

Sales Dashboard

1.20M
Total Sales



16
no of items



140.99
Avg Sales



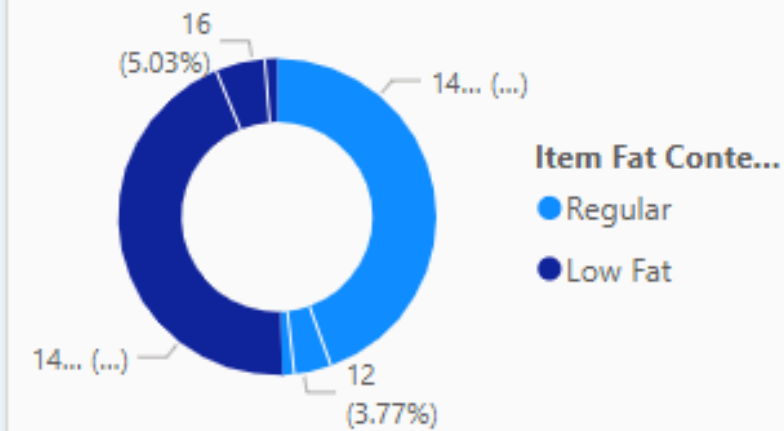
3.92
Ratings



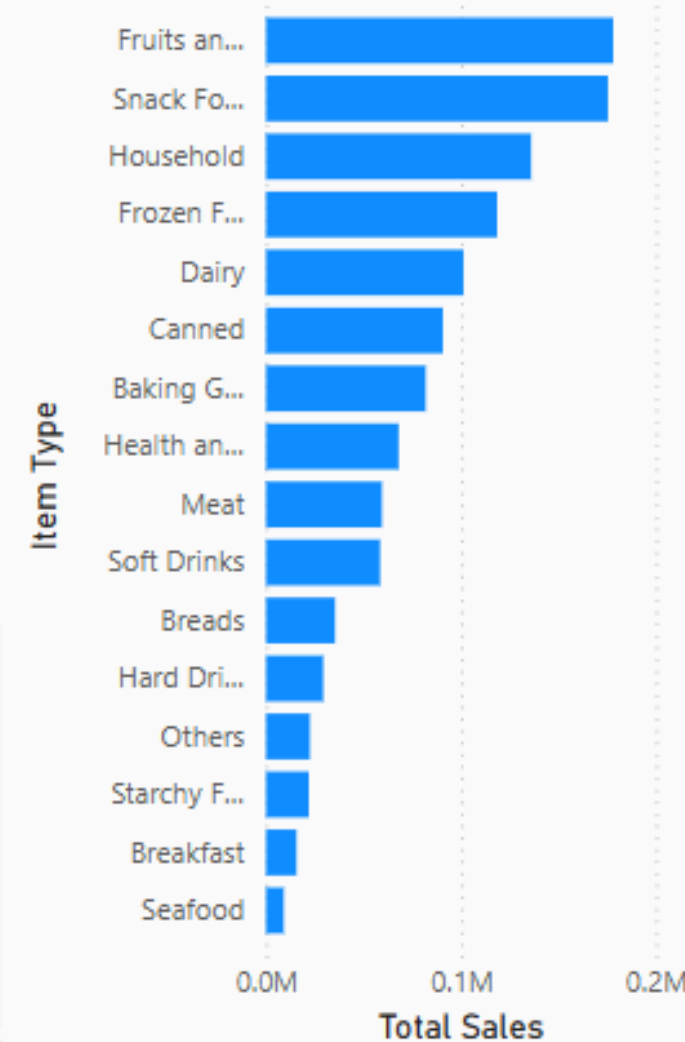
Total Sales by Outlet Establishment Year



