

Blinkit Sales Dashboard – Project Report

1. Introduction

This report presents an analytical summary of the Blinkit Sales Dashboard created in Power BI. The goal of this project is to visualize sales performance, customer behavior, delivery patterns, and operational efficiency to support better decision-making.

2. Project Overview

The Blinkit Sales Dashboard provides insights into key business metrics such as total sales, order volume, product category performance, outlet-level comparison, and customer satisfaction. Power BI visualizations help simplify complex datasets into clear, actionable visuals.

3. Objectives

- Track overall sales performance
- Identify top-performing product categories and outlets
- Analyze customer ratings and satisfaction trends
- Evaluate regional performance
- Improve business decision-making using data-driven insights

4. Key Features of the Dashboard

- KPI Cards displaying revenue, order count, and average rating
- Category-wise sales breakup
- Outlet type performance comparison
- Ratings analysis and customer feedback insights
- Interactive filters for dynamic exploration

5. Benefits

- Enhances transparency in business performance
- Helps identify growth opportunities
- Improves operational efficiency through trend insights
- Supports strategic planning
- Simplifies complex data into intuitive visuals

6. Use Cases

- Management decision-making
- Sales forecasting and performance evaluation
- Outlet operations improvement
- Product category planning
- Customer satisfaction monitoring

7. Insights Summary

- High-performing categories significantly drive total revenue
- Some outlet types outperform others in both sales and ratings
- Customer ratings indicate consistent service quality
- Seasonal trends influence order volume

8. Conclusion

The Blinkit Sales Dashboard effectively demonstrates the power of Power BI in transforming raw data into strategic insights. The dashboard not only highlights business performance but also enables organizations to take actionable steps toward improvement.

9. Tools Used

- Power BI
- DAX (for calculated measures)
- Data Modeling & Transformations
- Visualization Techniques