ASWATHI S

DADS

Power Bi Assessment

Dataset Link

blinkit-sales-performance-dashboard/BlinkIT Grocery Data.xlsx at main · Bhanuprakashrathood03/blinkit-sales-performance-dashboard

The dataset was taken from the above link

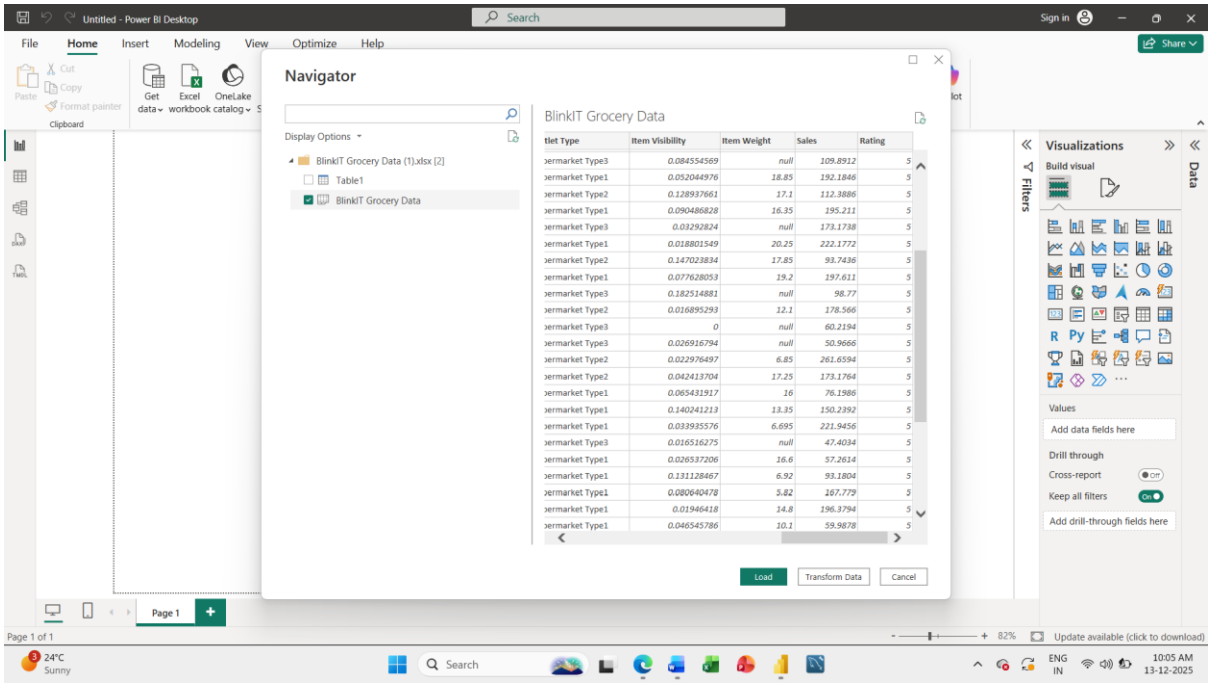
About Dataset

BlinkIt Grocery Shop Dataset

1. Data Cleaning and Transformation:

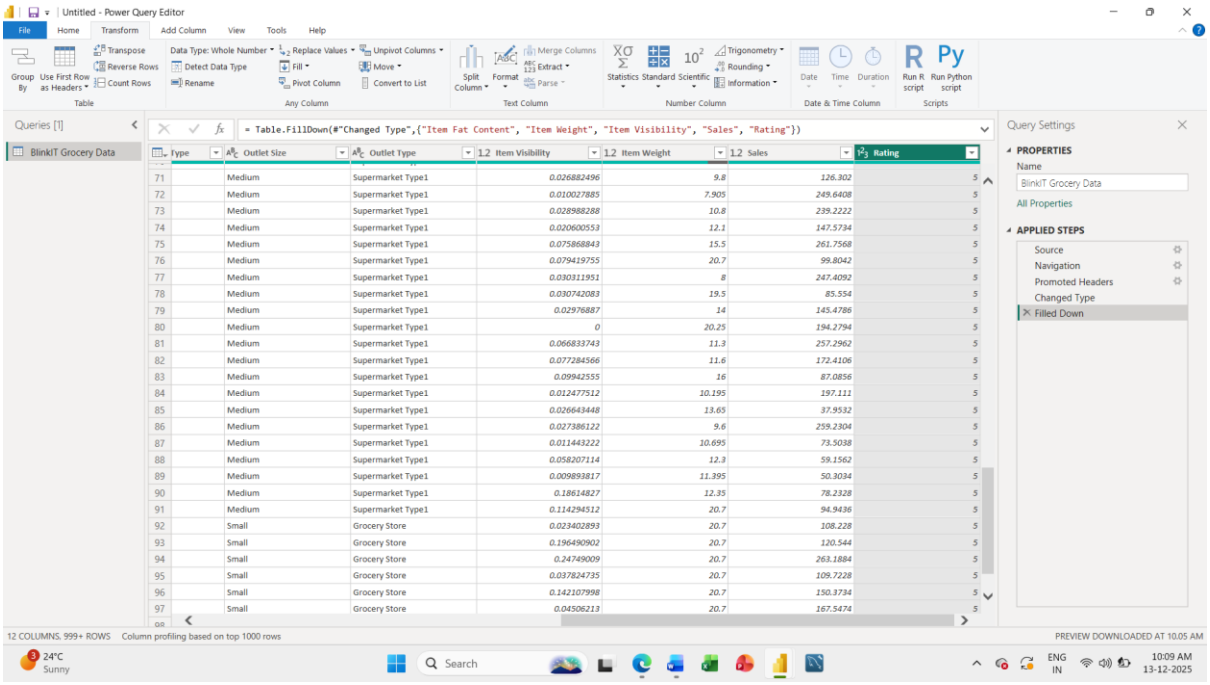
After importing the data from excel to power bi

