

Blinkit_Sales_DataAnalytics

Project Objective - This project showcases a detailed Power BI dashboard designed to Analyze Blinkit's sales performance, customer satisfaction, and inventory distribution.

Business Problem-The goal is to identify trends and patterns in sales data to optimize inventory management, marketing strategies, and overall business performance

Tools:-Excel, Power BI.

Steps involved while creating the Project

1.Data Cleaning :-Removing unnecessary columns and duplicates. Handling missing values.

2.**Data Modeling**: Created and optimized data relationships for effective analysis. 3.**Data**

3.**Processing**: Developed calculated columns and measures. Aggregated and prepared data for visualization.

4.**DAX Calculations**: Implemented DAX formulas for metrics like Total Sales and Average Rating. Validated calculations for accuracy.

5.**Dashboard Layout & Visualization**: Designed a user-friendly layout with various visualizations, including Donut and Bar Charts, Funnel chart. Developed and formatted visual elements for clarity.

6.**Dashboard Integration & Testing**: Integrated components into a cohesive dashboard. Tested for functionality and interactivity.

7.**Insights Generation**: Analysed visualizations to extract actionable insights. Compiled findings and recommendations into a report.

Used Charts &Tools

1)Line Chart - " illustrate to the outlet establishment. "

2) Cluster Bar Chart -" illustrate to the item type."

3)Donut Chart - " illustrate to the fat by content, outlet size."

4)Funnel Chart - " illustrate to the outlet location."

#Insights and Conclusions

The total number of sales transactions made is 1.20M Sales.

The average customer rating out of 5 is around 4.

The total number of items available for sale is about 9K.

The average sales of item is around \$141.

#Key Insights

Key Performance Indicators (KPIs)

1.Total Sales: \$1.20M

2.Average Sales per Item: \$141

3.Number of Items Sold: 8,523

4. Average Ratings: 3.9 Detailed Insights

#Chart Requirements

1.Low Fat: \$776.32K

2.Regular: \$425.36K

1. Sales by Outlet Types: Supermarket Type1: \$787.55K (5,577 items, Avg. Rating 3.92).

1. Grocery Store: \$151.94K (1,083 items, Avg. Rating 3.93)

2. Supermarket Type2: \$131.48K (928 items, Avg. Rating 3.93)

3.Supermarket Type3: \$130.71K (935 items, Avg. Rating 3.91) 3. Sales by Item Type:

4. Sales by Outlet Establishment Year: Consistent increase in sales for outlets established from 2018 to 2022.

5. Sales by Outlet Size: Medium-sized Outlets: \$507.90K

6.Small Outlets: \$444.79K Large Outlets: \$248.99K 6. Sales by Outlet Location:

#Tiers

Tier 1 Locations: \$336.40K

Tier 2 Locations: \$393.15K

Tier 3 Locations: \$472.13K

#Top-selling categories include

1.Fruits and Vegetables

2.Snack Foods

3.Household items

4.Frozen Foods.

#Conclusion

The analysis reveals significant trends in Blinkit's sales data. Medium-sized outlets and Tier 3 locations are leading in sales, with low-fat items generating more revenue compared to regular items. The data also shows a consistent increase in sales for newer outlets, indicating potential growth opportunities.

#Recommendation

Optimize Inventory: Focus on increasing the availability of low-fat items, especially in medium-sized outlets and Tier 3 locations.

Targeted Marketing: Develop targeted marketing strategies for top-selling categories and high-performing outlet types to maximize sales.

Expand Outlet Sizes: Consider expanding the size of successful outlets to enhance overall sales performance.