

blinkit E-Commerce Sales Dashboard – Power BI

Link: [Dashboard](#)

Project Summary:

This Power BI dashboard provides an in-depth analysis of **Blinkit's e-commerce sales data** using **9 CSV files**. The project focuses on **data cleaning, modeling, and visualization** to uncover key business insights.

Key Steps:


- ◆ **Data Cleaning:** Removed unnecessary columns and corrected data types
- ◆ **Data Modeling:** Established relationships between tables for better analysis
- ◆ **Data Visualization:** Created **interactive reports and KPIs** using DAX functions

Key Insights:

 **Sales Growth:** ₹5.46M (2023) → ₹5.54M (2024)

 **Top 5 Cities by AOV:** Jalna leads with ₹23K average order value

★ **Customer Ratings:** Improvement in app experience and customer service

 **Delivery Performance:** 69% on-time deliveries, with 20%+ delays

Tech Stack Used:

✓ **Power BI** (Data Modeling, DAX, Reports)

✓ **SQL** (Data Cleaning & Preprocessing)

✓ **Excel** (Data Review & Initial Processing)

Outcome:

This project demonstrates how **data-driven decision-making** can help optimize **sales strategies, improve customer experience, and enhance operational efficiency**.

 **Check out the full project and dashboard visuals on my GitHub!** 