- 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

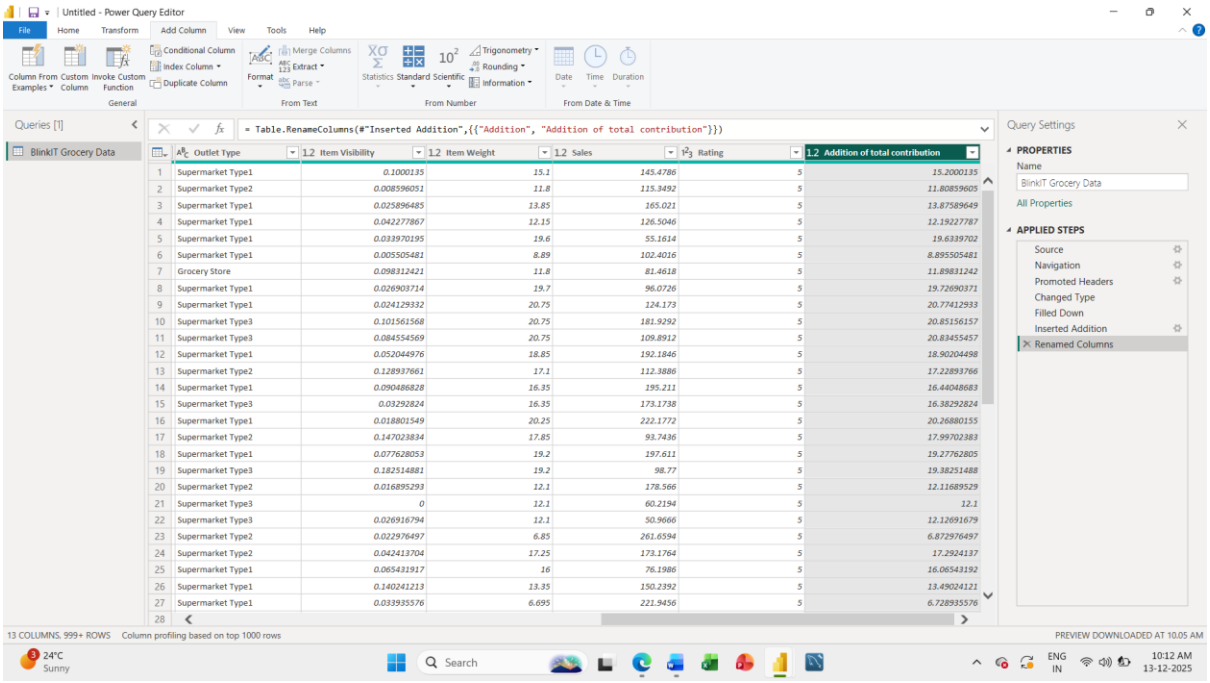


In this there are so many null values are there after identifying that by using power bi I gave transform after that I clicked FILL option after that I click on DOWN option

