Blinkit Sales Analysis - Power BI Project

Description

A Power BI dashboard project analyzing Blinkit's sales performance, customer satisfaction, and inventory distribution. The report includes key KPIs such as Total Sales, Average Sales, Number of Items Sold, and Average Rating. Visualized through various chart types to uncover insights and support business decision-making.

Features

- Power BI Dashboard with multiple KPI insights

- Visualizations: Donut Chart, Bar Chart, Stacked Column Chart, Line Chart, Funnel Map, and Matrix Card

- Business requirements analysis and insights generation

- DAX calculations and data modeling included

KPIs Tracked

- Total Sales

- Average Sales

- Number of Items Sold

- Average Customer Rating

Charts Used

1. Total Sales by Fat Content (Donut Chart)

2. Total Sales by Item Type (Bar Chart)

3. Fat Content by Outlet for Total Sales (Stacked Column Chart)

4. Total Sales by Outlet Establishment (Line Chart)

5. Sales by Outlet Size (Pie/Donut Chart)

6. Sales by Outlet Location (Funnel Map)

7. All Metrics by Outlet Type (Matrix Card)

Tools Used

- Power BI

- DAX

- Data Modeling

- Data Cleaning

- Data Visualization