**Blinkit Sales and Outlet dashboard :**

Here's a structured document outline for your Blinkit project, which you can use as a reference in the future or share during interviews or professional discussions:

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# \*\*Power BI Dashboard Project: Blinkit Sales & Outlet Performance Analysis\*\*

## \*\*Project Overview\*\*

The project aims to design an interactive Power BI dashboard for Blinkit, an online last-minute shopping app. The dashboard provides an in-depth analysis of sales, outlet performance, and customer ratings, allowing stakeholders to make data-driven decisions to optimize business performance.

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## \*\*1. Objective\*\*

The primary goal of the dashboard is to:

- Visualize key performance indicators (KPIs) related to total sales, outlet types, customer ratings, and items sold.

- Provide insights to help Blinkit optimize outlet performance, customer satisfaction, and sales strategies.

- Enable decision-makers to filter data dynamically for specific outlet locations, sizes, and item categories, offering granular insights.

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## \*\*2. Dataset\*\*

### \*\*Data Source\*\*:

- The dataset was provided by Blinkit, including information on:

- Outlet details (size, location, type)

- Sales figures

- Item types sold

- Customer ratings and feedback

### \*\*Data Fields\*\*:

- \*\*Sales Data\*\*: Total sales, average sales per outlet, number of items sold.

- \*\*Outlet Information\*\*: Outlet size (Small, Medium, Large), location tiers (Tier 1, 2, 3), outlet type (Supermarket, Grocery Store).

- \*\*Item Types\*\*: Fruits, Beverages, Snacks, Dairy, etc.

- \*\*Customer Ratings\*\*: Average ratings per outlet.

### \*\*Data Preprocessing\*\*:

- Data was cleaned and prepared using \*\*Excel\*\* before being loaded into Power BI.

- Any missing or inconsistent entries were handled to ensure data integrity for analysis.

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## \*\*3. Tools & Technologies Used\*\*

- \*\*Power BI\*\*: Primary tool used for data visualization and dashboard creation.

- \*\*DAX (Data Analysis Expressions)\*\*: Utilized for custom calculations, such as average sales, total sales, and rating metrics.

- \*\*Excel\*\*: Initial data cleaning, formatting, and validation.

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## \*\*4. Dashboard Features\*\*

### \*\*Key Metrics & KPIs\*\*:

- \*\*Total Sales\*\*: $1.20M across all outlets.

- \*\*Average Sales\*\*: $141 per outlet transaction.

- \*\*Number of Items Sold\*\*: 8523 items.

- \*\*Average Customer Rating\*\*: 3.9/5, indicating overall customer satisfaction.

### \*\*Visualizations\*\*:

1. \*\*Sales Breakdown by Outlet Size\*\*:

- Visualized total sales and item distribution across small, medium, and large outlets.

- Pie chart representation for easy comparison of outlet size contribution to overall sales.

2. \*\*Outlet Type & Item Type Analysis\*\*:

- Bar chart representation to compare sales by outlet type (Supermarket, Grocery Store, etc.).

- Comparison of item types, showing top-selling categories such as Fruits, Beverages, and Snacks.

3. \*\*Customer Ratings\*\*:

- Displayed average customer ratings to assess outlet performance from a customer satisfaction perspective.

- Ratings used to improve customer experience strategies.

4. \*\*Outlet Location & Establishment Trends\*\*:

- A line graph showing the establishment year trends, reflecting the number of outlets opened annually from 2012 to 2022.

- Geographical data on outlet location tiers (Tier 1, 2, 3).

5. \*\*Interactive Filters\*\*:

- Filter by outlet location type (Tier 1, 2, 3), outlet size (small, medium, large), and item type (e.g., Fruits, Beverages, etc.).

- Custom filters enable dynamic changes to the data view, supporting tailored analysis.

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## \*\*5. Technical Insights & DAX Calculations\*\*

### \*\*Custom Measures\*\*:

- \*\*Total Sales Calculation\*\*: A measure created using DAX to calculate the total sales across all outlets:

```DAX

Total Sales = SUM(SalesTable[SalesAmount])

```

- \*\*Average Sales per Outlet\*\*:

```DAX

Avg Sales = DIVIDE([Total Sales], COUNT(SalesTable[OutletID]))

```

- \*\*Customer Ratings\*\*: Calculated as an average of customer feedback for each outlet:

```DAX

Avg Rating = AVERAGE(RatingsTable[Rating])

```

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## \*\*6. Business Insights & Key Takeaways\*\*

### \*\*Business Performance\*\*:

- Outlets with \*\*higher customer ratings\*\* tend to have a better sales performance, indicating the importance of customer satisfaction.

- \*\*Tier 1 locations\*\* have the highest total sales, suggesting that outlets in prime locations contribute significantly to the overall business.

- \*\*Beverages and Snacks\*\* were identified as the top-performing item categories, giving Blinkit insights into popular products and potential areas for inventory expansion.

### \*\*Operational Improvements\*\*:

- The dashboard allows for better resource allocation by identifying underperforming outlets and optimizing inventory based on sales data.

- The \*\*interactive filtering\*\* enables quick identification of sales trends by outlet size and item type, helping decision-makers focus on specific areas for improvement.

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## \*\*7. Challenges & Learnings\*\*

### \*\*Challenges\*\*:

- \*\*Data Cleaning\*\*: Some initial inconsistencies in data entries required careful cleaning and validation.

- \*\*DAX Formula Creation\*\*: Developing complex DAX formulas for certain KPIs, such as year-over-year growth, presented a learning curve.

### \*\*Key Learnings\*\*:

- \*\*Data Visualization\*\*: Learned to effectively communicate data-driven insights through clear and interactive visuals.

- \*\*DAX\*\*: Strengthened understanding of DAX expressions to calculate custom measures and KPIs.

- \*\*Problem-Solving\*\*: Gained experience in solving real-world business problems using data and analytics tools.

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## \*\*8. Future Enhancements\*\*

To further improve this project, future iterations could include:

- \*\*Predictive Analysis\*\*: Implement machine learning models to forecast future sales and customer behavior.

- \*\*Deeper Customer Analysis\*\*: Add demographic data to the customer ratings for more personalized insights.

- \*\*Mobile Dashboard\*\*: Optimize the dashboard for mobile devices, making it accessible to a wider range of stakeholders.

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## \*\*9. Conclusion\*\*

This Power BI project provided a comprehensive analysis of Blinkit’s outlet performance, customer satisfaction, and sales trends. Through interactive filtering and dynamic visuals, the dashboard equips business leaders with actionable insights, supporting better decision-making and operational efficiency.

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This detailed documentation should serve you well in demonstrating your process and learnings from the project. You can use it for presentations, portfolios, or further discussion during interviews. Let me know if you need any further adjustments!