**Blinkit Sales Analysis**

This project presents a detailed sales analysis of Blinkit (an instant delivery platform) using Power BI. The dashboard offers a visual and interactive overview of sales, product types, outlet performance, and customer ratings.

**🔹 Main Highlights:**

1. **Overall Metrics Overview:**
   * Showcased total sales, average sales, total number of items, and average customer rating.
   * These indicators help understand overall business health and customer satisfaction.
2. **Sales Over Time:**
   * A line chart displays how total sales changed by outlet establishment year.
   * Useful for spotting trends and understanding growth over time.
3. **Item Type Performance:**
   * A bar chart highlights which item categories (like fruits, snacks, dairy, etc.) contributed most to sales.
   * Helps identify popular products and demand patterns.
4. **Fat Content Analysis:**
   * Compared sales of products with **Low Fat** and **Regular Fat** content.
   * Displayed as both a pie chart and bar chart by outlet type.
5. **Sales by Outlet Location (Tier-wise):**
   * Analyzed performance based on outlet types and locations (Tier 1, Tier 2, Tier 3).
   * Helps compare how different locations perform in terms of sales and customer engagement.
6. **Outlet Table Summary:**
   * A table shows each outlet type’s sales, item visibility, average sales per item, and average customer rating.
   * Supports outlet-level performance review.

**✅ Conclusion:**

This Power BI dashboard gives Blinkit a complete view of their sales by product type, outlet location, and customer feedback. It helps in making informed decisions about inventory, outlet expansion, and marketing strategies.