

# Blinkit Sales Analysis Dashboard

## Project Report

### Project Summary

This project presents a comprehensive analysis of Blinkit's sales performance, customer satisfaction, and inventory distribution. Using Microsoft Power BI, the primary goal was to identify key insights and strategic opportunities for optimization. The resulting interactive dashboard visualizes critical KPIs, including \$1.2M in total sales and a 3.9 average customer rating. It allows for deep-dive analysis by outlet type, item category, and geographic location, transforming raw data into actionable business intelligence.

### 1. Dashboard Showcase & Key Insights

The final dashboard provides a 360-degree view of sales performance. While the interactive .pbix file contains the full experience, the key components and metrics from the final dashboard are outlined below.

#### Key Performance Indicators (from Dashboard)

The main header provides a clear, at-a-glance summary of top-level metrics:

Metric	Value
Total Sales	\$1.2M
Average Sales	\$141
Number of Items	8523
Average Rating	3.9

#### Dashboard Layout :

The dashboard is organized into logical sections for clear analysis:

##### Filter Panel (Left):

Allows users to slice data by:

- Outlet Location
- Outlet Size
- Item Type

##### Main Visualization Area (Center/Right):

- Contains all the key charts, including:
- Total Sales by Item Type (Bar Chart)
- Total Sales by Fat Content (Donut Chart)
- Outlet Establishment (Line Chart)
- Metrics by Outlet Type (Matrix Table)

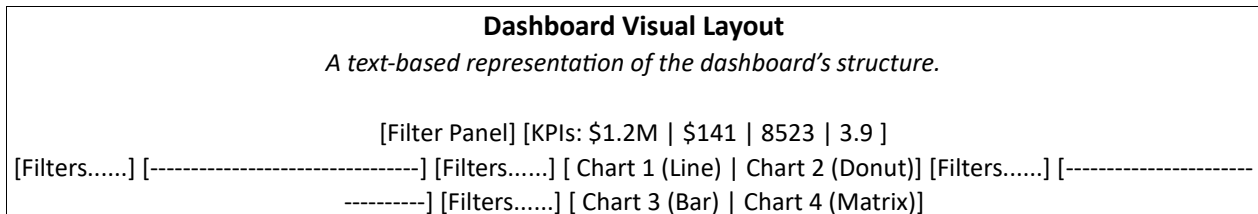


Figure 1: A text-based representation of the dashboard's structure.

## 2. Project Process & Description

This project followed a structured data analysis lifecycle, from understanding the business needs to generating final insights.

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

### 3. Key Features & Requirements

The dashboard was built to address specific business questions, focusing on the following KPIs and chart requirements.

#### 3.1 Key Performance Indicators (KPIs)

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.

#### 3.2 Chart & Visualization Requirements

1. **Total Sales by Fat Content:** (Donut Chart)
2. **Total Sales by Item Type:** (Bar Chart)
3. **Fat Content by Outlet for Total Sales:** (Stacked Column Chart)
4. **Total Sales by Outlet Establishment:** (Line Chart)
5. **Sales by Outlet Size:** (Donut/Pie Chart)
6. **Sales by Outlet Location:** (Funnel Map)
7. **All Metrics by Outlet Type:** (Matrix Card)

### 4. Tech Stack & Tools

- **Primary Tool:** Microsoft Power BI
- **Language:** DAX (Data Analysis Expressions)
- **Data Source:** (e.g., SQL Database, Excel, CSV files)

### 5. How to View

This project is a Power BI file (.pbix). To view and interact with the report:

1. **Download [Power BI Desktop](#)** (it's free).
2. **Clone this repository:**  

```
git clone https://github.com/your-username/your-project-repo.git
```
3. **Navigate to the project directory:**  

```
cd your-project-repo
```
4. **Open the .pbix file** (e.g., Blinkit\_Analysis.pbix) with Power BI Desktop.