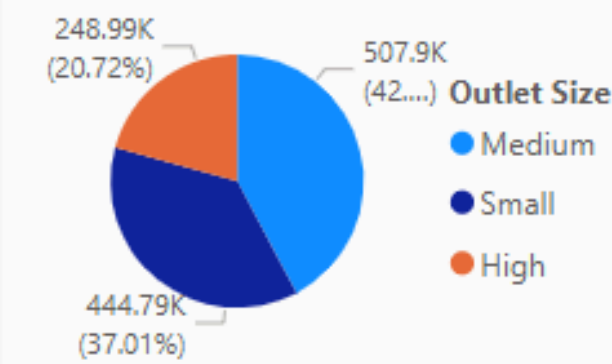
Fat Regulation



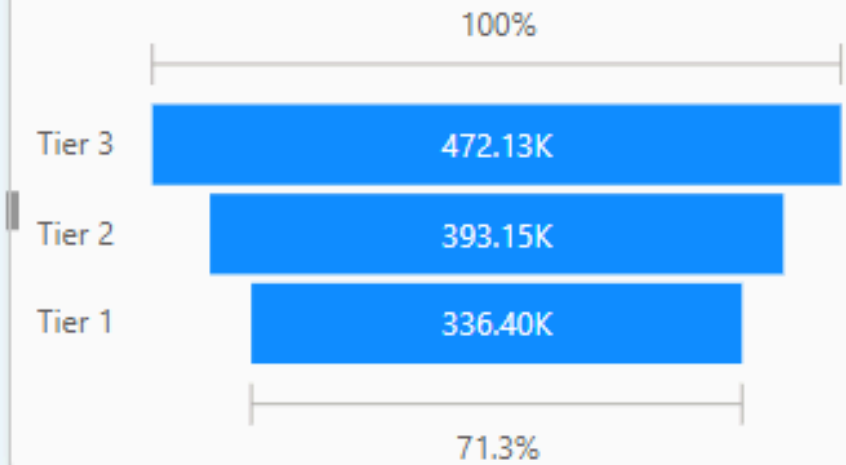
Total Sales by Item Type



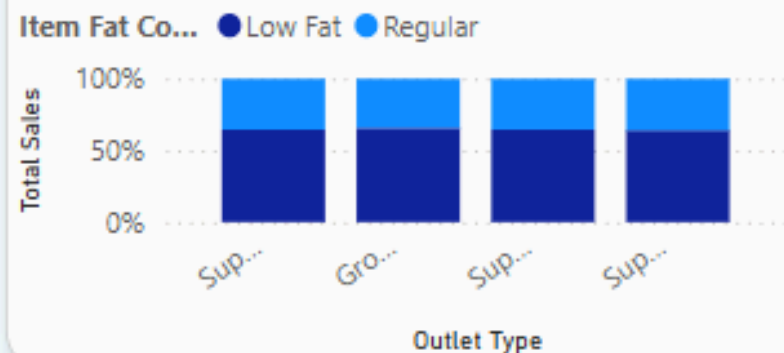
Sales by Outlet Size



Total Sales by Outlet Location Type



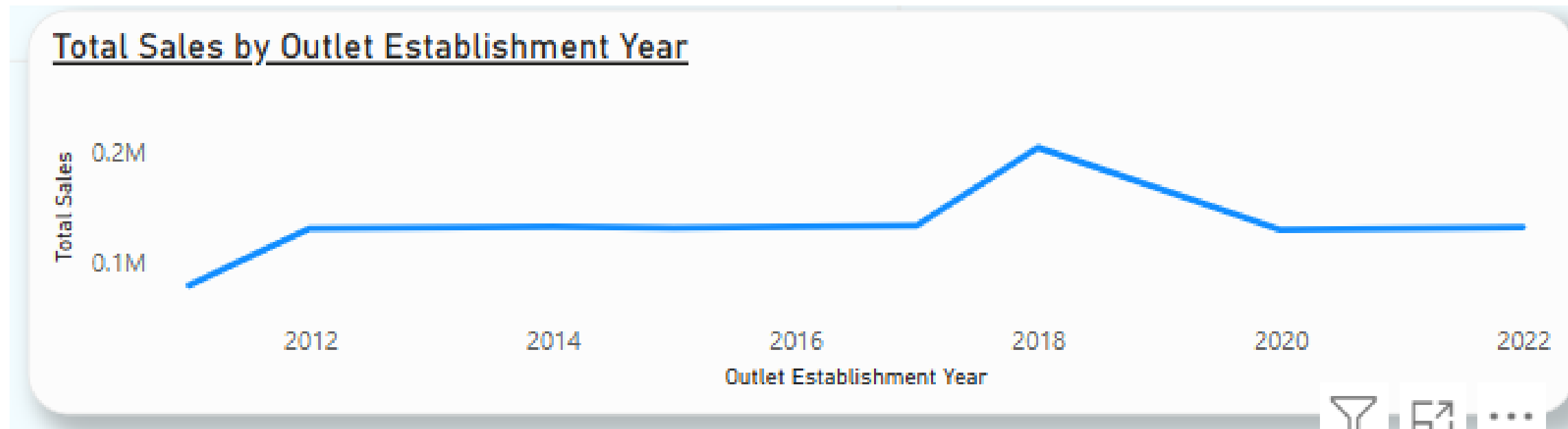
Sales with Fat



Outlet Type	Total Sales	Avg Sales	no of items	Ratings
Grocery Store	1,51,939.15	140.29	16	3.93
Supermarket Type1	7,87,549.89	141.21	16	3.92
Supermarket Type2	1,31,477.78	141.68	16	3.93
Supermarket Type3	1,30,714.67	139.80	16	3.91
Total	12,01,681.49	140.99	16	3.92

