

Blinkit Dashboard Presentation

Made by :- Naman



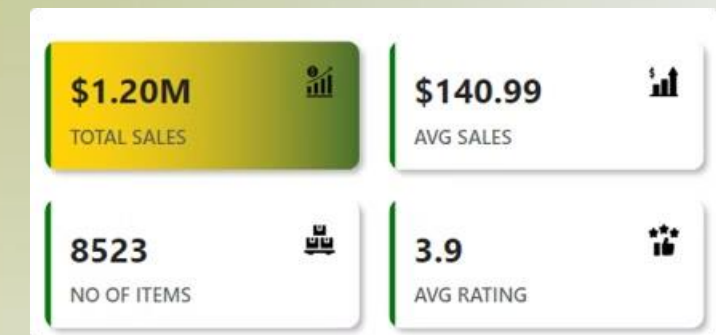
BUSINESS REQUIREMENT

BUSINESS REQUIREMENT To conduct a comprehensive analysis of Blinkit's sales performance, customer satisfaction, and inventory distribution to identify key insights and opportunities for optimization using various KPIs and visualizations in Power BI.



KPI's Requirements

- 1 Total Sales: The overall revenue generated from all items sold
- 2 Average Sales: The average revenue per sale.
- 3 Number of Items: The total count of different items sold.
- 4 Average Rating: The average customer rating for items sold.



STEPS IN PROJECT

- Requirement Gathering/
Business Requirements
 - Data Walkthrough
 - Data Connection
 - Data Cleaning / Quality Check
 - Data Modeling
 - Data Processing
- DAX Calculations
 - Dashboard Lay outing
 - Charts Development and Formatting
 - Dashboard / Report Development
 - Insights Generation



Chart's Requirements

1. Total Sales by Fat Content :-

Objective: Analyze the impact of fat content on total sales.

Chart Type: Donut Chart

2. Total Sales by Item Type:

Objective: Identify the performance of different item types in terms of total sales.

Chart Type: Bar Chart.



Chart's Requirements

3. Fat Content by Outlet for Total Sales:

Objective: Compare total sales across different outlets segmented by fat content.

