**Power BI Dashboard Report**

**Blinkit Sales Performance & Business Insights Dashboard**

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## 1. Introduction

This report presents the design and development of an interactive Power BI dashboard based on Blinkit's quick-commerce grocery delivery business model. The objective of this project is to analyze sales transactions, product performance, regional trends, and profitability using business intelligence tools.

Blinkit operates in a fast-paced online grocery delivery market where rapid decision-making and operational efficiency are essential. By converting raw sales data into meaningful visual insights, this dashboard helps simulate how Blinkit's management can monitor performance and optimize business strategies.

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## 2. Project Objective

The main objectives of the Blinkit dashboard include:

- Monitoring overall sales performance.
- Tracking profit across product categories.
- Analyzing high-value orders.
- Understanding regional demand patterns.
- Supporting strategic decisions through interactive data visualization.

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## 3. Business User Story

As a **Blinkit Business Analyst**, I want to view sales, profit, category performance, and regional distribution in a single Power BI dashboard so that I can identify high-performing products, analyze customer demand, and improve business profitability.

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## 4. Data Gathering

### 4.1 Data Context (Blinkit Scenario)

The dataset represents Blinkit-style grocery and quick-commerce transaction data including:

- Order details
- Product category information
- Customer location data
- Sales and profit metrics

### 4.2 Key Data Fields Used

The following attributes were used:

- Order ID

- Order Date
- Customer Name
- City / Region
- Product Name
- Category
- Quantity
- Sales Amount
- Cost Price
- Profit

These fields allow complete performance analysis of Blinkit operations.

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**5. Data Preparation & Cleaning**

Data preparation was performed using **Power BI Power Query Editor**.

**Steps Performed:**

- Removed duplicate records
- Handled missing values
- Converted date columns into proper date format
- Standardized column names
- Set correct data types (Text, Number, Date)
- Created calculated columns:
    - Year & Month (for trend analysis)
    - Profit Margin

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**6. Data Modeling**

A structured data model was designed:

- **Fact Table:** Sales Data
- **Dimension Fields:** Date, Category, Region

Relationships were created between tables to enable slicer-based filtering and dynamic analysis.

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**7. Dashboard Design (Blinkit Business View)**

**7.1 Executive Overview**

This section provides high-level performance insights:

- Total Sales
- Total Profit
- Total Orders
- Average Sales
- High Value Profit (Sales > 10,000)
- Monthly Sales Trend Chart
- Category-wise Sales Comparison

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**7.2 Product Performance Analysis**

Focused on grocery/product insights:

- Top Selling Products
- Category Profit Comparison
- Quantity Distribution
- High Profit Items

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**7.3 Regional Insights**

Designed to analyze delivery and demand patterns:

- Sales by City / Region
- Profit Contribution by Location
- Regional Growth Trend

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**8. Key Performance Indicators (KPIs)**

The following KPIs were used to evaluate Blinkit's performance:

- Total Revenue Generated
- Total Profit
- Quantity Sold
- Profit Margin %
- High Value Order Profit
- Monthly Growth Trend

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**9. Important DAX Measures Used**

**Total Sales**

Total Sales = SUM(Sales_Data[SalesAmount])

**Total Profit**

Total Profit = SUM(Sales_Data[Profit])

**High Value Profit**

```
High Value Profit =
CALCULATE(
   SUM(Sales_Data[Profit]),
   FILTER(
      Sales_Data,
      Sales_Data[SalesAmount] > 10000
   )
)
```

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**10. Business Benefits for Blinkit**

- Enables faster monitoring of daily sales performance.
- Helps identify high-demand grocery categories.
- Supports pricing and discount strategy decisions.
- Improves regional demand planning.
- Reduces manual reporting through automated dashboards.

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**11. Conclusion**

The Blinkit Sales Performance Dashboard demonstrates how Power BI can transform raw transaction data into actionable business insights. The dashboard provides a centralized platform for tracking KPIs, analyzing product trends, and understanding regional sales performance. This enables better operational efficiency and data-driven decision-making in a fast-moving quick-commerce environment.