Blinkit Sales Performance Dashboard

This repository contains a comprehensive sales performance dashboard for Blinkit, developed using Power BI and Excel. The dashboard provides key insights into sales trends, outlet performance, product categories, and customer ratings, enabling data-driven decision-making.

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Project Overview

This project aims to visualize and analyze Blinkit's sales data to identify trends, evaluate outlet performance, and understand customer preferences. The dashboard serves as a central hub for stakeholders to quickly grasp the overall business health and drill down into specific areas for deeper analysis.

Features

- **Total Sales & Average Rating:** Quick overview of overall sales performance and customer satisfaction.
- **Sales Trends by Outlet Establishment Year:** Analyze historical sales performance and growth patterns over time.
- **Outlet Performance Breakdown:** Detailed insights into sales, average sales, average rating, and item visibility across different outlet types and sizes.
- **Fat Content Analysis:** Understand the distribution of sales based on product fat content (Low Fat vs. Regular).
- **Item Type Performance:** Identify top-performing and underperforming product categories.
- **Interactive Slicers:** Filter data by location (Tier 1, 2, 3), outlet type (Grocery Store, Supermarket), and outlet size (High, Medium, Small) for granular analysis.

Data Sources

The dashboard is built upon sales data, which was processed and prepared using **Microsoft Excel**. This data likely includes:

- Sales transactions (Amount, Date)
- Product details (Item Type, Fat Content)
- Outlet information (Outlet Type, Outlet Size, Outlet Location, Establishment Year)
- Customer feedback (Rating)

Tools Used

- **Microsoft Power BI:** For data modeling, visualization, and creating the interactive dashboard.
- **Microsoft Excel:** For initial data cleaning, preparation, and potentially some preliminary analysis.

Dashboard Layout and Key Metrics

The dashboard is intuitively designed with various visualizations to present key information at a glance:

1. Header Section

- **Blinkit Logo:** Branding element.
- **Total Sale:** Displays the aggregate sales figure (e.g., **$1.20M**).
- **Average Rating:** Shows the overall average customer rating (e.g., **3.9**).
- **Average Sale:** Represents the average sale amount per transaction (e.g., **$141**).
- **Number of Item:** Indicates the total count of items sold (e.g., **8523**).

2. Slicer Tab (Left Panel)

- **LOCATION Slicer:** Allows filtering data by Tier 1, Tier 2, and Tier 3 locations.
- **TYPE Slicer:** Enables filtering by Grocery Store and Supermarket types.
- **SIZE OUT. Slicer:** Filters data by High, Medium, and Small outlet sizes.

3. Main Visualizations

- **OUTLET SIZE (Donut Chart):** Visualizes the distribution of sales across Medium, Small, and High outlet sizes, showing total sales for each (e.g., $248.99K, $507.9K, $444.79K).
- **FAT BY OUTLET (Stacked Bar Chart):** Compares Low Fat and Regular product sales across different Tier outlets (Tier 1, Tier 2, Tier 3).
- **FAT CONTENT (Donut Chart):** Shows the overall proportion of sales from Low Fat vs. Regular products, with total revenue for each category.
- **OUTLET ESTABLISHMENT (Line Chart):** Displays total sales over the years, from

2012 to 2022, highlighting trends and peak performance years.
- **ITEM TYPE (Bar Chart):** Ranks Item Type by total revenue, showing top-selling categories like Fruits & Vegetables, Snack Foods, Household, Frozen Goods, etc.
- **OUTLET LOCATION (Bar Chart):** Compares total sales across Tier 1, Tier 2, and Tier 3 locations.

4. Detailed Table (Bottom)

- **Outlet Store Table:** Provides a tabular breakdown of Grocery Store and Supermarket performance, including Total Sale, Average Sale, Average Rating, and Sum of Item Visibility for each.

How to Use

1. **Clone the Repository:**
   git clone https://github.com/Ritik-dsml/blinkit-dashboard.git

2. **Open in Power BI Desktop:**
   - Navigate to the cloned directory.
   - Open the .pbix file (Power BI Desktop file).
3. **Explore Data:**
   - Interact with the slicers on the left to filter the data by location, outlet type, and outlet size.
   - Hover over visualizations to see detailed tooltips.
   - Click on elements within charts to cross-filter other visuals.

Future Enhancements

- **More Granular Time Analysis:** Add daily/weekly sales trends.
- **Customer Segmentation:** Incorporate customer demographic data for targeted analysis.
- **Inventory Management Insights:** Integrate inventory data to analyze stock levels and popular items.
- **Predictive Analytics:** Implement forecasting models for future sales.
- **Interactive Drill-throughs:** Create more detailed drill-through pages for specific outlets or product categories.

Contact

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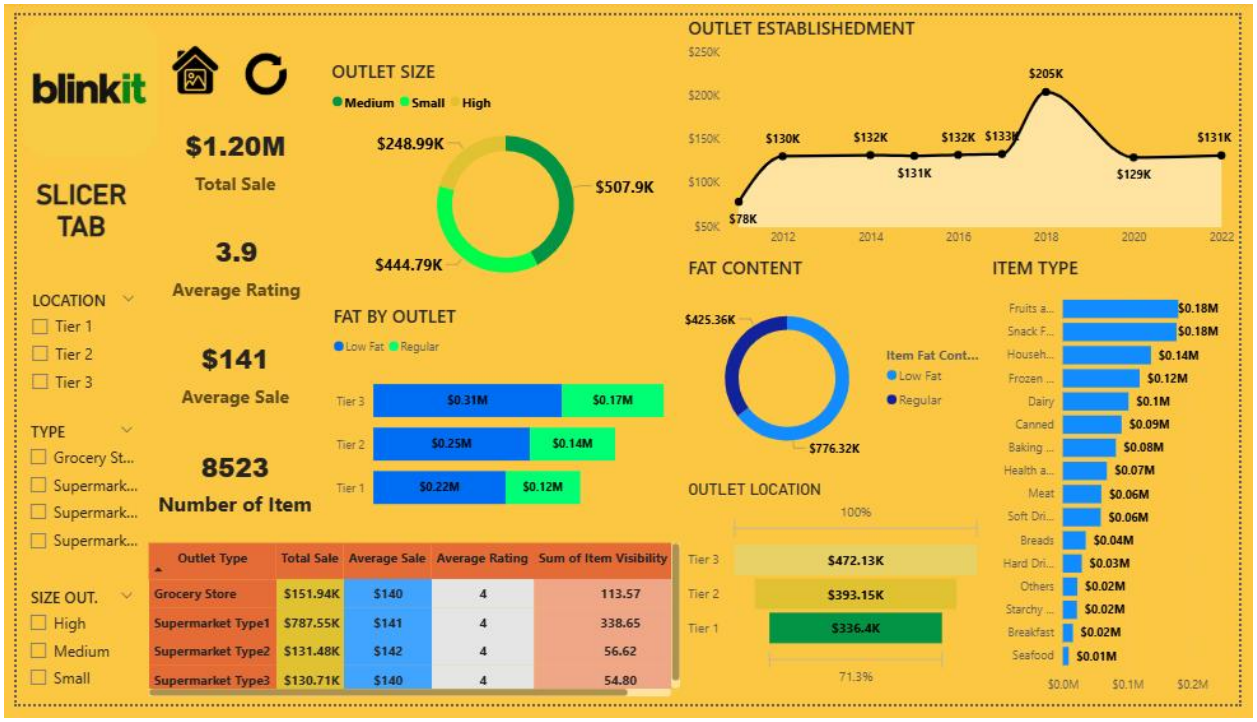

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