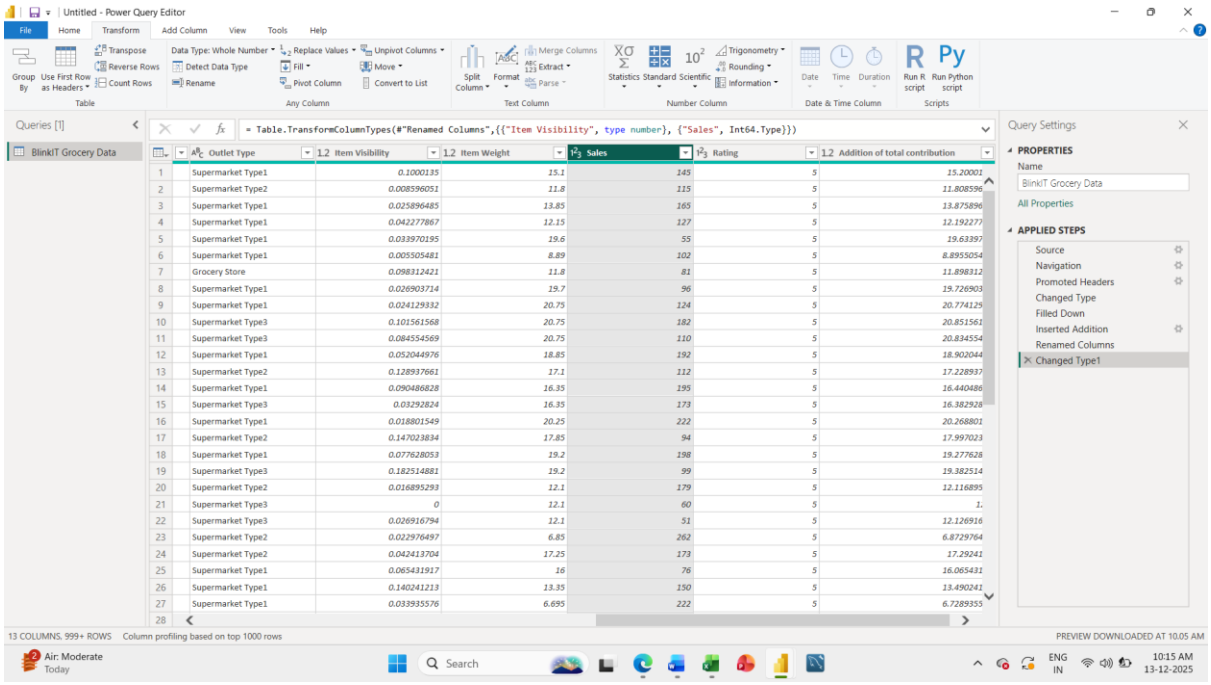
After cleaning null values



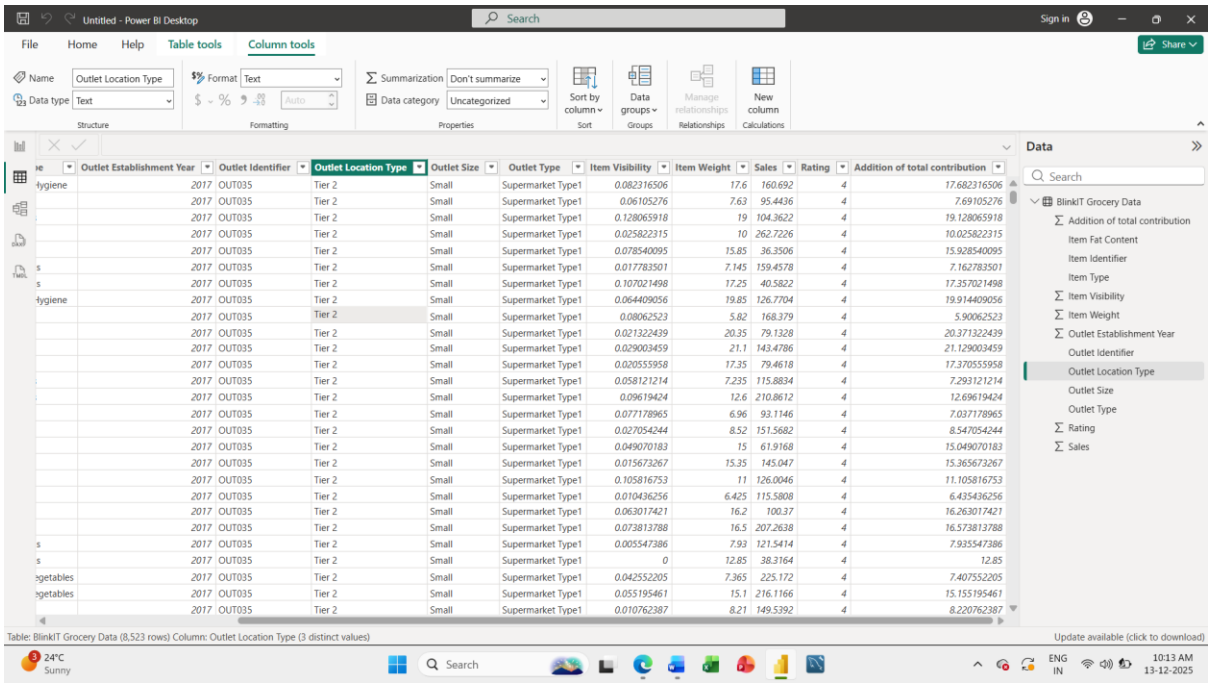
To know the contribution of data I added item visibility and item weight to contribute the values