Blinkit Sales Performance Analysis Using Power BI

Introduction
This project presents a comprehensive sales analytics solution for Blinkit, focusing on sales performance, customer satisfaction, and inventory distribution using Power BI.

Business Objective
To evaluate sales trends, customer preferences, outlet performance, and identify optimization opportunities.

Key Performance Indicators
• Total Sales
• Average Sales
• Number of Items Sold
• Average Rating

Data Cleaning & Transformation
Data was cleaned and transformed using DAX, missing values were handled, and categories standardized.

Dashboard Insights
• Total Sales by Fat Content
• Total Sales by Item Type
• Sales by Outlet and Fat Content
• Sales by Outlet Establishment
• Percentage of Sales by Outlet Size
• Sales by Outlet Location
• All KPIs by Outlet Type

Tools Used
Power BI, DAX, Data Modeling, Visualization

Conclusion
The dashboard enables data-driven decisions by providing clear insights into sales performance and customer behavior.