

Power Bi Assessment

Dataset Link

[blinkit-sales-performance-dashboard/BlinkIT Grocery Data.xlsx at main · Bhanuprakashrathod03/blinkit-sales-performance-dashboard](https://github.com/Bhanuprakashrathod03/blinkit-sales-performance-dashboard/blob/main/BlinkIT%20Grocery%20Data.xlsx)

The dataset was taken from the above link

About Dataset

BlinkIt Grocery Shop Dataset

1. Data Cleaning and Transformation:

After importing the data from excel to power bi

- First and foremost is, the dataset must be checked for null values.
- Before this, I transformed the dataset from Excel into Power BI.
- After transforming the dataset, I identified the null values and cleaned the data by using fil option

The screenshot shows the Power BI Desktop interface. In the top navigation bar, 'Home' is selected. The left sidebar includes 'Clipboard', 'Get data', 'Format painter', and 'File'. The 'Navigator' pane is open, displaying a tree view with 'BlinkIT Grocery Data (1).xlsx [2]' expanded, showing 'Table1' and 'BlinkIT Grocery Data'. A data preview grid is visible, showing columns: 'Item Type', 'Item Visibility', 'Item Weight', 'Sales', and 'Rating'. The first few rows of data are listed, including various item types and their corresponding metrics. At the bottom of the preview grid are buttons for 'Load', 'Transform Data', and 'Cancel'. The right side of the screen features the 'Visualizations' and 'Filters' panes, which are currently collapsed. The status bar at the bottom shows 'Page 1 of 1', '24°C Sunny', and system information like battery level, signal strength, and date/time.

In this there are so many null values are there after identifying that by using power bi I gave transform after that I clicked FILL option after that I click on DOWN option

After cleaning null values

Power Query Editor Screenshot:

- Queries [1]**: `= Table.FillDown(#"Changed Type", {"Item Fat Content", "Item Weight", "Item Visibility", "Sales", "Rating"})`
- Table**: BlinkIT Grocery Data
- Columns**: Type, Outlet Size, Outlet Type, Item Visibility, Item Weight, Sales, Rating
- Rows**: 999+ (based on top 1000 rows)
- Properties**: Name: BlinkIT Grocery Data
- Applied Steps**: Filled Down

To know the contribution of data I added item visibility and item weight to contribute the values for that I click on CONTROL after that I chose add columns in that I chosen STANDARD option to sum up the values

Power Query Editor Screenshot:

- Queries [1]**: `= Table.RenameColumns(#"Inserted Addition", {"Addition", "Addition of total contribution"})`
- Table**: BlinkIT Grocery Data
- Columns**: Outlet Type, Item Visibility, Item Weight, Sales, Rating, Addition, Addition of total contribution
- Rows**: 999+ (based on top 1000 rows)
- Properties**: Name: BlinkIT Grocery Data
- Applied Steps**: Renamed Columns

Sales column is considered as whole numbers :

The screenshot shows the Power Query Editor interface with a table named "BlinkIT Grocery Data". The table has 13 columns and 999+ rows. The "Sales" column is highlighted, showing values like 149, 115, 165, etc. The "Properties" pane on the right shows the "Type" of the "Sales" column is set to "Int64.Type". The "Applied Steps" pane shows the last step was "Changed Type". The status bar at the bottom indicates "PREVIEW DOWNLOADED AT 10:05 AM" and "10:15 AM 13-12-2025".

After giving close and apply (OUTPUT)

The screenshot shows the Power BI Desktop interface with a table named "BlinkIT Grocery Data". The table has 13 columns and 8,523 rows. The "Sales" column is now displayed with decimal places, showing values like 160.692, 95.4436, etc. The "Data" pane on the right shows the structure of the table, including columns like "Outlet Establishment Year", "Outlet Identifier", "Outlet Location Type", "Outlet Size", "Outlet Type", "Item Visibility", "Item Weight", "Sales", "Rating", and "Addition of total contribution". The status bar at the bottom indicates "Update available (click to download)" and "10:13 AM 13-12-2025".

