

Project: Blinkit Sales Performance Dashboard using Power BI

I'm excited to share my latest project where I developed an in-depth sales performance and customer satisfaction analysis for **Blinkit** using **Power BI**. Here's a breakdown of the project:

◆ **Steps in the Project:**

- ✓ Requirement Gathering/ Business Requirements
- ✓ Data Walkthrough
- ✓ Data Connection & Cleaning
- ✓ Data Modeling & Processing
- ✓ DAX Calculations
- ✓ Dashboard Layout & Development
- ✓ Charts Development & Formatting
- ✓ Insights Generation

◆ **Business Objectives:**

- ✓ The goal was to analyze **Blinkit** sales performance, customer satisfaction, and inventory distribution, and identify key insights and opportunities for optimization.

◆ **Key Charts & KPIs:**

- ✓ Total Sales by Fat Content
- ✓ Objective: Impact of fat content on total sales.
- ✓ Chart Type: Donut Chart
- ✓ Total Sales by Item Type
- ✓ Objective: Item type performance in total sales.
- ✓ Chart Type: Bar Chart
- ✓ Fat Content by Outlet for Total Sales
- ✓ Objective: Compare sales by fat content across outlets.
- ✓ Chart Type: Stacked Column Chart
- ✓ Total Sales by Outlet Establishment
- ✓ Objective: Analyze how outlet age/type influences sales.
- ✓ Chart Type: Line Chart

◆ **KPIs Analyzed:**

- ✓ Total Sales
- ✓ Average Sales
- ✓ Number of Items Sold
- ✓ Average Rating

◆ This project helped unlock valuable insights and provided actionable recommendations for improving **Blinkit** sales and customer experience.