

Executive Summary for Blinkit Dashboard

The Blinkit Sales Analytics Dashboard is an interactive Power BI project designed to provide comprehensive insights into sales performance for "India's Last Minute App" - Blinkit. This dashboard visualizes key performance metrics such as total sales, average sales, item ratings, and outlet-specific sales trends, enabling better decision-making for business growth and optimization.

Objectives

- Monitor Key Sales Metrics:** Gain a clear understanding of overall sales trends, outlet performance, and item-specific contributions.
 - Identify Opportunities:** Analyze sales performance by outlet location, size, and product type to identify areas of improvement and opportunities for expansion.
 - Evaluate Customer Preferences:** Assess customer preferences through item ratings and sales volume.
 - Optimize Product Performance:** Determine which product categories perform best in different outlet types and locations.
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Key Insights

- Overall Sales:**
 - The total sales generated are **\$1.20M**, with an average sale of **\$141**.
 - The dashboard tracks **8523 items**, achieving an overall rating of **3.9**.
- Outlet Performance:**
 - Outlets in **Tier 3** cities contribute the highest sales of **\$472.13K**, followed by **Tier 2** (\$393.15K) and **Tier 1** (\$336.40K).
 - Medium-sized outlets generate the highest revenue of **\$507.90K** compared to small and high-sized outlets.
- Product Performance:**
 - Fruits and Snacks** are the top-performing categories, each contributing **\$0.18M** to the total sales.
 - Low-fat items contribute **\$425.36K**, while regular items bring in **\$776.32K**.
- Trends and Patterns:**
 - Sales peaked in **2018**, with total annual sales of **\$205K**.
 - The growth of outlets over the years shows steady expansion, supporting increasing customer demands.
- Outlet Type Breakdown:**

- **Supermarket Type1** dominates with sales of **\$787.55K**, while Grocery Stores contribute **\$151.94K**.
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Usage

This dashboard provides actionable insights for:

1. Business Development Teams to plan outlet expansions based on location-specific performance.
2. Sales Managers to optimize product placement and pricing.
3. Marketing Teams to target high-performing product categories for promotions.
4. Inventory Management Teams to ensure stock availability for top-performing items.