This is dashboard created with blinkIt sales data

Line Chart



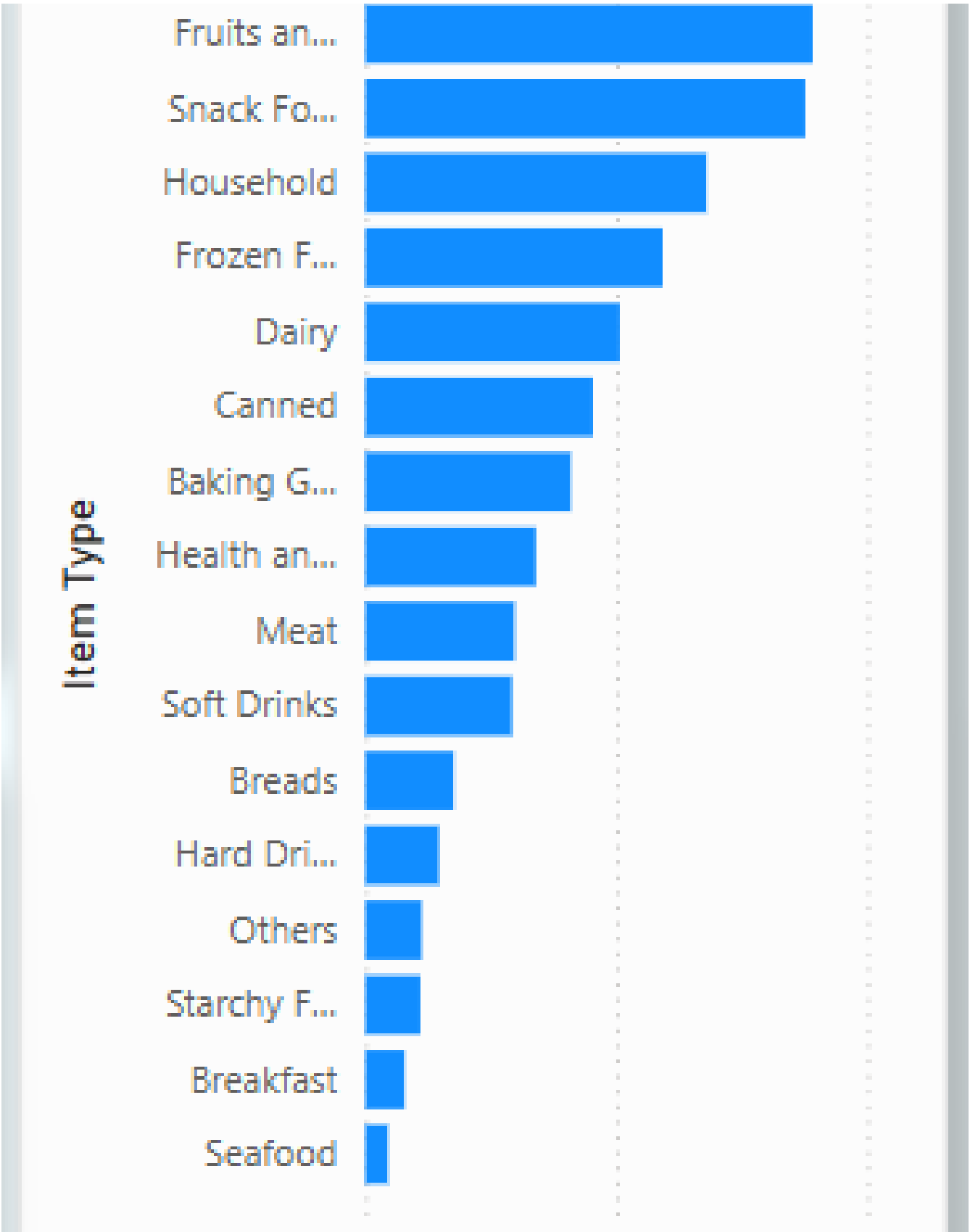
Sales by Outlet Establishment Year

Sales peaked around 2018.

Sales fluctuate with establishment year – newer outlets aren't always better.

Recommendation: Explore why older outlets (like 1987) still perform well.

Bar Chart)