DAX Measures for Sales Dataset:

The screenshot shows the Power BI Desktop interface. The top navigation bar includes File, Home, Help, Table tools, and Column tools. The Column tools tab is selected, showing a DAX query editor with the following code:

```

1 Weight % of Total =
2 DIVIDE (
3     SUM('BlinkIT Grocery Data'[Item Weight]),
4     CALCULATE (
5         SUM('BlinkIT Grocery Data'[Item Weight]),
6         ALLSELECTED('BlinkIT Grocery Data'[Item Type])
7     )
8 )
9
10

```

Below the editor is a table view of 'BlinkIT Grocery Data' with columns: Shipment Year, Outlet Identifier, Outlet Location Type, Outlet Size, Outlet Type, Item Visibility, Item Weight, Sales, Rating, Addition of total contribution, and Weight % of Total. The table contains 8,523 rows. A sidebar on the right lists various data items and measures.

Here I have used the DAX Query (own try)

- The measure **Weight % of Total** calculates how much each *Item Type* contributes to the overall item weight. First, **SUM('BlinkIT Grocery Data'[Item Weight])** calculates the total weight for the current Item Type based on the filter context coming from the visual (for example, Dairy or Snacks).
- Then, **CALCULATE** is used to modify the filter context so that the total weight can be calculated across all Item Types. Inside **CALCULATE**, **ALLSELECTED('BlinkIT Grocery Data'[Item Type])** removes only the Item Type filter while keeping other filters such as year, region, or slicers applied on the report.
- This gives the overall total item weight within the current selection. Finally, **DIVIDE** option divides the current Item Type's weight by the total weight, returning a percentage value that shows each Item Type's share of the total weight.

DAX FUNCTION FOR DATE FUNCTION as per the given documentation query:

Date add Dax Query:

Assessment Aswathi S • Last saved: Yesterday at 2:07 PM

Column tools

Name: Establishment Date
Format: *14-03-2001 13:05...
Data type: Date/time

Summarization: Don't summarize
Data category: Uncategorized

Sort by column: Sort
Data groups: Groups
Manage relationships: Relationships
New column: Calculations

Data

Search:

BlanksIT Grocery Data

Addition of total contribution

Establishment Date

Item Fat Content

Item Identifier

Item Type

Item Visibility

Item Weight

Measure

Outlet Establishment Year

Outlet Identifier

Outlet Location Type

Outlet Size

Outlet Type

Rating

Sales

Total Sales

Weight % of Total

Table: BlinkIT Grocery Data (8,523 rows) Column: Establishment Date (9 distinct values)

Update available (click to download)

Assessment Aswathi S • Last saved: Yesterday at 2:07 PM

Column tools

Name: Establishment Date
Format: *14-03-2001 13:05...
Data type: Date/time

Summarization: Don't summarize
Data category: Uncategorized

Sort by column: Sort
Data groups: Groups
Manage relationships: Relationships
New column: Calculations

Data

Search:

BlanksIT Grocery Data

'Establishment Date'

Addition of total contribution

Item Fat Content

Item Identifier

Item Type

Item Visibility

Item Weight

Measure

Outlet Establishment Year

Outlet Identifier

Outlet Location Type

Outlet Size

Outlet Type

Period of Year

Rating

Sales

Total Sales

Weight % of Total

Table: BlinkIT Grocery Data (8,523 rows) Column: 'Establishment Date' (9 distinct values)

Update available (click to download)

'Establishment Date' = DATE('BlinkIT Grocery Data'[Outlet Establishment Year],1,1)

DAX FORMULA FOR TOTAL SALES I as per the given dataset:

Assessment Aswathi S • Last saved: Yesterday at 2:07 PM

File Home Help Table tools Column tools

Name: Sales CY Format: Whole number Data type: Whole number Summarization: Sum Data category: Uncategorized

Structure: 1 Sales CY = 2 SUM('BlinkIT Grocery Data'[Sales])

Properties: Sort by column, Data groups, Manage relationships, New column, Calculations

