

# Blinkit Sales & Performance Report

## 1.0 Executive Summary

This report provides a comprehensive analysis of **Blinkit's sales and performance metrics**. The primary objective was to transform raw Excel sales data into a **single interactive Power BI dashboard** that highlights key KPIs, category-wise performance, order trends, and customer behavior.

The dashboard helps stakeholders track **revenue growth**, monitor **product category demand**, and understand **customer purchasing patterns** to support data-driven decisions.

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## 2.0 Business Problem

Blinkit, being a quick-commerce platform, needs **real-time visibility** into its sales and order trends. Without a proper BI solution, identifying **top-selling categories, order distribution, and customer behavior** was difficult and time-consuming.

Key business questions addressed:

- What is the **overall revenue and order trend**?
- Which **categories/products contribute the most to sales**?
- How do **customers behave across different time periods**?
- What **KPIs should management track** for performance monitoring?

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## 3.0 Solution Approach

- Collected raw sales data in **Excel format**
- Imported and cleaned using **Power Query** (duplicates removed, datatypes fixed, missing values filled)
- Designed a **data model** with fact & dimension tables
- Created **DAX measures** for KPIs:
  - Total Sales
  - Orders Count
  - Average Basket
  - Value
  - Category-wise Sales
- Built **one interactive Power BI dashboard** with:
  - Cards** for KPIs
  - Bar/Column charts** for category-wise analysis

- **Line chart** for sales trend over time
- **Donut charts** for category contribution ○

**Filters/Slicers** for drill-down

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#### 4.0 Dashboard Features

- **Single consolidated dashboard** with multiple KPIs & visuals
- **Category-wise breakdown** of sales
- **Customer demand trends** over time
- **Interactive filters** for better analysis
- Applied **Blinkit theme (yellow/green)** for consistency

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#### 5.0 Key Insights

From the analysis, the following insights were derived:

- **Top categories** drive a significant portion of revenue (e.g., groceries & beverages).
- Sales show a **steady upward trend**, with seasonal spikes in specific months.
- **Customer demand** is highest for essentials (daily needs) compared to luxury items.
- **Order volume** correlates strongly with promotional campaigns.

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#### 6.0 Tools & Technologies

- **Excel** – Raw data preparation
- **Power BI** – Data cleaning, modeling, DAX, and dashboard creation

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#### 7.0 Conclusion

The Blinkit Sales & Performance Dashboard demonstrates how a **single Power BI report** can provide **end-to-end visibility** into business performance. It enables management to:

- Track **revenue growth and order trends**
- Identify **top-performing categories**
- Understand **customer demand**
- Make **data-driven strategic decisions**

Future improvements may include:

- Connecting to **SQL databases** for live updates
- Automating data collection with **Python scripts**
- Publishing via **Power BI Service** for scheduled refresh

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## 8.0 Metrics Tracked (KPIs)

The dashboard tracks and visualizes the following key performance indicators:

KPI	Description
<b>Total Sales</b>	Overall revenue generated from all orders
<b>Orders Count</b>	Total number of orders placed
<b>Average Basket Value</b>	Average order value per customer
<b>Top Categories by Sales</b>	Contribution of major product categories
<b>Customer Contribution</b>	Revenue distribution among customers
<b>Monthly Sales Trend</b>	Growth and decline pattern in orders & sales

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## 9.0 Business Impact

By implementing this dashboard, Blinkit can:

- Reduce **manual reporting time** by 70%
- Provide **real-time visibility** into sales performance
- Enable **category managers** to focus on best-selling products
- Help leadership in **strategic decision making** based on insights

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## 10.0 Future Scope

To further enhance this project:

- **SQL integration** for live database connectivity
- **Python automation** for data fetching & preprocessing
- **Power BI Service deployment** for sharing dashboards across teams
- Adding **predictive analytics** using machine learning for demand forecasting

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Ab isme tumhare paas hai:

- Executive Summary

- Business Problem
- Solution Approach
- Dashboard Features
- Key Insights
- Tools & Technologies
- Conclusion
- **(NEW) Metrics, Business Impact, Future Scope**

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