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Blinkit Sales and Growth Dashboard using Power BI

Presented By

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Problem Definition

Blinkit, a leading quick-commerce platform, generates a large volume of sales and customer data daily. However, this raw data is often stored in unstructured formats, making it difficult for business users and managers to derive actionable insights. Without a centralized dashboard, analyzing key performance indicators like sales trends, product demand, and regional growth becomes time-consuming and inefficient.

To address this challenge, there is a need for an interactive and visually intuitive dashboard that presents Blinkit's sales and growth data in a simplified manner. A well-designed Power BI dashboard can enable real-time data monitoring, improve decision-making, and support strategic planning by offering clear visualizations, filters, and performance metrics in one place.

Feasibility Study

- **Technical Feasibility:** Power BI provides robust features for data visualization and analysis, making the tool suitable for this project.
- **Operational Feasibility:** The dashboard design ensures ease of use for non-technical business stakeholders.
- **Economic Feasibility:** Power BI's free version enables cost-effective development and testing.

Need and Significance

- The development of a sales and growth dashboard for Blinkit is crucial for improving data-driven decision-making. By visualizing real-time sales trends and customer insights, the dashboard helps stakeholders identify key business opportunities, monitor performance efficiently, and optimize strategies. This tool is essential for adapting to market changes, enhancing operational efficiency, and driving long-term growth.