Data: Search, BlinkIT Grocery Data, Addition of total contribution, Item Fat Content, Item Identifier, Item Type, Item Visibility, Item Weight, Measure, Outlet Establishment Year, Outlet Identifier, Outlet Location Type, Outlet Size, Outlet Type, Rating, Sales, Sales CY, Sales Date, Weight % of Total

Outlet Location Type	Outlet Size	Outlet Type	Item Visibility	Item Weight	Sales	Rating	Addition of total contribution	Weight % of Total	Sales Date	Sales CY
Tier 2	Small	Supermarket Type1	0.0823216506	17.6	161	4	17.6823216506	6365.15937499999	01-01-2017 12:00:00 AM	1201650
Tier 2	Small	Supermarket Type1	0.06105276	7.63	95	4	7.69105276	14682.4121887287	01-01-2017 12:00:00 AM	1201650
Tier 2	Small	Supermarket Type1	0.128065918	19	104	4	19.128065918	5896.14763157894	01-01-2017 12:00:00 AM	1201650
Tier 2	Small	Supermarket Type1	0.025822315	10	263	4	10.025822315	11202.6805	01-01-2017 12:00:00 AM	1201650
Tier 2	Small	Supermarket Type1	0.078540095	15.85	36	4	15.928540095	7067.93722397477	01-01-2017 12:00:00 AM	1201650
Tier 2	Small	Supermarket Type1	0.017783501	7.145	159	4	7.162783501	15679.0489853044	01-01-2017 12:00:00 AM	1201650
Tier 2	Small	Supermarket Type1	0.107021498	17.25	41	4	17.357021498	6494.30753623188	01-01-2017 12:00:00 AM	1201650
Tier 2	Small	Supermarket Type1	0.0646409056	19.85	127	4	19.914409056	5643.66775818659	01-01-2017 12:00:00 AM	1201650
Tier 2	Small	Supermarket Type1	0.08062523	5.62	168	4	5.90062523	19248.59192425986	01-01-2017 12:00:00 AM	1201650
Tier 2	Small	Supermarket Type1	0.0217322439	20.35	79	4	20.3717322439	5505.0027027027	01-01-2017 12:00:00 AM	1201650
Tier 2	Small	Supermarket Type1	0.029093459	21.1	143	4	21.129093459	5309.32725118493	01-01-2017 12:00:00 AM	1201650
Tier 2	Small	Supermarket Type1	0.020553958	17.35	79	4	17.370553958	6456.87638887609	01-01-2017 12:00:00 AM	1201650
Tier 2	Small	Supermarket Type1	0.0581212174	7.235	116	4	7.2931212174	15484.008984105	01-01-2017 12:00:00 AM	1201650
Tier 2	Small	Supermarket Type1	0.09619424	12.6	211	4	12.69619424	889.01026984126	01-01-2017 12:00:00 AM	1201650
Tier 2	Small	Supermarket Type1	0.077178965	6.96	93	4	7.037178965	16095.8053160919	01-01-2017 12:00:00 AM	1201650
Tier 2	Small	Supermarket Type1	0.02705044	8.52	152	4	8.54705044	13148.6966328636	01-01-2017 12:00:00 AM	1201650
Tier 2	Small	Supermarket Type1	0.049070183	15	62	4	15.049070183	7468.4536666666	01-01-2017 12:00:00 AM	1201650
Tier 2	Small	Supermarket Type1	0.01581673267	15.35	145	4	15.38561673267	7298.1631926241	01-01-2017 12:00:00 AM	1201650
Tier 2	Small	Supermarket Type1	0.010486256	6.425	116	4	6.435486256	17436.0785992218	01-01-2017 12:00:00 AM	1201650
Tier 2	Small	Supermarket Type1	0.063017421	16.2	100	4	16.263017421	6915.23487654321	01-01-2017 12:00:00 AM	1201650
Tier 2	Small	Supermarket Type1	0.073813788	16.5	207	4	16.573813788	6789.5033333333	01-01-2017 12:00:00 AM	1201650
Tier 2	Small	Supermarket Type1	0.00547386	7.93	122	4	7.93547386	14126.615384615	01-01-2017 12:00:00 AM	1201650
Tier 2	Small	Supermarket Type1	0	12.85	38	4	12.85	8718.03929961089	01-01-2017 12:00:00 AM	1201650

