

Objective: To create a comprehensive sales dashboard for Blinkit using Power BI, with the goal of analyzing key metrics and gaining actionable insights to drive business decisions.

Steps:

Data Collection: Gathered data from various reliable websites to ensure comprehensive coverage of sales information. Data Loading and Cleaning: Imported the collected data into Power BI. Cleaned the data by: Removing unnecessary columns and duplicates.

Handling missing values. Changing data types as needed. Data Analysis: Utilized DAX functions, measures, and calculated columns to perform detailed analysis. Key Metrics Analyzed: Total Sales: \$1.20M Average Sales: \$141 Number of Items Sold: 8,523 Average Customer Rating: 3.9 Insights:

Sales Performance: Low-fat items account for 64.6% of total sales, significantly outperforming regular items. The top-selling categories are Fruits and Vegetables, and Snack Foods, each generating \$0.18M in sales. Stores established in 2018 have generated the highest revenue at \$205K. Geographical and Store Size Analysis: Tier 3 cities are leading in sales performance. Medium-sized stores contribute the highest sales at 42.3% of total sales, followed by small-sized stores at 37%. Recommendations:

Product Focus:

Increase inventory and marketing efforts for low-fat items and top-selling categories like Fruits, Vegetables, and Snacks to leverage their popularity. Store Development:

Focus on expanding and supporting stores established in 2018 as they show higher revenue potential. Consider strategic investments in medium-sized stores due to their significant contribution to overall sales. Geographical Strategy:

Develop targeted marketing campaigns and tailor product offerings to Tier 3 cities to further capitalize on their high sales performance. Customer Engagement:

Investigate customer feedback to improve the average customer rating of 3.9 and enhance overall customer satisfaction.