BLINKIT
SALES ANALYSIS DASHBOARD

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PROJECT OVERVIEW

Transforming Data into Actionable Business Intelligence

Mission Statement:

Develop an interactive Power BI dashboard that empowers stakeholders with comprehensive sales insights for data-driven decision making and strategic planning.

Core Value Proposition:

Transform raw sales data into meaningful visualizations that drive business growth and operational efficiency.

STRATEGIC OBJECTIVES

Four Pillars of Sales Intelligence

1. Sales Performance Visualization

- Comprehensive dashboard displaying total sales, growth metrics, and product performance
- Real-time monitoring of key revenue indicators

2. Trend Analysis & Forecasting

- Seasonal pattern identification and customer behavior analysis
- Historical performance tracking for future planning

3. Advanced Segmentation

- Multi-dimensional analysis by geography, product categories, and demographics
- Granular insights for targeted business strategies

4. Performance Benchmarking

- KPI comparison against historical data and industry standards
- Continuous performance evaluation framework

blinkit
India's Last Minute App

DASHBOARD FEATURES

User-Centric Design for Maximum Impact

Interactive Experience

- Clickable Visuals:Deep-dive analysis capabilities
- Custom Filters:Date ranges, categories, regions, and demographics
- Dynamic Slicers:Real-time data manipulation

Reporting Capabilities

- Tailored Reports:User-selected criteria customization
- Export Functions:Multiple format options for stakeholders
- Automated Insights:AI-powered trend detection

Visualization Suite

- Bar Charts:Category comparisons and rankings
- Line Graphs:Time-series trend analysis
- Pie Charts:Market share and distribution analysis
- Heat Maps:Geographic and performance intensity mapping

KEY FEATURES

Technical Implementation

Step 1-2: Data Foundation

- Imported CSV dataset into Power BI
- Assessed data quality, distribution, and structure

Step 3: Data Transformation

- Applied ETL (cleaning & transformation)
- Ensured accuracy, consistency, and completeness

Step 4-5: Analytics & Visualization

- Defined KPIs and performance metrics
- Built interactive dashboards with intuitive design

Step 6-7: Advanced Features

- Added dynamic slicers for universal control
- Used card visuals for key metrics
- Integrated interactive elements for better engagement
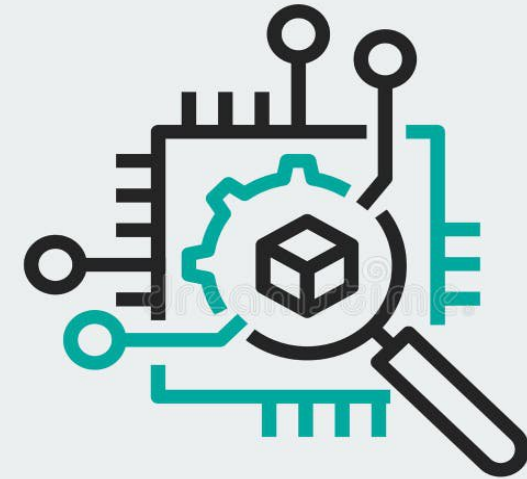
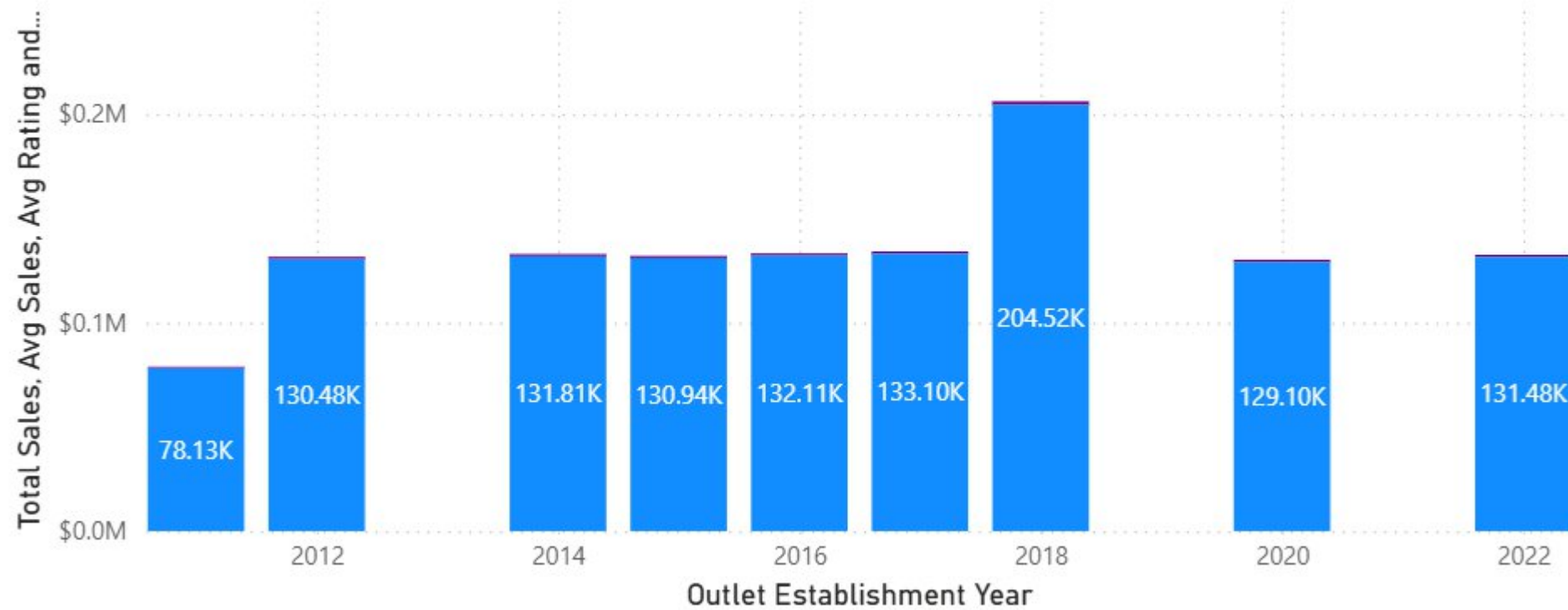SYSTEM IMPLEMENTATION