Table: BlinkIT Grocery Data (8,523 rows) Column: Sales CY (1 distinct values)

Update available (click to download)

Air: Moderate Today ENG IN 09:59 AM 14-12-2025

Total Sales =

SUM('BlinkIT Grocery Data'[Sales])

Period of Year:

Assessment Aswathi S • Last saved: Yesterday at 2:07 PM

File Home Help Table tools Column tools

Name: Period of Year Format: Whole number Data type: Whole number Summarization: Sum Data category: Uncategorized

Structure: 1 Period of Year = 2 IF(3 DAY('BlinkIT Grocery Data'[Outlet Establishment Year]) <= 8, 4 1905, 5 1906, 6)

Properties: Sort by column, Data groups, Manage relationships, New column, Calculations

Data: Search, BlinkIT Grocery Data, Addition of total contribution, Item Fat Content, Item Identifier, Item Type, Item Visibility, Item Weight, Measure, Outlet Establishment Year, Outlet Identifier, Outlet Location Type, Outlet Size, Outlet Type, Rating, Sales, Sales CY, Sales Date, Weight % of Total

Outlet Location Type	Outlet Size	Outlet Type	Item Visibility	Item Weight	Sales	Rating	Addition of total contribution	Weight % of Total	Total Sales	Period of Year
Tier 3	Medium	Grocery Store	0.042324556	19.6	150.9024	4	19.642324556	5715.65321632653	1201681.4928	1905
Tier 3	Medium	Grocery Store	0.045308629	6.635	173.3396	4	6.680308629	16884.2207967943	1201681.4928	1905
Tier 3	Medium	Grocery Store	0.309390255	7.67	33.2216	4	7.97390255	14065.8415906128	1201681.4928	1905
Tier 3	Medium	Grocery Store	0.026814124	8.85	103.9764	4	8.876814124	12658.3960451977	1201681.4928	1905
Tier 3	Medium	Grocery Store	0.049617765	9.6	44.2086	4	9.649617765	1169.458541667	1201681.4928	1905
Tier 3	Medium	Grocery Store	0.121633271	13.5	161.692	4	13.621633271	8298.818185185	1201681.4928	1905
Tier 3	Medium	Grocery Store	0.014719325	14.15	196.911	4	14.164719325	7917.0886925795	1201681.4928	1905
Tier 3	Medium	Grocery Store	0.120624771	14.65	261.7594	4	14.770624771	7646.88088737201	1201681.4928	1905
Tier 3	Medium	Grocery Store	0.02844314	16.35	98.141	4	16.37844314	10184.255	01-01-2017 12:00:00 AM	1201681.4928
Tier 3	Medium	Grocery Store	0.020993364	17.7	166.8474	4	17.720993364	6329.79802259887	1201681.4928	1905
Tier 3	Medium	Grocery Store	0.079299474	18	170.5422	4	18.079299474	6223.7138888888	1201681.4928	1905
Tier 3	Medium	Grocery Store	0.097865088	18.2	221.8456	4	18.297865088	6155.31895604395	1201681.4928	1905
Tier 3	Medium	Grocery Store	0.216478153	19	190.1872	4	19.216478153	5896.14763157894	1201681.4928	1905
Tier 3	Medium	Supermarket Type2	0	5.465	132.5626	4	5.465	20498.9579139982	1201681.4928	1906
Tier 3	Medium	Supermarket Type2	0.030634813	20.6	212.9244	4	20.630634813	5438.1944174572	1201681.4928	1906
Tier 3	Medium	Supermarket Type2	0.060045008	20.2	128.3678	4	20.260045008	5545.814356433	1201681.4928	1906
Tier 3	Medium	Supermarket Type2	0	15.25	179.766	4	15.25	7340.19999999999	1201681.4928	1906
Tier 3	Medium	Supermarket Type2	0.051827123	9.195	77.4644	4	9.246827123	1283.448069603	1201681.4928	1906
Tier 3	Medium	Supermarket Type2	0.094246644	16.5	98.9068	4	16.594246644	6789.5033333333	1201681.4928	1906
Tier 3	Medium	Supermarket Type2	0.04407225	14.8	109.057	4	14.84407225	7569.37871621621	1201681.4928	1906
Tier 3	Medium	Supermarket Type2	0.061424738	7.895	57.7588	4	7.956424738	14189.589803673	1201681.4928	1906
Tier 3	Medium	Supermarket Type2	0	8.975	84.9224	4	8.975	12482.0952646239	1201681.4928	1906