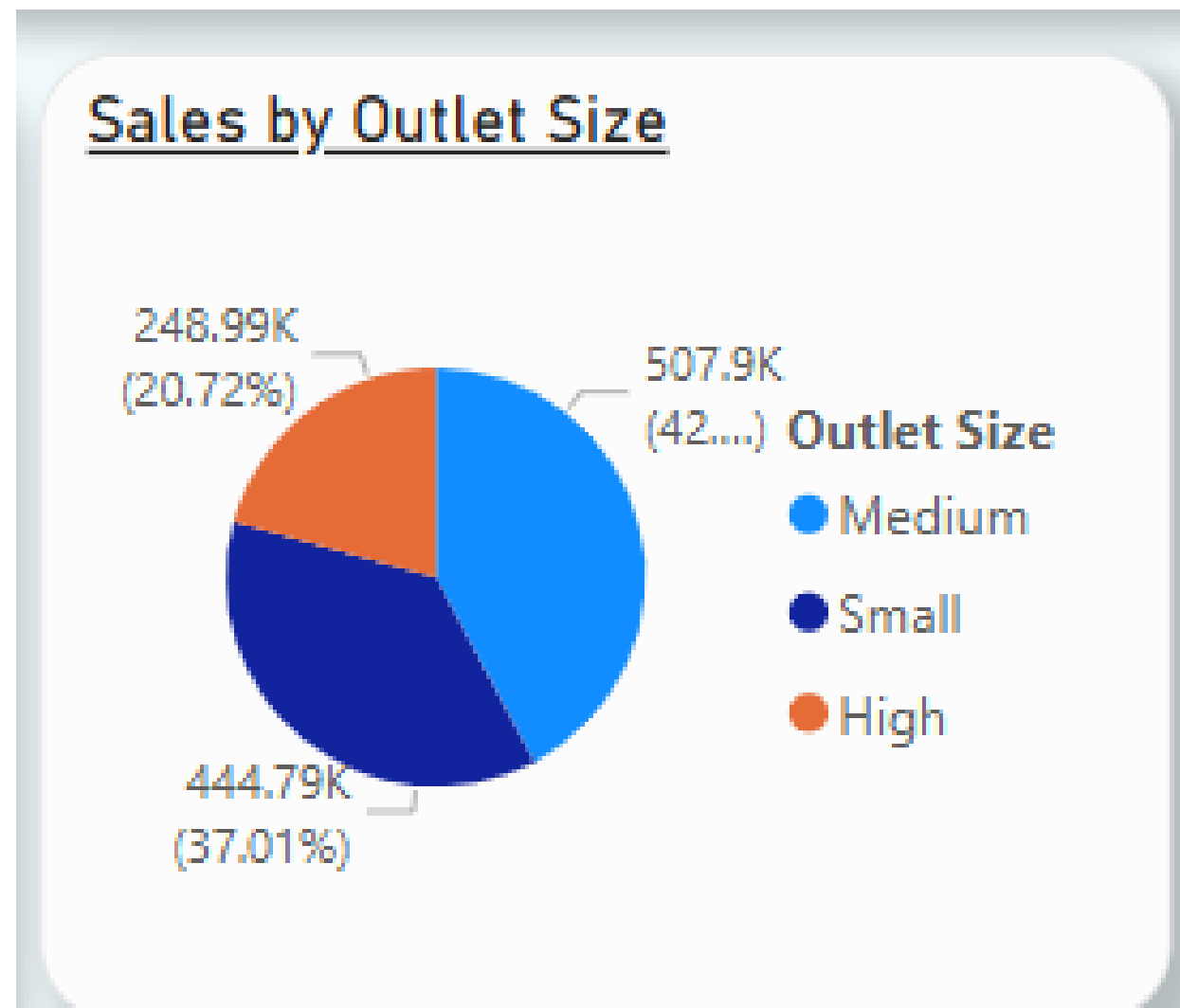


Total Sales by Item Type

Top performers: Fruits & Vegetables, Snack Foods.

Low performers: Seafood, Starchy Foods.
Insight: Focus on promoting high-sales categories in underperforming outlets.