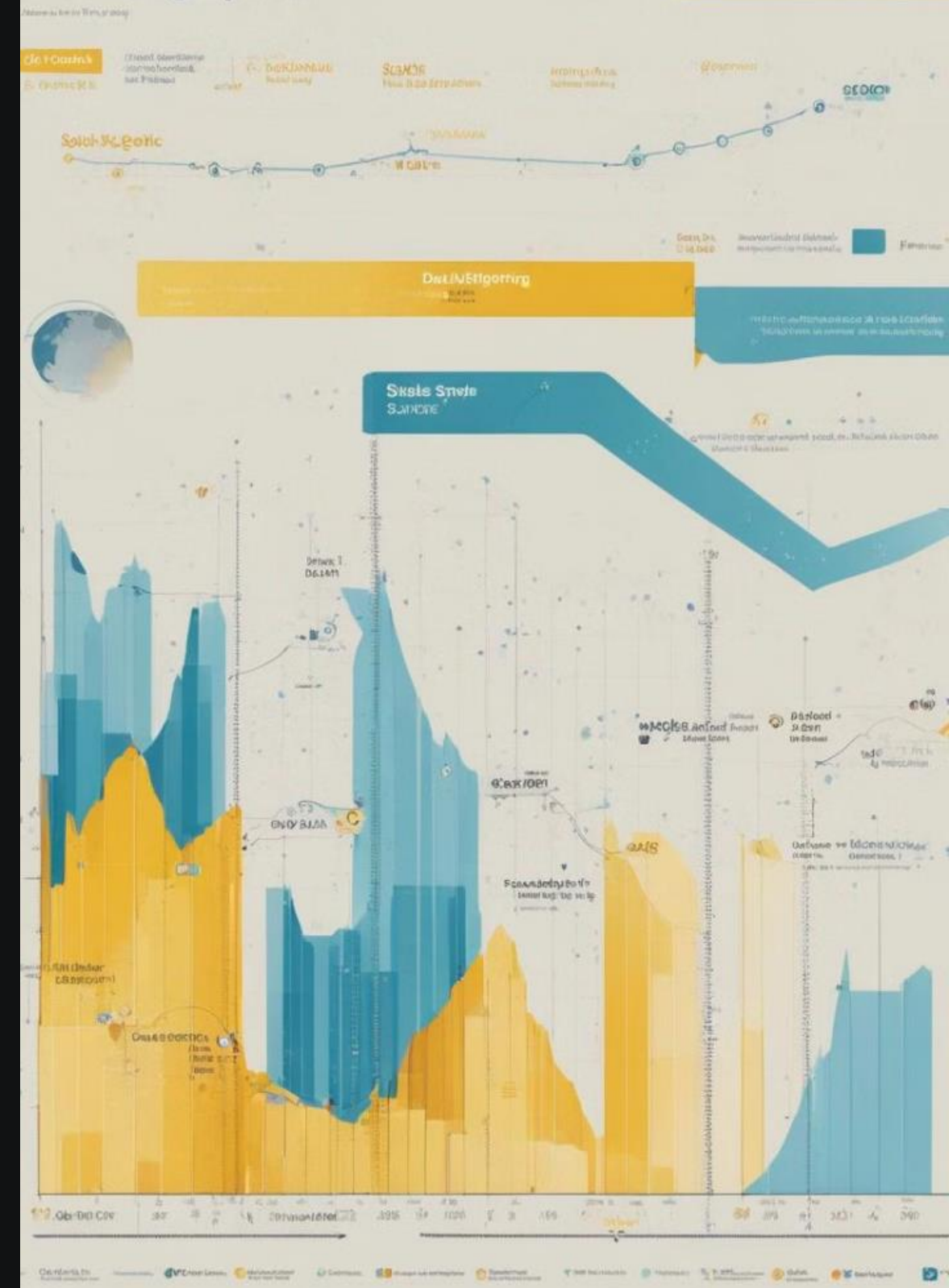
Chart Type: Stacked Column Chart.

4. Total Sales by Outlet Establishment

Objective: Evaluate how the age or type of outlet establishment influences total sales.

Chart Type: Line Chart.

Marketing Spend



Chart's Requirements

5. Sales by Outlet Size:

Objective: Analyze the correlation between outlet size and total sales.

Chart Type: Donut/ Pie Chart.

6. Sales by Outlet Location:

Objective: Assess the geographic distribution of sales across different locations.

Chart Type: Funnel Map.



Chart's Requirements

7. All Metrics by Outlet Type:

Objective: Provide a comprehensive view of all key metrics (Total Sales, Average Sales, Number of Items, Average Rating) broken down by different outlet types.

Chart Type: Matrix Card.