Table: BlinkIT Grocery Data (8,523 rows) Column: Period of Year (2 distinct values)

Update available (click to download)

27°C Sunny ENG IN 11:58 AM 14-12-2025

Period of Year =

IF(

DAY('BlinkIT Grocery Data'[Outlet Establishment Year]) <= 8,

1905,

1906

)

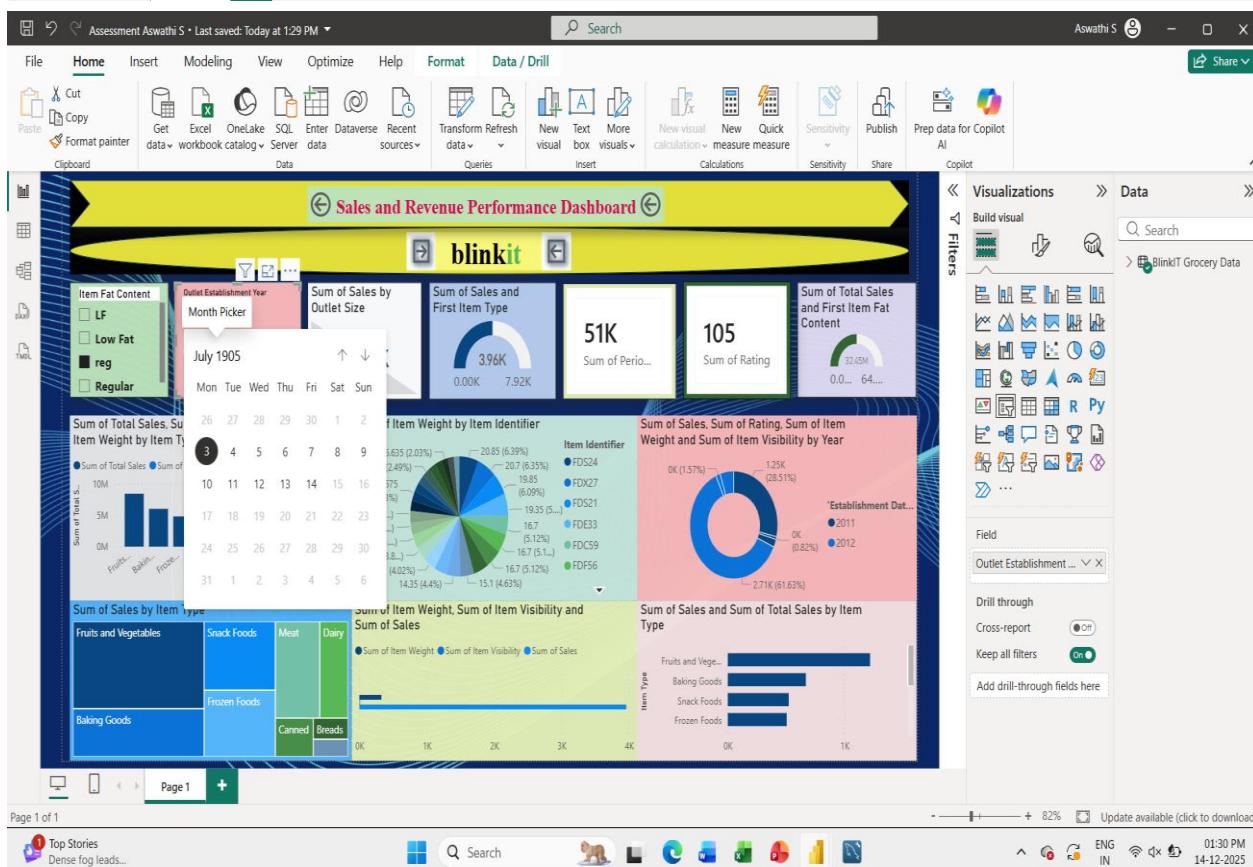
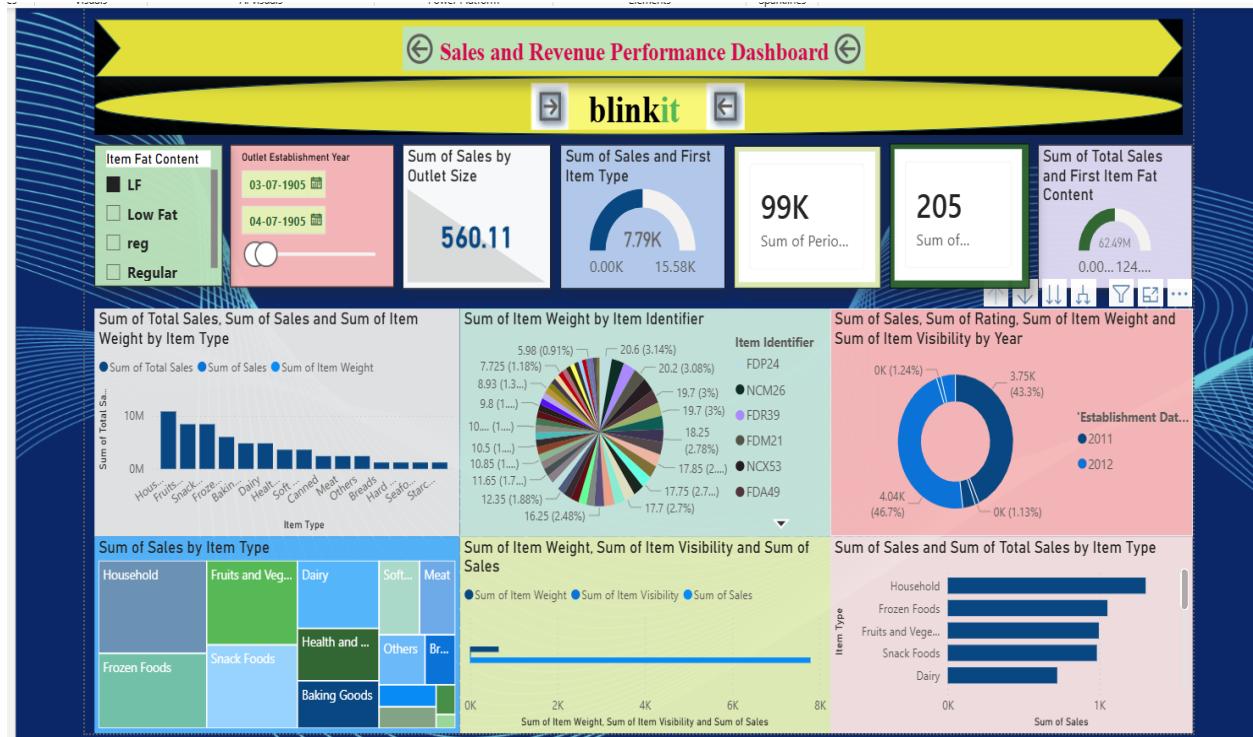
Overall Dax Queries:

The screenshot shows a Power BI desktop interface. The main area displays a table with columns: 'Addition of total contribution', 'Weight % of Total', 'Total Sales', 'Period of Year', and 'Establishment Date'. The data consists of numerous rows of numerical values. To the right of the table is a 'Data' pane containing a search bar and a tree view of data models. The tree view includes nodes for 'BlinkIT Grocery Data' (with 'Establishment Date' expanded), 'Item Fat Content', 'Item Identifier', 'Item Type', 'Item Visibility', 'Item Weight', 'Measure', 'Outlet Establishment Year' (with 'Outlet Identifier', 'Outlet Location Type', 'Outlet Size', and 'Outlet Type' expanded), 'Period of Year' (with 'Rating', 'Sales', 'Total Sales', and 'Weight % of Total' expanded), and 'Rating'. At the bottom right of the table area, there is a link 'Update available (click to download)'.

