

Blinkit Sales Analysis Dashboard

India's Last Minute App

blinkit



blinkit Sales Analysis

- **Problem Statement:**

This project aims to build an interactive sales analysis dashboard that brings Blinkit's data to life! By tracking real-time sales trends, spotting top-selling products, and uncovering customer buying patterns, it helps optimize inventory and boost revenue.

- **KPI Requirements**

- * **Total Sales:** The Overall revenue from all sold items
- * **No.of items:** The Total count of items
- * **Avg Sales:** The Avg revenue per sale
- * **Avg Rating :** The Avg customer rating for items sold



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Charts:

1.Total Number of sales by Fat content:

Analyzing how the impact of fat content on sales.

2. Fat Content by Outlet :

Comparing the total sales across different stores based on their fat content.

3. Sales of each item:

Identifying the total sales of each item

4. Total Sales by Outlet size:

Finding the Sales of items based on the Store size
(high,medium,small)

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5. Total Sales by Outlet's Establishment Year:

Evaluating how the age of store influences the total sales

6. Sales by Outlet Location:

Identifying the correlation between the location of store and the total sales

7. All the metrics :

Finding the comprehensive view of all metrics by the type of store.

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Outlet Size

High

Medium

Small

Outlet Loca...

Tier 1

Tier 2

Tier 3

Item Type

Breakfast

Canned

Dairy

Frozen Foods

Fruits and Veg...

Hard Drinks

\$1.20M

TOTAL SALES



\$141

AVG SALES



8523

NO.OF ITEMS

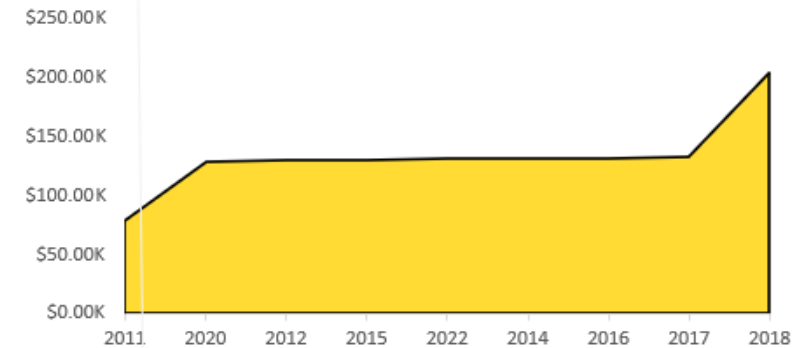


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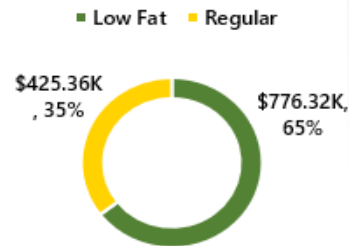
AVG RATING



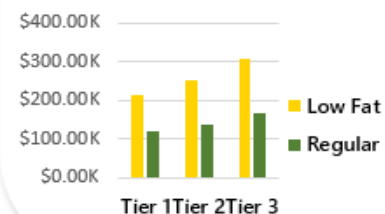
SALES BY OUTLET ESTABLISHMENT YEAR



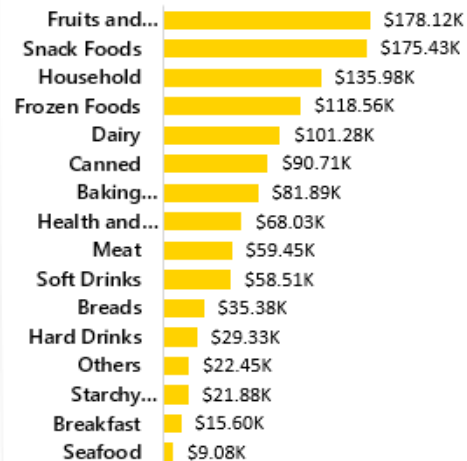
FAT CONTENT



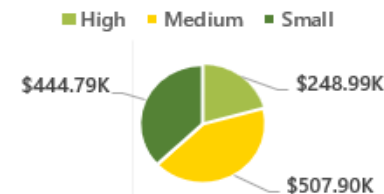
FAT CONTENT BY OUTLET



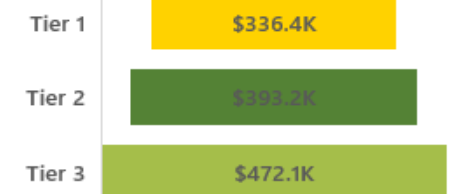
SALES OF ITEMS



OUTLET SIZE



SALES BY OUTLET LOCATION



OUTLET TYPE

