**Blinkit Analysis Dashboard Project**

**Summary:**

Created a comprehensive Power BI dashboard for Blinkit to visualize and analyse core business metrics, including revenue, customer feedback, and item performance. The dashboard supports strategic decision-making through insights into sales trends, outlet expansion, and product attributes.

**Business Requirements:**

To conduct a comprehensive analysis of Blinkit’s sales performance, customer satisfaction, and inventory distribution to identify key insights and opportunities for optimizing using various KPI’s and visualizations in Power BI.

1. **KPI’s Requirements: -**

* **Total Sales: -** The overall revenue generated from all items sold.
* **Average Sales: -** The average revenue per sale.
* **Number of Items: -** The total count of different items sold.
* **Average rating: -** The average customer rating for items sold.

1. **Chart’s Requirements:-**

**Total Sales by Fat Content**

* **Objective:** Analyze the impact of fat content on total sales.
* **Additional KPI Metrics:** Assess how other KPIs (Average Sales, Number of Items, Average Rating) vary with fat content.
* **Chart Type:** Donut Chart.

**Total Sales by Item Type**

* **Objective:** Identify the performance of different item types in terms of total sales.
* **Additional KPI Metrics:** Assess how other KPIs (Average Sales, Number of Items, Average Rating) vary with item type.
* **Chart Type:** Bar Chart.

**Fat Content by Outlet for Total Sales**

* **Objective:** Compare total sales across different outlets segmented by fat content.
* **Additional KPI Metrics:** Assess how other KPIs (Average Sales, Number of Items, Average Rating) vary with fat content.
* **Chart Type:** Stacked Column Chart.

**Total Sales by Outlet Establishment**

* **Objective:** Evaluate how the age or type of outlet establishment influences total sales.
* **Chart Type:** Line Chart.

**Sales by Outlet Size**

* **Objective:** Analyse the correlation between outlet size and total sales.
* **Chart Type:** Donut/Pie Chart.

**Sales by Outlet Location**

* **Objective:** Assess the geographic distribution of sales across different locations.
* **Chart Type:** Funnel Map.

**All Metrics by Outlet Type**

* **Objective:** Provide a comprehensive view of all key metrics (Total Sales, Average Sales, Number of Items, Average Rating) broken down by different outlet types.
* **Chart Type:** Matrix Card.

**Process Overview:**

1. Data Collection: Gathered diverse datasets from verified online platforms for thorough analysis.
2. Data Preparation: Imported datasets into Power BI, followed by rigorous cleaning to remove irrelevant fields, address missing values, and standardize formats.
3. Analysis Techniques: Utilized DAX formulas, measures, and custom columns for precise analytics and visualizations.
4. Dashboard Creation: Designed dynamic visuals to present KPIs and uncover growth opportunities.

**Key Insights from the Dashboard:**

* Generated $1.20M in revenue.
* Achieved a customer rating average of 3.9.
* Sold 8,523 items.
* Explored revenue patterns based on outlet size and establishment years.
* Detailed sales breakdown by item type and fat content preferences.