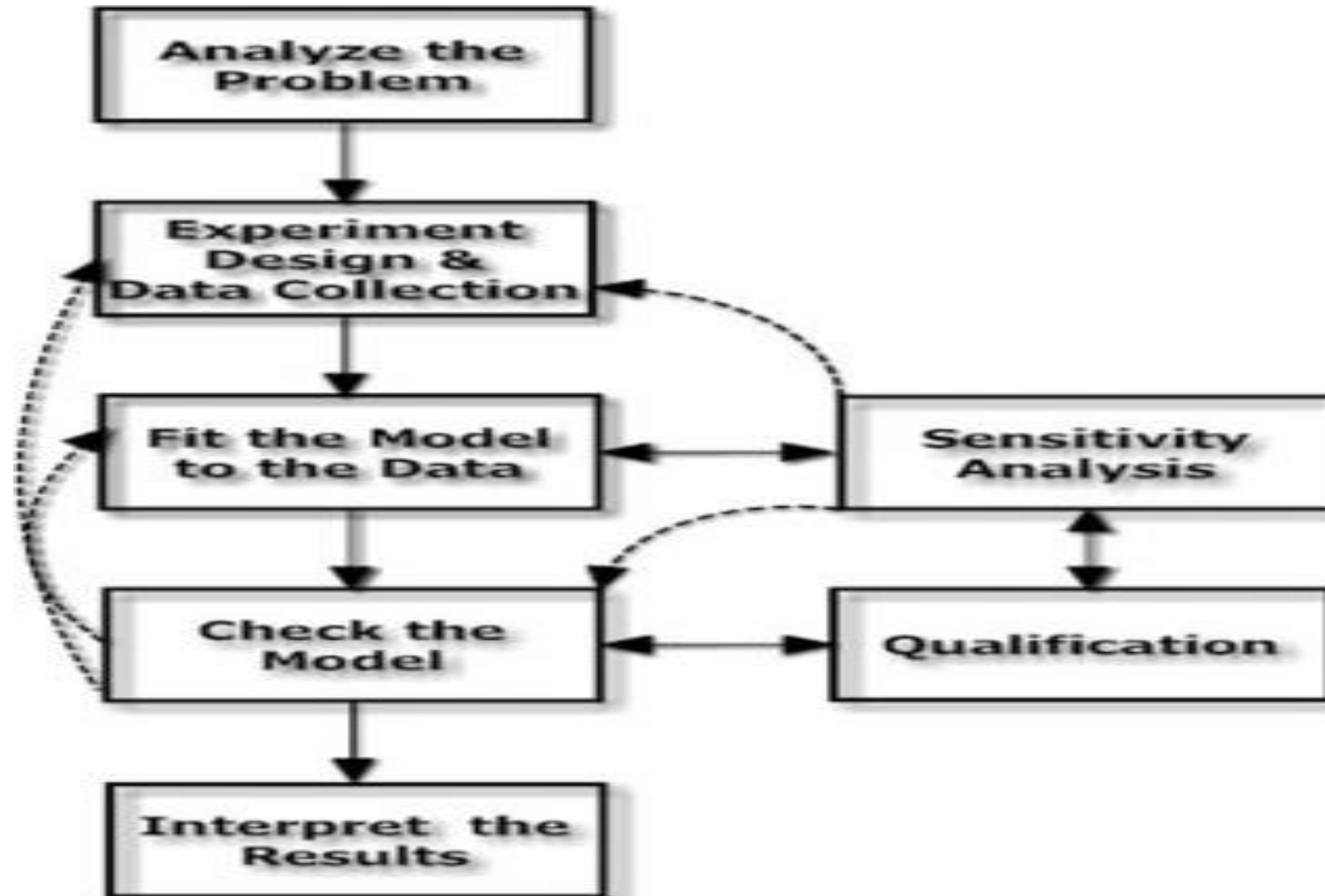
Objectives

- To develop a **Power BI dashboard** that provides real-time insights into Blinkit's sales performance and growth.
- To **analyze and visualize** key metrics such as total sales, top-performing products, customer locations, and order trends.
- To **simplify decision-making** for managers through interactive charts, filters, and region-wise comparisons.
- To **improve efficiency** by reducing manual data analysis efforts and enabling automated reporting.
- To support **strategic planning** by identifying patterns, forecasting growth, and highlighting performance gaps.

Literary Survey

- The role of business intelligence (BI) tools like Power BI in enhancing decision-making has been widely recognized in the field of data analytics. Several studies highlight the importance of data visualization for tracking key performance indicators (KPIs) and improving operational efficiency. Research by *Smith et al. (2019)* demonstrated that interactive dashboards allow businesses to gain valuable insights into their performance, resulting in more effective strategies. Additionally, *Johnson (2020)* emphasized the role of BI tools in the e-commerce sector, particularly in managing large datasets and identifying growth opportunities through predictive analytics.

Flow Chart



Hardware Requirement

- **Processor:** Minimum Intel Core i5 or equivalent.
- **RAM:** At least 8 GB.
- **Storage:** Minimum 500 GB hard drive or SSD.
- **Display:** A display with at least 1920x1080 resolution for clear visualization.
- **Network:** Stable internet connection for cloud-based data updates and usage.

