

✓ Power BI Dashboard Components — Blinkit Sales Analysis

◆ 1. KPI Cards (Top Section)

- **Total Sales (\$1.20M):** Summarized revenue from all items sold.
- **Average Sales (\$141):** Computed average revenue per sale.
- **Number of Items (8523):** Total item transactions recorded.
- **Average Rating (3.9):** Mean customer rating across all items.

◆ 2. Filter Panel (Left Sidebar)

- Filters to allow dynamic slicing of visuals based on:
 - **Outlet Location Type**
 - **Outlet Size**
 - **Item Type**
- Custom icons added for easy navigation:
 - **Home** (Navigates to the main sheet)
 - **Refresh** (Resets all filters)
 - **Calendar** (Can be used for time/date filtering — future use)
 - **Info** (Tooltip/popup explaining dashboard purpose)

◆ 3. Donut & Bar Charts (Sales by Dimensions)

- **Fat Content Donut Chart:** Displays sales split by Low Fat and Regular items.
- **Sales by Item Type Bar Chart:** Highlights revenue across various product categories like Fruits, Snacks, Dairy, etc.
- **Fat by Outlet (Bar):** Compares fat content sales across different outlet tiers.

◆ 4. Line & Area Chart (Outlet Establishment)

- Shows trend of total sales over the years based on outlet establishment year.
- Includes data labels for clear point-by-point values.

◆ 5. Outlet Size Donut Chart

- Visualizes total sales segmented by outlet size (Small, Medium, High).

◆ **Bar Chart: Outlet Location**

- Total sales by outlet location type (Tier 1, Tier 2, Tier 3).
- Tier 3 shows the highest sales contribution.

◆ **Matrix Table: Outlet Type Analysis**

- A consolidated table with:
 - **Total Sales**
 - **Number of Items**
 - **Average Sales**
 - **Average Rating**
 - **Item Visibility**
- Outlet types include Grocery Store, Supermarket Type1/2/3.

◆ **Design & Customization**

- Custom icons and branding (Blinkit logo + yellow theme)
- Personalized credit footer ("Developed by Samarth D S")
- Tab navigation and slicers integrated for enhanced interactivity

■ **Summary:**

Your dashboard provides **a complete analytical view** of Blinkit's store sales performance, enabling dynamic interaction and insight filtering based on multiple dimensions — ideal for decision-makers to identify key trends, gaps, and sales drivers.

Hello everyone, today I'll be going to show you a demo on how this project works. Hope you have cloned the project into your respective IDE's using the instructions in the GitHub README file, if not go to the README and follow the steps.

Let's start executing the project. Follow the steps :

1. Open the terminal in your IDE → (ctrl + ~)
2. on the new powershell window let us first create a virtual env. → `Python -m venv venv`
3. Once it is created let's activate it → `venv/Scripts/activate`
4. In the activated environment install the dependencies → `pip install -r requirements.txt`
5. Open the new powershell window by clicking on '+' on the top right corner of the terminal window.
6. Now start the prefect server → `prefect server start`
7. Now run the streamlit app → `streamlit run app.py`
8. Next run the workflow python file → `python workflow.py`
9. Next run the timeseries to check the working → `python time_series_analysis.py`

We use MLFlow to log the values into the website.

Then we use prefect to check if the pipelines are established or not