Blinkit Data Analysis Dashboard

Project Overview

This project presents a comprehensive Power BI dashboard for analyzing Blinkit's sales performance, customer satisfaction, and inventory distribution. The dashboard provides key insights and opportunities for optimization using various KPIs and visualizations.

Key Performance Indicators (KPIs)

The dashboard focuses on the following primary KPIs:

1. **Total Sales**: Overall revenue generated from all items sold ($1.20M)

2. **Average Sales**: Average revenue per sale ($141)

3. **Number of Items**: Total count of different items sold (8523)

4. **Average Rating**: Average customer rating for items sold (3.9 out of 5)

Features

- **Filter Panel**: Allows users to filter data by outlet location type, outlet size, and item type

- **Outlet Establishment Trend**: Visualizes the growth of outlet establishments from 2012 to 2022

- **Fat Content Analysis**: Breaks down sales by low fat and regular fat products

- **Item Type Distribution**: Shows sales distribution across various product categories

- **Outlet Size and Location Analysis**: Provides insights on sales performance by outlet size and location tier

- **Outlet Type Comparison**: Compares different outlet types based on sales, number of items, average sales, ratings, and item visibility

Insights and Conclusions

1. Strong overall sales performance with over $1.20 M in total sales

2. Consumer preference for low-fat products, indicating health-conscious buying habits

3. Fruits, vegetables, and snack foods are the top-selling categories

4. Medium-sized outlets in Tier 3 locations show the highest profitability

5. Supermarkets generate higher sales volumes, while grocery stores have better item visibility