Blinkit Sales Analytics Dashboard

# Project Overview

This project presents a comprehensive Power BI dashboard designed to analyze sales performance for Blinkit, India's quick commerce platform. The aim is to uncover actionable insights related to outlet performance, customer preferences, product distribution, and sales trends.

# Business Objective

To evaluate Blinkit’s sales and customer satisfaction metrics in order to:  
- Track key performance indicators (KPIs)  
- Understand regional demand patterns  
- Identify high-performing product categories  
- Optimize outlet strategy and inventory distribution

# KPIs Tracked

1. Total Sales: Total revenue generated from all items sold.  
2. Average Sales: Average revenue per sale.  
3. Number of Items: Count of distinct items sold.  
4. Average Rating: Customer satisfaction score based on item ratings.

# Charts and Insights

## Sales by Fat Content

Objective: Understand how fat content influences total sales.

Chart Type: Donut Chart

Insight: Regular items contribute more to total sales than low-fat ones.

## Sales by Item Type

Objective: Identify best-selling product categories.

Chart Type: Bar Chart

Insight: Fruits, snacks, and household items are top-performing categories.

## Fat Content by Outlet

Objective: Compare sales across outlets segmented by fat content.

Chart Type: Stacked Column Chart

## Sales by Outlet Establishment

Objective: Assess how outlet age influences revenue.

Chart Type: Line Chart

## Sales by Outlet Size

Objective: Correlate outlet size with sales performance.

Chart Type: Donut or Pie Chart

## Sales by Location Tier

Objective: Track sales distribution across Tier 1, 2, and 3 cities.

Chart Type: Funnel Map

Insight: Tier 3 cities generate the highest sales.

## All Metrics by Outlet Type

Objective: Display all KPIs across different outlet formats.

Chart Type: Matrix Card

# Project Steps

1. Requirement Gathering  
2. Data Walkthrough & Connection  
3. Data Cleaning / Quality Check  
4. Data Modeling  
5. Data Processing  
6. DAX Calculations  
7. Dashboard Layout Planning  
8. Chart Development & Formatting  
9. Report Development  
10. Insights Generation

# Tools & Technologies Used

- Power BI Desktop  
- DAX for calculated columns & measures  
- Data Visualizations: Charts, Cards, Maps, Matrix

# Key Takeaways

- Supermarket Type 1 is the top revenue generator  
- Regular fat content products dominate sales  
- High sales in Tier 3 cities indicate growing non-metro demand  
- Balanced customer satisfaction (avg rating ~3.9)

# Contact & Collaboration

Connect with me on LinkedIn: Srushti Gavandi (https://www.linkedin.com/in/srushti-gavandi)