

Project Title

Blinkit Sales & Outlet Performance Dashboard

Project Description

This project involves building a dynamic and interactive Power BI dashboard for Blinkit, a leading instant delivery platform in India. The dashboard visualizes and analyzes sales trends, outlet performance, item category breakdowns, and customer ratings across multiple dimensions.

Objective

To convert raw retail sales data into actionable insights that help:

- Monitor overall sales performance
- Understand outlet trends by location and size
- Analyze product-level performance and visibility
- Make data-driven decisions using clear KPIs

Key Features

- KPI Cards: Total Sales (\$1.20M), Avg Sales, Item Count, Avg Ratings
- Dynamic Slicers: Outlet Size, Location Type, Item Type
- Time Series Chart: Outlet establishment trends (2010-2022)
- Pie & Bar Charts: Item type, fat content, outlet type analysis
- Heatmaps: Outlet rating vs item visibility
- Responsive Filters: Entire dashboard responds to user inputs

Dataset Overview

- Over 8,500 item records
- Dimensions: Outlet Type, Size, Tier, Item Category, Ratings
- Measures: Sales, Item Visibility, Fat Content, Establishment Year

Tools & Technologies Used

- Power BI Desktop

- DAX (Data Analysis Expressions)
- Data Modeling (Star Schema)
- Custom Visuals & UX Design

Insights Derived

- Tier 3 outlets generate the highest sales (\$472K+)
- Supermarket Type2 leads in total sales (~\$787K)
- Low Fat items perform well in Tier 3 and Tier 2 outlets
- Outlet establishment peaked in 2018, then declined