

Grocery Sales Analysis Dashboard - Blinkit

Project Overview:

Analyzed grocery sales data for Blinkit -India's Last Minute App

Built interactive dashboard using Power BI

Extracted actionable insights from multiple outlet types

Tools Used:

✓ Power BI

✓ Excel

Key Insights from the Dashboard:

- Tier 3 outlets had the highest total sales: \$472.13K.
- Tier 1 outlets had the lowest sales: \$336.40K.
- Fruits & Vegetables were the top-selling products.
- Consumers preferred low-fat content products.
- Most sales came from high & medium outlet sizes.

Visuals Included:

- KPI cards for Total Sales, Avg Sales, Ratings, No of Items.
- Donut & Bar Charts for Fat Content and Item Type.
- Line Chart showing Outlet Establishment Trends.
- Matrix Table summarizing Outlet Type performance.
- Slicers for Outlet Tier, Size, and Item Type.