**Project Report: Blinkit Sales Performance & Analysis**

**Problem Statement & Business Need:**

**Business Challenge**

Blinkit, a quick-commerce grocery delivery platform, faced difficulty in **understanding sales performance across products, categories, and cities**.  
Key issues included:

* Lack of visibility into **top-performing and underperforming products**.
* Difficulty in tracking **profitability across payment methods**.
* No clear view of **customer buying behavior** (quantities, ratings, repeat customers).
* Limited insights into **discount impact on profit margins**.
* Need to analyze **location-wise sales trends** to improve delivery operations.

Without an interactive system, managers had to rely on static Excel reports, which made decision-making **slow and reactive**.

**Objective**

The project aimed to **develop a Power BI Dashboard** that provides:

* Real-time visibility into sales performance.
* Key performance indicators (KPIs) like *Total Sales, Total Profit, Average Rating, Top Products*.
* Comparative analysis of **locations, categories, and payment methods**.
* Insights into the **effect of discounts on profitability**.

**Tools, Approach & Solution:**

**Tools & Technologies Used**

* **Excel** → Data cleaning, preprocessing, and mock dataset creation (2000+ rows, 15 columns).
* **Power BI** → Data modeling, DAX calculations, and dashboard development.
* **DAX (Data Analysis Expressions)** → Created custom measures such as:
  1. Total Sales = SUM(Selling\_Products)
  2. Total Profit = SUM(Total\_Profit)
  3. Profit Margin % = DIVIDE([Total Profit], [Total Sales], 0)
  4. Customer Count = DISTINCTCOUNT(Customer\_Name)
* **Maps & Visualizations** → Geographical sales analysis with *location filtering*.

**Key Features of the Dashboard:**

1. **KPIs at a Glance**
   * Total Sales, Total Profit, Total Discount, Average Rating.
   * Goal comparison (actual vs. target).
2. **Geographical Insights**
   * Sales distribution across major Indian cities.
   * Location filters for targeted analysis.
3. **Product & Category Analysis**
   * Top 5 profitable products (e.g., Banana, Chips).
   * Category-wise selling products vs. profit comparison.
4. **Customer Information**
   * Display of customer names, phone numbers, and emails.
   * Helps identify key buyers and retention opportunities.
5. **Payment Method Analysis**
   * Pie chart showing profit contribution by UPI, Cards, Wallets, COD.

**Outcome & Value Delivered:**

* Blinkit managers can now **track performance in real time**.
* Enabled **data-driven decisions** on promotions, discounts, and inventory.
* Improved visibility into **profit drivers and loss areas**.
* Enhanced ability to **compare performance across locations**.
* Delivered a **scalable dashboard** that can be refreshed with live data.