

Project Description: Power BI Dashboard for Blinkit

Overview

This project involved the development of an interactive Power BI dashboard for Blinkit, aimed at providing comprehensive insights into sales performance across various metrics and dimensions. The dashboard is designed to facilitate data-driven decision-making and enhance the understanding of sales trends and patterns.

Key Features

1. KPI Development:

- Created key performance indicators (KPIs) to monitor critical metrics, including:
 - Total Sales
 - Average Rating
 - Average Sales
 - Number of Items Sold

2. Matrix Table:

- Designed a matrix table displaying the four key metrics segmented by outlet type, allowing for a clear comparison of performance across different outlet categories.

3. Sales Distribution Visualization:

- Developed a pie chart to illustrate the distribution of sales by outlet size, providing a visual representation of how sales are allocated across various outlet categories.

4. Sales Trends Over Time:

- Implemented a line chart to track sales performance by year, enabling users to observe trends and seasonal patterns over multiple years.

5. Geographical Sales Insights:

- Created a funnel chart to depict sales by outlet location, facilitating an understanding of geographical performance and market penetration.

6. Dynamic Metric Selection:

- Established a dedicated section featuring three charts with metrics that dynamically change based on user-selected slicers, enhancing interactivity and user engagement.

7. Slicers for Enhanced Filtering:

- Integrated three primary slicers to enable users to filter data across the entire dashboard:
 - Outlet Location Type
 - Item Type
 - Outlet Size

8. Clear Slicer Button:

- Included a button that allows users to quickly reset all slicers, ensuring a seamless user experience.

Conclusion

The Power BI dashboard for Blinkit is a powerful tool that consolidates key sales data into an easily interpretable format. By leveraging interactive visualizations and dynamic filtering options, the dashboard empowers users to gain valuable insights into sales performance and make informed business decisions.