Blinkit

India's Last Minute App

FILTER PANEL

Outlet Location Type

All

Outlet Size

All

Item Type

All

DEVELOPED BY
NAMAN

\$1.20M

TOTAL SALES



\$140.99

AVG SALES



8523

NO OF ITEMS



3.9

AVG RATING



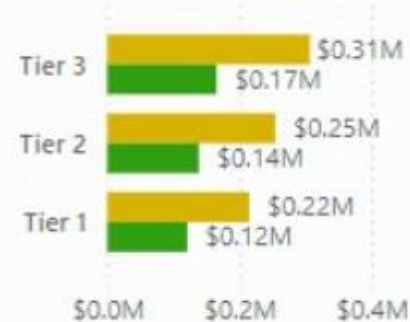
FAT CONTENT

Low Fat Regular

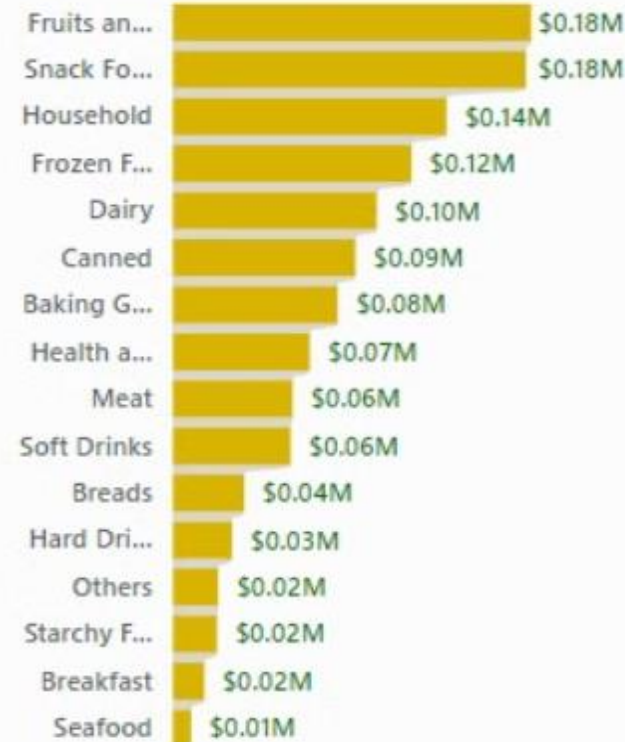


FAT BY Outlet

Low Fat Regular



ITEMS TYPE

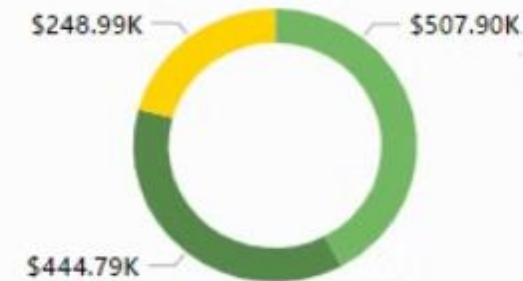


OUTLET ESTABLISHMENT

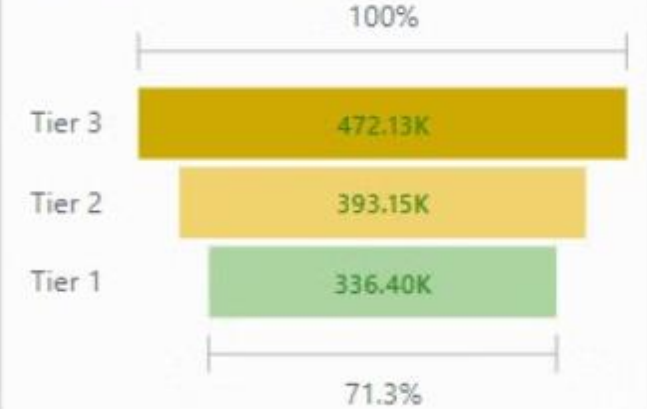


OUTLET SIZE

Medium Small High



OUTLET LOCATION



OUTLET TYPE

Outlet Type	TOTAL SALES	NO OF ITEMS	AVG SALES	AVG RATING	Item Visibility
Supermarket Type1	\$0.79M	5577	\$141.21	4	0.06
Grocery Store	\$0.15M	1083	\$140.29	4	0.10
Supermarket Type3	\$0.13M	935	\$139.80	4	0.06
Supermarket Type2	\$0.13M	928	\$141.68	4	0.06

The background of the slide features a stylized illustration of a business meeting. Three people are seated around a table, looking at a laptop. In the background, there are several large digital screens displaying various data visualizations, including bar charts, line graphs, and pie charts. The overall color palette is muted, with shades of blue, grey, and brown.

CONCLUSION

Data Trends:

We have identified key trends within our datasets, allowing us to forecast future performance and make proactive decisions.

Informed Strategy Development:

With actionable insights derived from historical and real-time data, we can develop more informed and strategic business plans that are responsive to market changes

Collaborative Insights:

Power BI has facilitated greater collaboration among team members, as shared dashboards and reports allow for transparent communication of findings and actionable insights.