

Blinkit Data Analysis & Dashboard

Excel-Based Business Intelligence
Project

- **Project overview:**

- **Objective:** Analyze Blinkit sales data to derive business insights.

- **Tools Used:** Microsoft Excel (Pivot Tables, Charts, Data Cleaning).

- **Key Deliverables:**

- Cleaned dataset
 - Pivot-based data analysis
 - Interactive dashboard

- **Dataset Description:**

- **Source:** Blinkit Order/Sales

- **Fields Includes:**

- Item Identifier

- Item Type

- Outlet year

- Total Sales

- Rating

- **Data Cleaning Process:**

- Removed duplicates
- Filled/removed missing values
- Standardized date and text formats
- Verified numerical data accuracy

- **Data Analysis Using Pivot Tables:**

Total Sales by Fat Content

- Low Fat: 776,319.68
- Regular: 425,361.80
- Total Sales: 1,201,681.48

Visual: Pie chart representation

Low Fat products account for approximately 65% of total sales, indicating a higher consumer preference.

- **Dashboard Design:**

Components Includes:

KPI Cards (Total Sales, Total Orders, Avg. Order Value)

Charts (Bar, Line, Pie)

Purpose: Allow quick insights and decision-making for stakeholders