for that I click on CONTROL after that I chose add columns in that I chosen STANDARD option to sum up the values



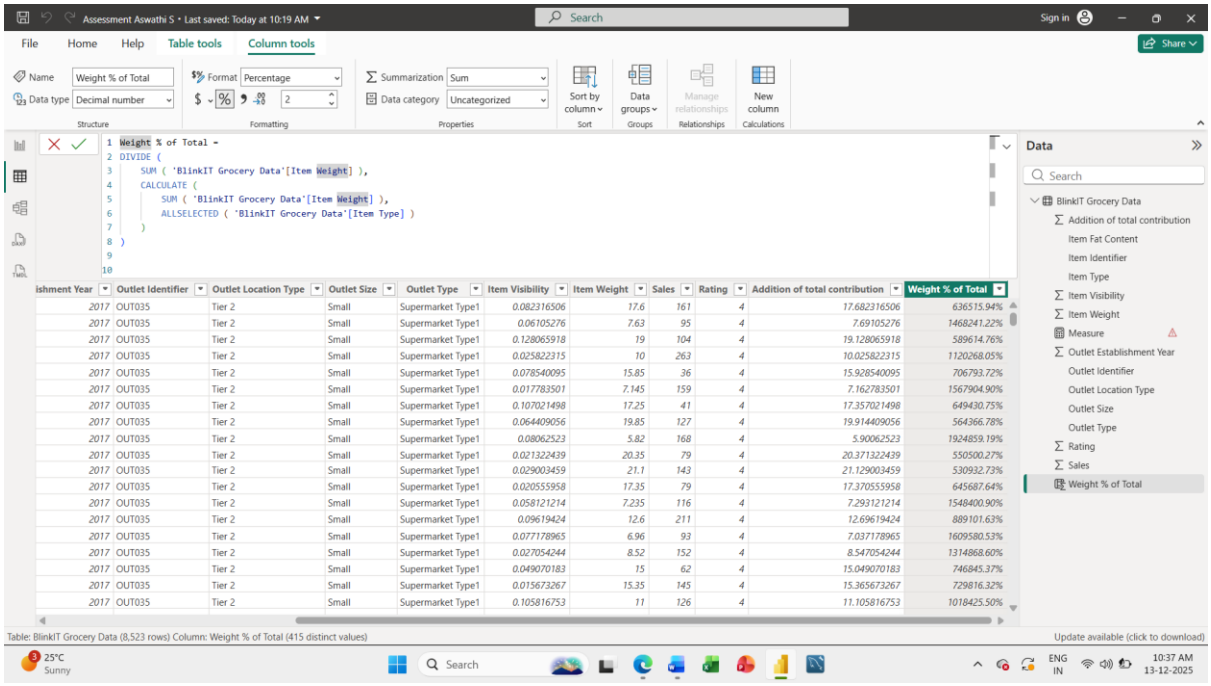
Sales column is considered as whole numbers :