Software Requirement

Operating System : Windows, macOS or Linux

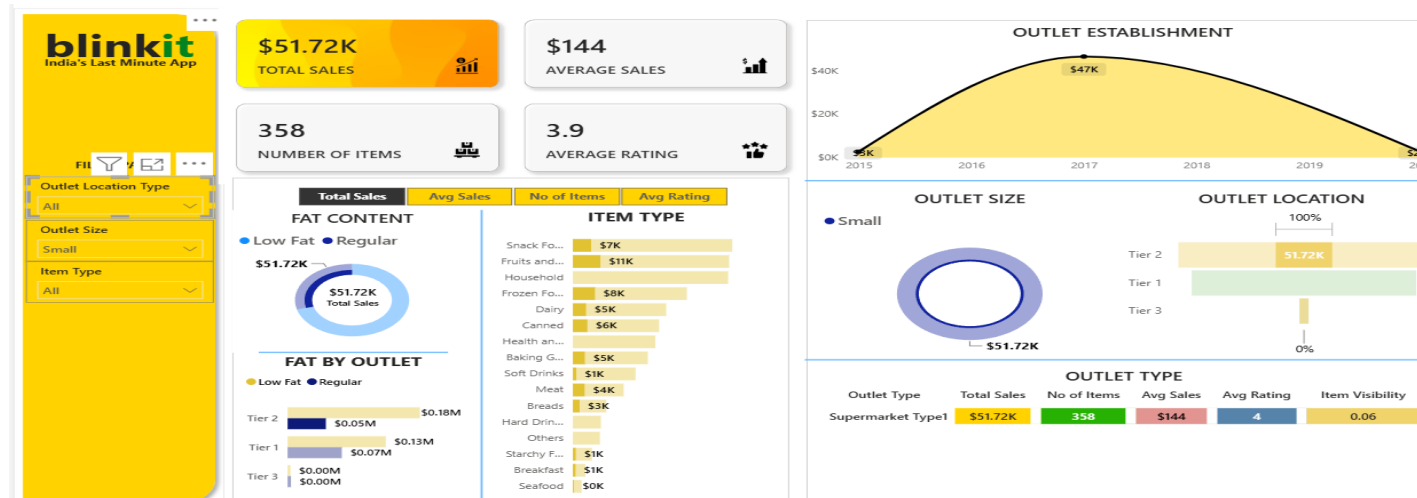
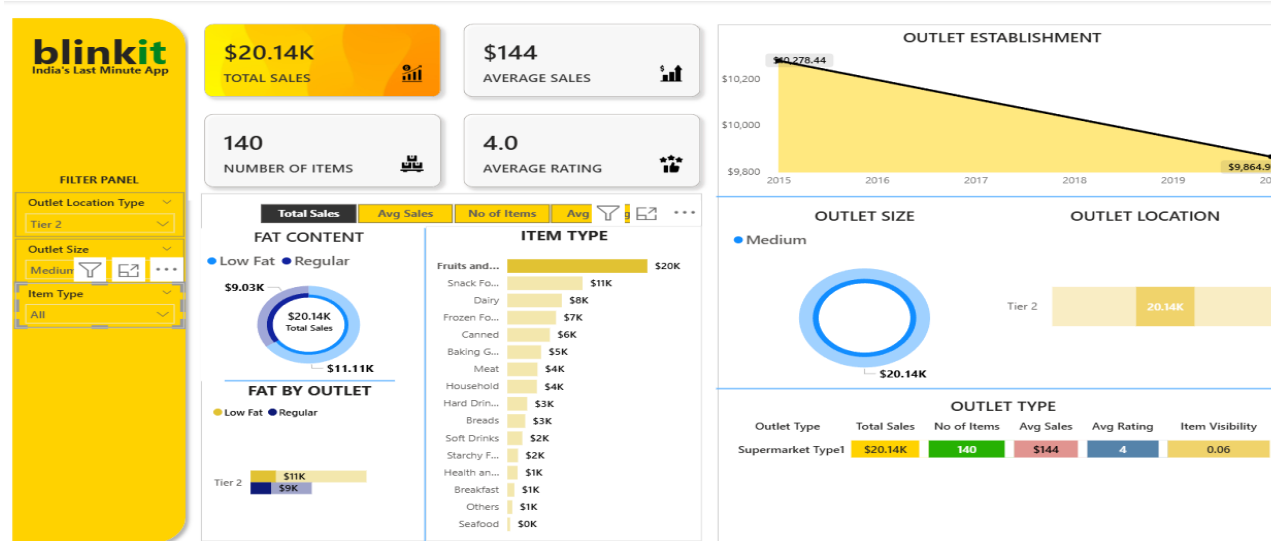
Backend : Power BI, Python

Frontend : Power BI, Excel

Database : SQL Server

Machine Learning Service : Python

Screenshot



Scope of Project

The scope of this project is to design and implement a comprehensive Power BI dashboard that enables effective visualization of Blinkit's sales and growth data. The dashboard will integrate sales, customer, and product datasets to provide meaningful insights into business performance. Key features will include interactive charts, filters for custom views, and region-wise analysis.

This project will focus on importing and transforming data, creating visual elements such as KPIs, graphs, and maps, and deploying the dashboard for user access. It will cater primarily to business analysts, marketing teams, and decision-makers who require quick access to real-time insights for planning and evaluation. The system will not include features like customer feedback analysis or inventory management, as it is strictly focused on sales and growth monitoring.

Conclusion and Future work

- The Blinkit Sales and Growth Dashboard effectively transforms raw sales data into meaningful insights through interactive visualizations built using Power BI. It simplifies the analysis of key business metrics such as total sales, product performance, and regional trends, empowering decision-makers with real-time, data-driven insights. In the future, the dashboard can be enhanced by integrating real-time data feeds, incorporating predictive analytics for sales forecasting, creating role-specific dashboards, and expanding the scope to include inventory and supply chain data for a more comprehensive business view.