

Blinkit Power Bi Dashboard

Project Overview

The dashboard presents a detailed analysis of Blinkit outlet performance using Power BI. The motive of this dashboard is to help stakeholders understand sales trends, optimize inventory strategies, and guide expansion plans through data-driven insights.

Key insights and Analytics delivered in this dashboard

The Power BI dashboard enables visual exploration and impactful analysis with the following key components:



KPI Highlights:

This shows total no. of sales, no of items available, avg sales and its rating.

Dynamic filter and slicers:

It will help us to filter the item on the basis of outlet size, location and type of item available.

Visual analytics:

This chart and table help us to explore Estb. year performance, explore item by fat content, fat outlet, its types, shapes and sizes of outlet.

These all will help stakeholder to filter, drill down and patterns to decide products overview.

Conclusion

This dashboard provides a comprehensive view of Blinkit's operations across different outlet types, sizes, and regions. It enables strategic decisions regarding outlet expansion, inventory focus (on popular items types like fruits and dairy), and marketing (especially for items with high visibility).