**🧠 Objective of the Dashboard**

This Power BI dashboard is designed to provide a complete snapshot of sales performance across various outlet types, item categories, and geographies for

**BlinkIT – India’s last-minute grocery app**.

It is built to:

* Evaluate **total and average sales**
* Assess product performance by **category**
* Understand **geographical** and **outlet-specific** trends
* Support **decision-making** with filterable and visual insights

**🔍 1. High-Level KPI Overview**

| **KPI** | **Value** | **Insights** |
| --- | --- | --- |
| **Total Sales** | $1.20M | Strong overall sales volume across all stores |
| **Average Sales** | $141 | Indicates stable unit performance |
| **Total Items** | 8,523 | Wide product range offered |
| **Average Rating** | 3.9 / 5 | Customer feedback is moderately positive |

These metrics give a quick snapshot of business scale and customer satisfaction.

**📍 2. Outlet Establishment Trends (2010–2022)**

* **Sales growth from 2010 ($78K) to peak in 2018 ($205K)**.
* Drop after 2018, stabilizing around $131K by 2022.

📈 **Analysis:**

* Peak in 2018 suggests a period of aggressive expansion or high seasonal performance.
* Post-2019 dip could be due to saturation, market competition, or supply chain issues.
* Even it remained at the same level with around $132K from 2012 till the quick rise in 2018

**🛍️ 3. Outlet Type Performance**

| **Outlet Type** | **Sales ($)** | **No. of Items** | **Avg Sales** | **Avg Rating** | **Visibility** |
| --- | --- | --- | --- | --- | --- |
| **Supermarket Type 1** | 787.55K | 5,577 | $141 | 3.9 | 0.06 |
| Grocery Store | 151.94K | 1,083 | $140 | 3.9 | 0.10 |
| Supermarket Type 2 | 131.48K | 928 | $142 | 3.9 | 0.06 |
| Supermarket Type 3 | 130.71K | 935 | $140 | 3.9 | 0.06 |

📌 **Insights:**

* **Supermarket Type 1 is the top performer** by far in sales and items.
* Grocery stores have the **highest visibility (0.10)**, possibly due to location density or UI factors.
* Ratings are **uniform across outlets**; more granularity might reveal better insights.

**🌍 4. Geographic Sales Analysis (Tier-wise)**

| **Tier** | **Total Sales** |
| --- | --- |
| Tier 3 | $472.13K |
| Tier 2 | $393.15K |
| Tier 1 | $336.40K |

📊 **Tier 3 cities dominate in sales**, indicating:

* Strong demand from emerging markets
* Less competition or better BlinkIT presence
* Possibly more reliance on home delivery

**🧃 5. Product Category Performance**

**Top Item Types by Sales:**

| **Item Type** | **Sales ($)** |
| --- | --- |
| Fruits & Veggies | $0.18M |
| Snack Foods | $0.18M |
| Household | $0.14M |
| Frozen Foods | $0.12M |
| Dairy | $0.10M |

📌 **Key Observations:**

* Essentials and perishables (fruits, snacks) are top drivers.

Long-tail products like seafood and breakfast items contribute little of around $0.02M and $0.01M respectively.

💡 **Action Point:** Consider bundling or discounting underperforming categories.

**🥛 6. Fat Content Distribution**

* **Low Fat**: $776.32K (≈ 65%)
* **Regular Fat**: $425.36K (≈ 35%)

People prefer taste (regular fat) at some extend, but low-fat sales are strong enough to consider **more health-focused marketing**.

**🏬 Fat Content by Tier**

| **Tier** | **Low Fat** | **Regular** |
| --- | --- | --- |
| Tier 3 | $0.17M | $0.14M |
| Tier 2 | $0.14M | $0.11M |
| Tier 1 | $0.12M | $0.10M |

* **Tier 3 still leads**, but Tier 1 has a **higher relative preference for Regular items as well**.

**🍽️ 7. Outlet Size Analysis**

| **Size** | **Sales ($)** |
| --- | --- |
| High | $507.90K |
| Medium | $444.79K |
| Small | $248.99K |

🔍 **Insight:** Larger the store, it performs better. Expansion should prioritize medium-to-large format outlets for better ROI.

**✅ 8. Overall Summary & Recommendations**

**📌 What’s Working:**

* **Supermarket Type 1** and **Tier 3 cities** are growth drivers.
* **Healthy product category** is gaining a good momentum.
* Fruits and vegetables and even good snack foods being highly sold as they come under the urgent need products which creates the main revenue for the product
* **Wide item variety** (8523 items) covers most customer needs.

**🚨 Areas to Watch:**

* Post-2018 plateau in outlet growth or sales.
* Low visibility for smaller outlets.
* Underperforming product categories could be optimized.

**📈 Next Steps (Suggestions)**

1. **Launch campaigns in Tier 1** with a focus on health-conscious items.
2. **Introduce seasonal bundling** for low-selling items.
3. **Optimize outlet distribution** by favoring mid- to large-size formats.
4. **Add customer feedback granularity** beyond average ratings to identify true satisfaction factors.
5. **Monitor product visibility** in UI—low-visibility items might be buried, affecting sales.

Also we have created filters of **outlet location type, outlet size** and **item type** by which you can filter and identify the changes and requirements for different filter