🧩 Problem Statement

Blinkit, a leading quick-commerce grocery delivery platform owned by Zomato, generates a large volume of sales data across multiple outlets, product categories, and customer segments.

However, raw sales data alone does not provide clear visibility into:

- 📉 Sales trends over time

- 🏪 Performance of different outlet types and sizes

- 🧺 Contribution of various product categories

- 🍩 Customer preferences based on item attributes

- ⭐ Overall customer satisfaction levels

Due to the lack of an interactive and centralized analytics system, business stakeholders face challenges in:

- Identifying top-performing and underperforming products

- Comparing outlet efficiency

- Making data-driven decisions for inventory and outlet planning

🎯 Objective

The objective of this project is to design an **interactive Power BI dashboard** that:

- 📊 Converts raw Blinkit sales data into meaningful insights

- 🔍 Enables quick analysis of sales, outlets, and product performance

- 🎛️ Allows dynamic filtering using slicers

- 🧠 Supports strategic business decisions through data visualization

This dashboard aims to bridge the gap between raw data and actionable business intelligence.