Pie Chart



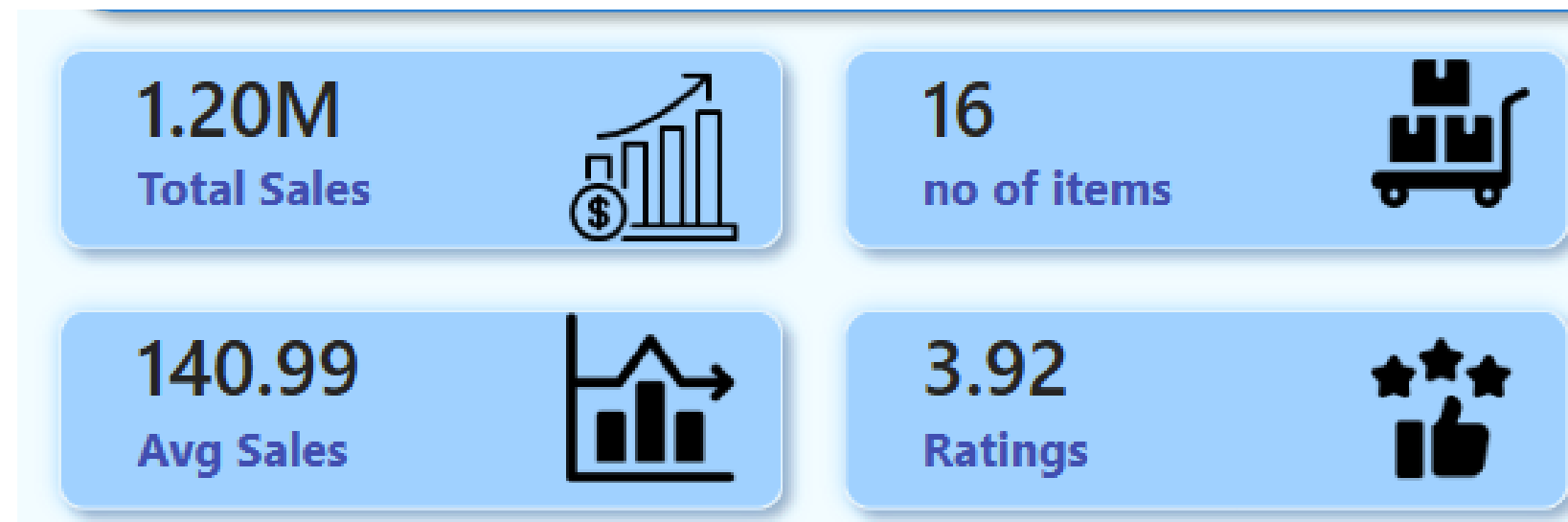
Sales by Outlet Size

Medium outlets contribute the largest sales share (42.27%).

Small and High outlets have lower shares.

Insight: Medium outlets are the sweet spot; optimize operations there.

