

Blinkit Data Analysis Dashboard

Blinkit Data Analysis Dashboard with Power BI

This Power BI project showcases an interactive dashboard developed for Blinkit, a last-minute grocery delivery app. The dashboard provides key insights into operational and sales metrics, enabling data-driven decisions for business growth.

Key Features:

1. Sales Analysis:

- Total Sales: 1.20M
- Average Sales per outlet: 141
- Number of Items Sold: 8,523

2. Customer Feedback:

- Average Rating: 3.9

3. Outlet Insights:

- Outlet Establishment trends from 2010 to 2020.
- Outlet Size breakdown into Small, Medium, and Large.
- Outlet Location Analysis across Tier 1, Tier 2, and Tier 3 cities.

4. Product Segmentation:

- Top-performing item categories (e.g., Dairy, Frozen Food, Snacks).
- Breakdown by Fat Content (Low Fat, Regular).

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5. Visualizations:

- Line charts, bar graphs, pie charts, and donut charts for intuitive data representation.
- Filters for Outlet Type, Size, Location, and Item Type to explore the data dynamically.

6. Purpose:

- To identify sales trends, understand customer preferences, and optimize outlet performance.

Technologies Used:

- Tools: Power BI Desktop
- Data Source: BlinkIT Grocery Data

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