**Blinkit Sales Performance Dashboard using Power BI**

**📍 Project Objective:**

To develop a comprehensive Power BI dashboard for Blinkit (India's last-minute app), aimed at analyzing sales performance across outlet types, item categories, fat content, and store characteristics (location, size, and tier).

**📊 Key Metrics and Visualizations Explained:**

**🔢 Top KPIs (Top Row Cards):**

1. **Total Sales ($1.20M):**
   * Sum of all revenue generated across outlet types and item categories.
2. **Average Sales ($141):**
   * Represents mean sales per item, indicating product-level performance.
3. **Number of Items (8,523):**
   * Total count of unique items sold, helpful for tracking catalog size and SKU diversity.
4. **Average Rating (3.9):**
   * Reflects customer satisfaction; useful for identifying quality issues or satisfaction trends.

**📈 Sales Trend Over Time (Top Right - Area Chart):**

* **Outlet Establishment Trend (2011–2022):**
  + Shows how Blinkit outlets were established over time.
  + Notable spike in 2018 ($205K), indicating a period of rapid expansion or performance boost.

**📍 Store Segmentation Analysis:**

**1. Outlet Location (Right):**

* Split across **Tier 1, 2, and 3 cities**, showing highest contribution from Tier 3 ($472.13K).
* Helps understand geographic market strength.

**2. Outlet Size (Donut Chart):**

* Divided into **Small, Medium, and High**, where Medium outlets generate the highest sales ($507.90K).
* Useful for scaling decisions and store planning.

**3. Outlet Type (Table - Bottom Right):**

* Performance comparison of various store types:
  + **Supermarket Type 1** leads with $787.55K sales.
  + KPIs include:
    - **Total Sales**
    - **Number of Items**
    - **Average Sales**
    - **Average Ratings**
    - **Item Visibility** (engagement or display prominence metric).

**🧪 Item-Level Analysis (Middle Section Tabs):**

**Tabbed View:**

**(Total Sales | Avg Sales | No. of Items | Avg Ratings)**  
You’ve created a flexible navigation to analyze items under different dimensions:

**1. Item Type Performance (Bar Chart):**

* Top categories include:
  + **Fruits & Snacks (~$0.18M each)**
  + **Household, Frozen, Dairy**
* Useful for category managers and inventory teams.

**2. Fat Content Distribution (Donut & Bar):**

* Divided into **Regular vs Low Fat**.
* **Regular fat items generate more sales ($776.32K)**.
* **"Fat by Outlet"** breaks this down further by city tier, giving insights into regional preferences.

**🛠️ Filters (Left Panel Slicers):**

* **Outlet Location Type**
* **Outlet Size**
* **Item Type**  
  These allow for real-time dynamic slicing of data, enhancing interactivity and making the dashboard suitable for executive-level decisions.

**📌 Skills & Tools Applied:**

* **Tool:** Power BI Desktop
* **Techniques:**
  + DAX formulas for KPIs (Average Sales, Ratings)
  + Slicers for interactivity
  + Donut, Bar, and Line charts for rich visual representation
  + Conditional formatting in matrix for Item Visibility
* **Data Cleaning & Transformation:** Ensured data normalization for multi-outlet comparison.

**📈 Business Impact:**

* Enables Blinkit to:
  + Identify best-performing store types and outlet sizes.
  + Tailor product offerings based on fat content and location tier.
  + Monitor performance trends across years.
  + Improve strategic decisions for product stocking, outlet expansion, and customer satisfaction enhancement.

🚀 Just completed my **second Power BI project**: A dynamic **Sales Dashboard for Blinkit**, India’s leading last-minute grocery app!

This dashboard covers everything from sales performance, outlet segmentation, and customer preferences to product-type trends and store-level breakdowns.

✅ Built with: **Power BI, DAX, Data Modeling**  
✅ Focused on: **KPIs, Customer Insights, Fat Content Trends, Tier-wise Outlet Performance**

Insights like how Tier 3 cities outperform Tier 1, or how low-fat products are gaining momentum, make this dashboard a key decision-making tool.

Open to feedback, suggestions, or collaboration opportunities!

#PowerBI #DataAnalytics #Blinkit #SalesDashboard #DataVisualization #BusinessIntelligence