DASHBOARD SNAPSHOT

Live DashBoard: View

DASHBOARD SNAPSHOT

Total Sales, Avg Sales, Avg Rating and No of Items by Outlet Establishment Year

● Total Sales ● Avg Sales ● Avg Rating ● No of Items

Total Sales, Avg Sales, Avg Rating and...

- $0.2M
- $0.1M
- $0.0M

Year	Value
2012	78.13K, 130.48K
2014	131.81K
2016	130.94K, 132.11K
2018	133.10K, 204.52K
2020	129.10K
2022	131.48K

Outlet Establishment Year

Live DashBoard: View

KEY PERFORMANCE INDICATORS (KPIs)

Universal Slicer Matrix :

       It is a DAX table that combines multiple KPIs (e.g., Total Sales, Avg Sales, Avg Rating, No of Items) into one unified list.

```
Metrics = {

        ("Total Sales", NAMEOF('BlinkIT Grocery Data'[Total Sales]), 0),

        ("Avg Sales", NAMEOF('BlinkIT Grocery Data'[Avg Sales]), 1),

        ("Avg Rating", NAMEOF('BlinkIT Grocery Data'[Avg Rating]), 2),

        ("No of Items", NAMEOF('BlinkIT Grocery Data'[No of Items]), 3)

        }
```

Note : Provides a **single control slicer** for all KPIs, charts & visuals

DAX QUERIES

Core Business Metrics:

- **Total Sales:** The overall revenue generated from all items.

    SUM('BlinkIT Grocery Data'[Sales])

- **Average Sales:** The average revenue per sale.

    AVERAGE('BlinkIT Grocery Data'[Sales])

- **Average Rating:** The average customer rating for items sold.

    AVERAGE('BlinkIT Grocery Data'[Rating])

- **Number of Items:** The total count of different items sold.

    COUNTROWS('BlinkIT Grocery Data')

BUSINESS INSIGHTS

➢ **Sales Performance Overview**
- Total Revenue:$1.20M across all product categories
- Average Transaction Value:$141 per item
- Total Items Sold:8,523 units across multiple outlet locations
- Peak Performance Year:2018 - highest revenue generation period

➢ **Outlet Performance Analysis**
- Medium Size Outlets:$507.9K (Top Revenue Generator)
- Small Size Outlets:Consistent performance
- Large Size Outlets:$248.99K (Underperforming - Optimization Opportunity)

BUSINESS INSIGHTS

➢ **Health-Conscious Consumer Trends**
- Low Fat Products:$776.32K (Market Leader)
- Regular Fat Products:$425.36K
- Health Trend Impact:182% higher sales for low-fat options

➢ **Customer Satisfaction Metrics**
- Highest Rated:Meat (4.0/5)
- Lowest Rated:Breads (3.83/5)
- Average Overall Rating:3.92/5 across all categories
- Rating Consistency:Strong performance across all product lines

Conclusion

The Blinkit Sales Analysis Dashboard successfully transforms complex sales data into actionable business intelligence. Through systematic Power BI development and comprehensive DAX implementation, this project delivers:

Key Achievements:

- $1.20M Revenue Analysiswith granular category breakdowns

- 8,523 Item Performance Trackingacross multiple dimensions

- 16 Product Categorieswith detailed rating analysis (3.83-4.0 range)

- Interactive Dashboardwith universal slicer functionality

Strategic Value:

- Data-Driven Decision Making:Real-time insights for stakeholder actions

- Performance Optimization:Medium outlet success model ($507.9K revenue)

- Market Opportunities:Health-conscious segment dominance ($776.32K low-fat sales)

- Operational Excellence:Comprehensive KPI monitoring and trend analysis

~ Thank you ~

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