Key Metrics Cards



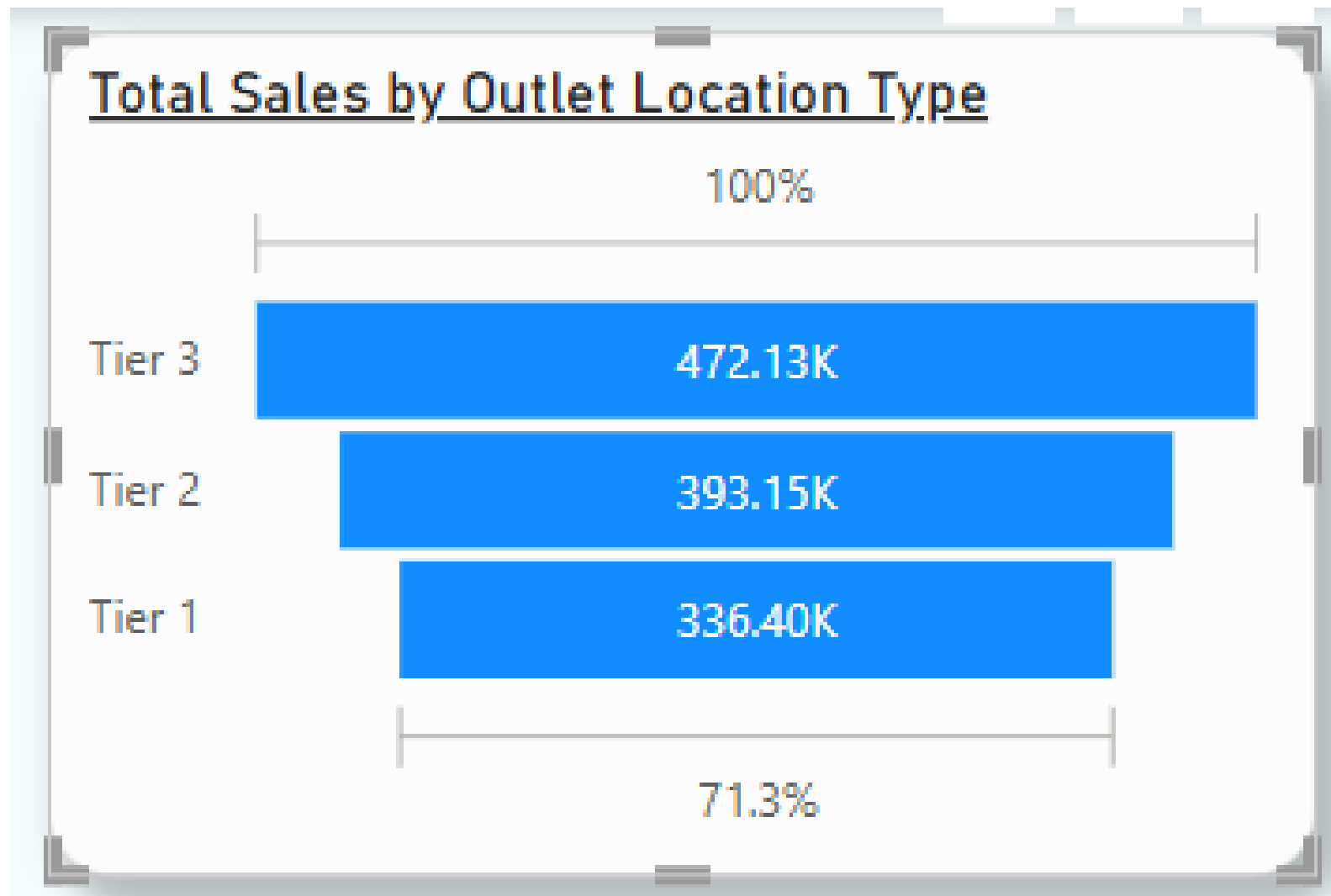
Total Sales: ₹1.2M+

Average Sales: ₹140.99

Average Rating: 3.92

Observation: Good baseline to track improvements and identify growth areas.

Bar Chart



Sales by Outlet Location Type

Tier 3 outlets have the highest total sales (472.13K).

Tier 1 outlets are the lowest performers.

Actionable Insight: Expand high-selling products to Tier 1 and 2 areas.