAT BY OUTLET

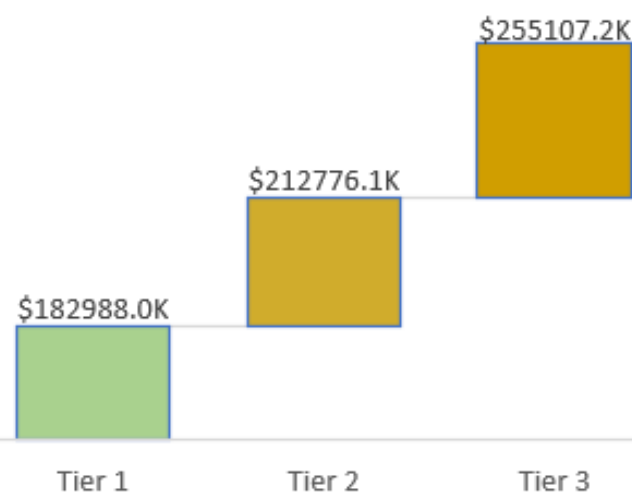
Low Fat Regular



ITEM TYPE

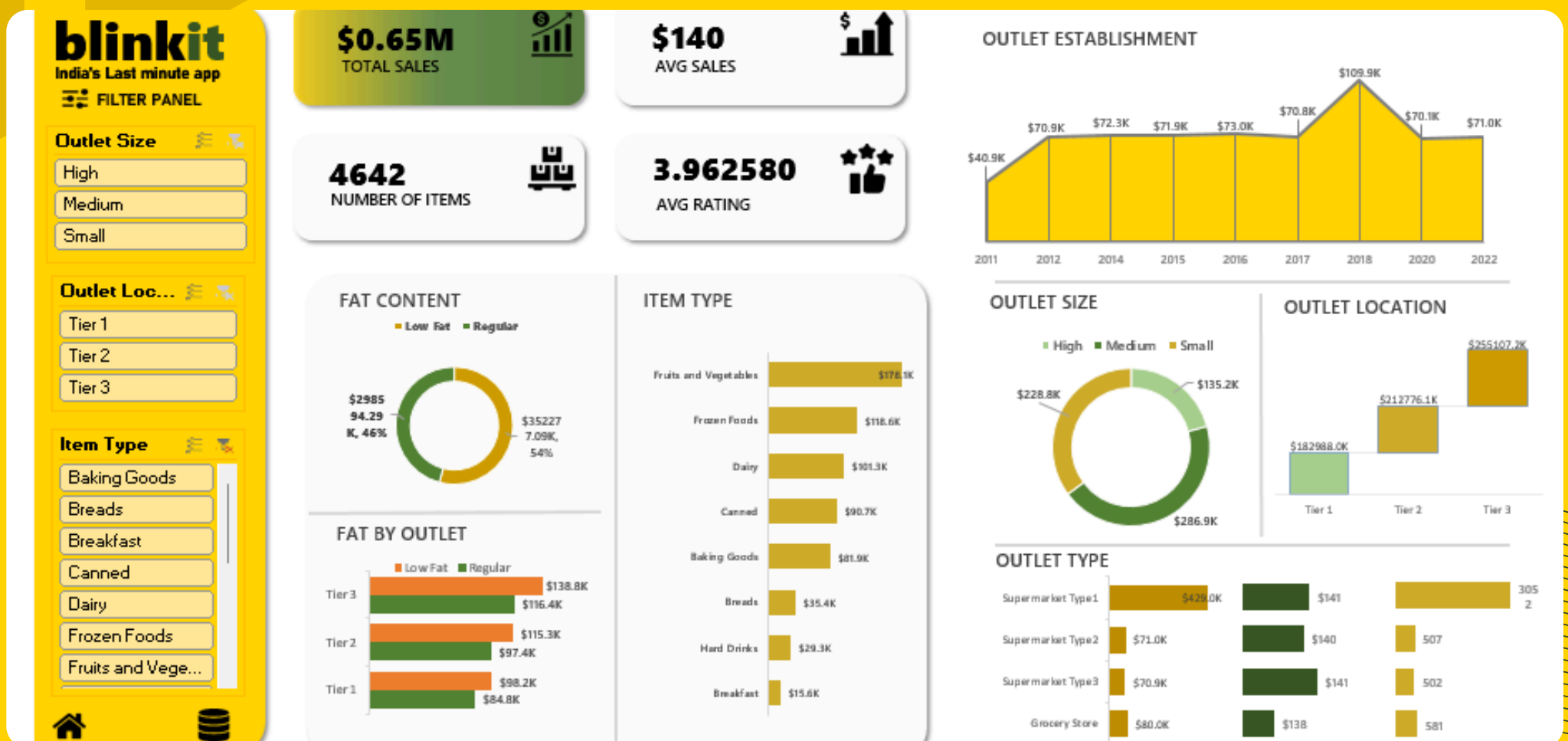


OUTLET LOCATION



Final Dashboard

Interactive | Dynamic | Clean Visuals





Let's Connect!

I specialize in data storytelling
& insights generation.

👉 DM me for feedback,
collaborations, or job
opportunities!

