**Blinkit Sales Dashboard Project**

This repository contains a Power BI dashboard project that provides insights into Blinkit’s sales, product performance, and outlet efficiency. The project was developed as part of a self-learning initiative to understand and apply data visualization techniques using Power BI.

**Project Workflow**

1. **Data Import and Cleaning**:
   * Imported raw data into Power BI.
   * Cleaned and organized the dataset for analysis by handling missing values, normalizing columns, and creating relationships between tables.
2. **Measure Creation**:
   * Developed custom measures to calculate key metrics such as total sales, average ratings, and sales distribution across outlet types and product categories.
3. **Dashboard Design**:
   * Built interactive dashboards to highlight trends and performance metrics.
   * Selected chart types (e.g., bar charts, pie charts, and line graphs) and colors to enhance readability and convey information effectively.

**Key Insights from the Dashboard**

* **Total Sales**: $1.20M across all outlets.
* **Outlet Performance**:
  + Supermarket Type 1 contributes the highest sales ($787K), followed by Grocery Stores.
  + Outlets are categorized by tier (Tier 1, Tier 2, Tier 3) and size (Small, Medium, High).
* **Product Segmentation**:
  + Popular categories include fruits, snacks, and household items.
  + Visual analysis of low-fat vs. regular items across tiers and product types.

**Challenges Faced**

* Understanding and preparing the raw data for visualization.
* Deciding on appropriate chart types, layouts, and color schemes to effectively present the data.
* Navigating the process of creating basic DAX measures to calculate key metrics.

**Purpose of the Project**

This project was undertaken to learn Power BI through hands-on experience and to explore the process of creating meaningful dashboards. It is ideal for beginners looking to understand sales data analysis or Power BI dashboard design.