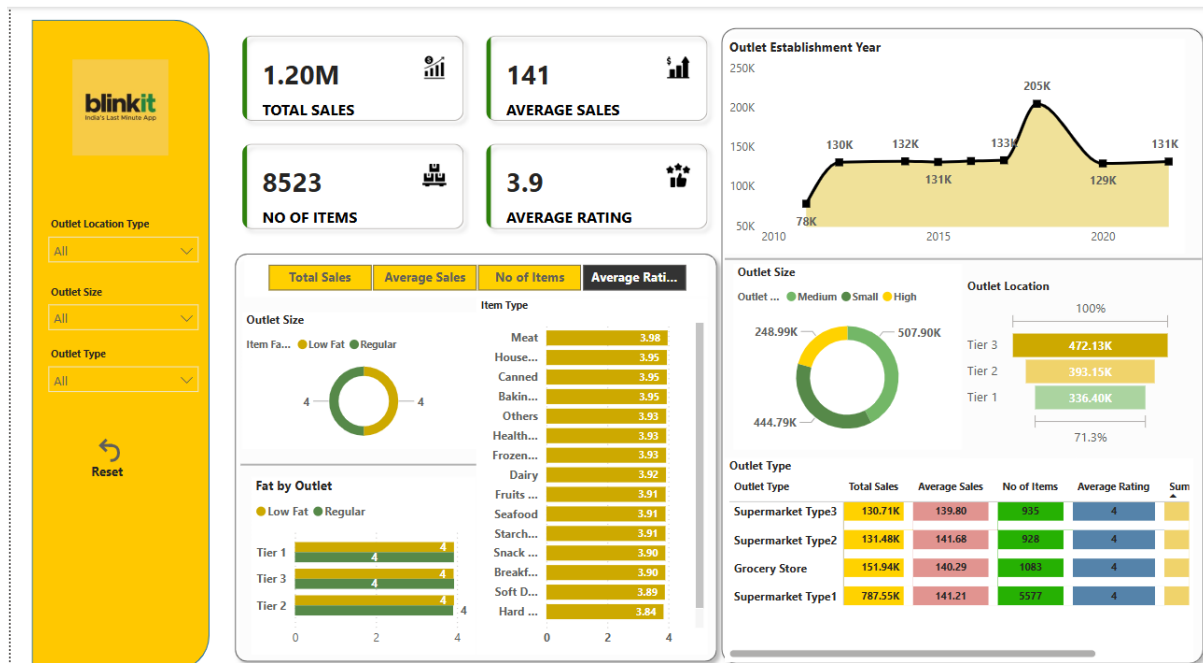# Blinkit-Sales-Analysis-Dashboard

- **This project presents a comprehensive sales analysis dashboard for Blinkit, an Indian last-minute delivery app. The dashboard was created using Power BI and provides a detailed overview of the company's sales performance across various outlets and product categories.**

- **Key Metrics and Visualizations: Total Sales: The dashboard prominently displays the total sales figure, amounting to $1.20M, alongside key performance indicators (KPIs) like average sales ($141) and average rating (3.9)**

- **Number of Items: The total number of items sold is showcased, highlighting the breadth of Blinkit's product offerings with a count of 8,523 items.**

- **Outlet Establishment Timeline: A line chart tracks the sales trend over the years, with notable peaks in outlet establishment in 2018, reflecting a significant growth phase for Blinkit.**

- **Sales by Fat Content: A pie chart breaks down sales into Low Fat ($425.36K) and Regular Fat ($776.32K) categories, providing insights into consumer preferences.**

- **Item Type Breakdown: A bar chart ranks the sales of various item types, with categories like Fruits and Vegetables and Snack Foods leading at $0.18M each, followed by Household and Frozen Foods.**

- **Sales by Outlet Size and Location: The dashboard includes a donut chart and bar charts that categorize sales based on outlet size (Medium, Small, High) and location (Tier 1, Tier 2, Tier 3), showing the highest sales in Tier 3 locations ($472.13K) and Medium-sized outlets ($507.90K).**

- **Outlet Type Analysis: The dashboard provides a detailed comparison of different outlet types, such as Grocery Stores and Supermarkets, showing their respective sales, number of items, average sales, average ratings, and item visibility.**

- **Interactive Filter Panel: Users can dynamically filter the data by outlet location type, outlet size, and item type, allowing for a tailored view of the sales data.**

Project Highlights: Comprehensive Analysis: The dashboard integrates multiple data points to provide a 360-degree view of Blinkit's sales performance. User-Friendly Interface: The intuitive layout and filter options enhance the user experience, making it easy to navigate and extract valuable insights. Business Insights: By analyzing sales across different dimensions like item type, outlet size, and location, the dashboard helps in identifying key growth areas and potential opportunities for Blinkit.