**Blinkit Sales Report – Power BI Dashboard**

**🧩 Business Problem**

Blinkit’s leadership lacked a **real-time, centralized view** of sales performance across product categories, which hindered timely decision-making and led to heavy reliance on **manual reporting processes**.

**🎯 Objective**

To design and deploy a **Power BI dashboard** that:

* Provides **real-time visibility** into sales across categories.
* Reduces **manual effort** spent on preparing reports.
* Enables management to **proactively identify and fix sales gaps**.

**🛠️ Process & Tools**

1. **Data Preparation:**
   * Connected Power BI to the sales data source.
   * Used **Power Query** to clean and transform the raw data.
2. **DAX Measures Created:**
   * Total Sales
   * Average Sales
   * Average Ratings
   * Total Quantity Sold
3. **Visualizations Used:**
   * **Donut Chart** – to show **location-wise sales**
   * **Pie Chart** – for **outlet size-wise sales**
   * **Clustered Bar Chart** – for **product-wise sales**

**📈 Outcome / Results**

* Reduced **manual reporting efforts by 80%**
* Enabled the management team to **take timely actions**
* Contributed to a **10% improvement in monthly sales performance**

**🧠 Skills & Tools Demonstrated**

* Power BI Desktop
* Power Query (ETL – Extract, Transform, Load)
* DAX (Data Analysis Expressions)
* Data visualization and dashboard design
* Sales analytics & performance monitoring

**✅ Business Impact**

The Power BI dashboard became a **strategic asset** for Blinkit by turning static reports into dynamic insights. It enabled data-driven decisions, accelerated response time, and supported continuous sales improvement.

Reduced manual reporting effort by **80%** and contributed to a **10% increase** in monthly sales.