Addition of total contribution	Weight % of Total	Total Sales	Period of Year	'Establishment Date'
17.682316506	6365.15937499999	1201681.4928	1906	01-01-2017 12.00.00 AM
7.69105276	14682.4121887287	1201681.4928	1906	01-01-2017 12.00.00 AM
19.128065918	5896.14763157894	1201681.4928	1906	01-01-2017 12.00.00 AM
10.025822315	11202.6805	1201681.4928	1906	01-01-2017 12.00.00 AM
15.928540095	7067.93722397476	1201681.4928	1906	01-01-2017 12.00.00 AM
7.162783501	15679.0489853044	1201681.4928	1906	01-01-2017 12.00.00 AM
17.357021498	6494.30753623188	1201681.4928	1906	01-01-2017 12.00.00 AM
19.914409056	5643.66775818639	1201681.4928	1906	01-01-2017 12.00.00 AM
5.90062523	19248.5919243986	1201681.4928	1906	01-01-2017 12.00.00 AM
20.371322439	5505.0027027027	1201681.4928	1906	01-01-2017 12.00.00 AM
21.129003459	5309.32725118483	1201681.4928	1906	01-01-2017 12.00.00 AM
17.370555958	6456.87636887608	1201681.4928	1906	01-01-2017 12.00.00 AM
7.293121214	15484.008984105	1201681.4928	1906	01-01-2017 12.00.00 AM
12.69619424	8891.01626984126	1201681.4928	1906	01-01-2017 12.00.00 AM
7.037178965	16095.8053160919	1201681.4928	1906	01-01-2017 12.00.00 AM
8.547054244	13148.6860328638	1201681.4928	1906	01-01-2017 12.00.00 AM
15.049070183	7468.45366666666	1201681.4928	1906	01-01-2017 12.00.00 AM
15.365673267	7298.16319218241	1201681.4928	1906	01-01-2017 12.00.00 AM
11.105816753	10184.255	1201681.4928	1906	01-01-2017 12.00.00 AM
6.435436256	17436.0785992218	1201681.4928	1906	01-01-2017 12.00.00 AM
16.263017421	6915.23487654321	1201681.4928	1906	01-01-2017 12.00.00 AM
16.573813788	6789.50333333333	1201681.4928	1906	01-01-2017 12.00.00 AM
7.935547386	14126.9615384615	1201681.4928	1906	01-01-2017 12.00.00 AM
12.85	8718.03929961089	1201681.4928	1906	01-01-2017 12.00.00 AM
7.407552205	15210.6999321113	1201681.4928	1906	01-01-2017 12.00.00 AM
15.155195461	7418.99370860927	1201681.4928	1906	01-01-2017 12.00.00 AM
8.220762387	13645.1650426309	1201681.4928	1906	01-01-2017 12.00.00 AM

Update available (click to download)

Creative Dashboard :



By using slicers difference between the charts output represents:



Insights and Analysis of overall Performance by using

- Kpi, Cards
- Stacked Column Chart
- Pie Chart
- Donut Charts
- Tree Map Visualization
- Clustered Column Chart
- Clustered Bar Chart

Overall Report and Insights:

Sales and Revenue Performance Dashboard – Report View

- This dashboard represents the overall sales performance of Blinkit by combining key sales metrics, product details, and outlet characteristics into a single interactive report.
- It helps business users monitor revenue trends of overall sales, identify high-performing products, and make data-driven decisions.
- The **KPI cards** display important summary metrics such as **Total Sales**, **Sales by Outlet Size**, **Sales by Item Type**, **Total Items Sold**, and **Sales by Fat Content**. These KPIs provide a quick snapshot of overall business performance.

Conclusion:

Overall, this dashboard enables stakeholders to track sales performance, analyze product trends, evaluate outlet effectiveness, and improve strategic planning through interactive and visually intuitive insights of the blinkit grocery shop sales dataset metrics.