

# Blinkit Sales Analytics Dashboard

## Project Objective

The objective of this project was to analyze Blinkit's grocery delivery data and build an interactive Excel dashboard to visualize key business metrics, track performance, and derive actionable insights for business growth.

## Dataset Description

The dataset consists of Blinkit's grocery sales data, including information on product categories, sales quantities, order values, customer locations, and transaction dates. The dataset was cleaned and transformed for accurate analysis.

## Tools & Technologies Used

- Microsoft Excel (Pivot Tables, Charts, Slicers, Conditional Formatting)
- Data Cleaning & Transformation
- Dashboard Designing & Visualization
- Google Drive for Project Hosting

## Project Workflow

1. **Data Cleaning:** Removed duplicates, handled missing values, and formatted the dataset.
2. **Data Analysis:** Used Excel formulas, Pivot Tables, and functions like SUMIFS, VLOOKUP, and IF to extract key insights.
3. **Dashboard Creation:** Built an interactive dashboard to visualize KPIs like Total Orders, Revenue, Average Order Value, and Category-wise Sales.
4. **Visualization:** Added slicers and filters for better interactivity and comparison across regions and product categories.

## Key Insights & Outcomes

- Identified the top-performing product categories contributing maximum revenue.
- Discovered cities and regions with the highest order frequency.
- Analyzed sales trends across time periods to identify peak demand periods.
- Created an automated dashboard to track KPIs and help business decision-making.

## Project Link

Access the complete project here:

[https://drive.google.com/drive/folders/14-L\\_xUMheryEMHZdMMVI5he-UjCAoh2s?usp=sharing](https://drive.google.com/drive/folders/14-L_xUMheryEMHZdMMVI5he-UjCAoh2s?usp=sharing)