

Blinkit Sales Performance Dashboard

Visualizations Link :

<https://drive.google.com/file/d/1jyY-Bsj2WlwfttaGSwFHaj7FC9sCPQAm/view?usp=sharing>

File Description

The file is a **Power BI-based dashboard report** showing the **sales performance of Blinkit (India's Last Minute App)**. It contains multiple visualizations summarizing key business metrics such as **Total Sales, Average Sales, Fat Content sales, Item Types, Outlet Size, Outlet Location, and Outlet Performance**.

1. KPI Summary (Top of the Dashboard)

The dashboard displays four main KPIs:

- **Total Sales: \$1.20M**
- **Average Sales: 141**
- **Number of Items: 8523**
- **Average Rating: 3.9**

These metrics provide a quick snapshot of overall business performance.

2. Fat Content Sales

Comparison of sales based on product fat content:

- **Low Fat: \$776.32K**
- **Regular: \$425.36K**

Low Fat products contribute more revenue.

3. Fat Content by Outlet Tier

Sales performance by outlet location type (Tier 1, Tier 2, Tier 3):

- **Tier 3: \$0.31M**

- Tier 2: **\$0.25M**
- Tier 1: **\$0.22M**

Low Fat and Regular categories are compared within each tier.

4. Item Type Sales

A bar chart showing sales across various product categories:

Highest-performing categories include:

- Fruits & Vegetables – **\$0.18M**
- Snack Foods – **\$0.18M**
- Household – **\$0.14M**
- Frozen Foods – **\$0.12M**

Lower-performing categories:

- Seafood – **\$0.01M**
- Breakfast – **\$0.02M**
- Starchy Foods – **\$0.02M**

5. Outlet Establishment Year Performance

Sales trend based on outlet establishment year:

- Peaks around **2016 (\$0.20M)**
- Relatively stable across other years (**\$0.08M – \$0.13M**)

6. Outlet Size Sales

Sales grouped by size:

- **Medium: \$507.90K**
- **Small: \$444.79K**
- **High: \$248.99K**

Medium-sized outlets perform the best.

7. Outlet Location Sales

Sales by location tier:

- Tier 3: **\$472.13K**
- Tier 2: **\$393.15K**
- Tier 1: **\$336.40K**

Tier 3 contributes the highest share (~100%).

8. Outlet Type Table

A detailed table listing sales metrics for each outlet type

Outlet Type	Total Sales	Items	Avg Sales	Rating	Visibility
Supermarket Type 3	\$130.71K	935	139.80	4	54.80
Supermarket Type 2	\$131.48K	928	141.68	4	56.62
Supermarket Type 1	\$787.55K	5577	141.21	4	338.65
Grocery Store	\$151.94K	1083	140.29	4	113.57

Supermarket Type 1 generates the highest revenue

Overall Purpose of the File

The PDF is a **Blinkit Sales Performance Dashboard** created in **Power BI**, summarizing sales insights, outlet performance, product categories, and customer preferences.