After giving close and apply (OUTPUT)



DAX Measures for Sales Dataset:

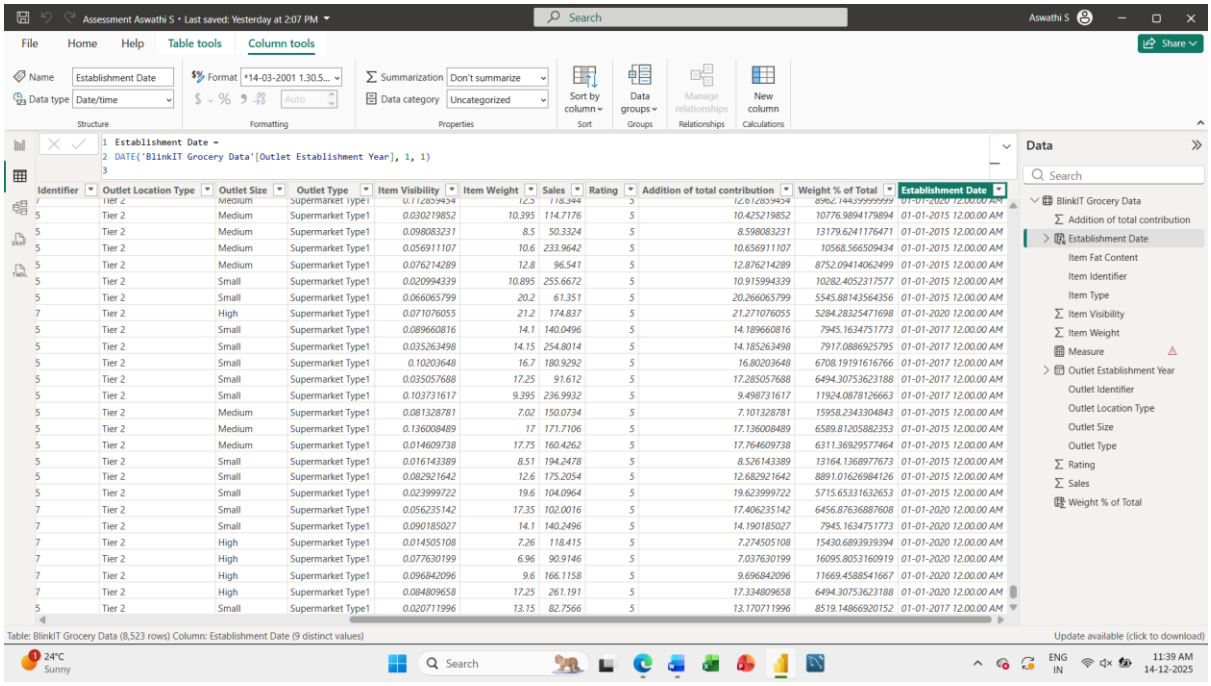


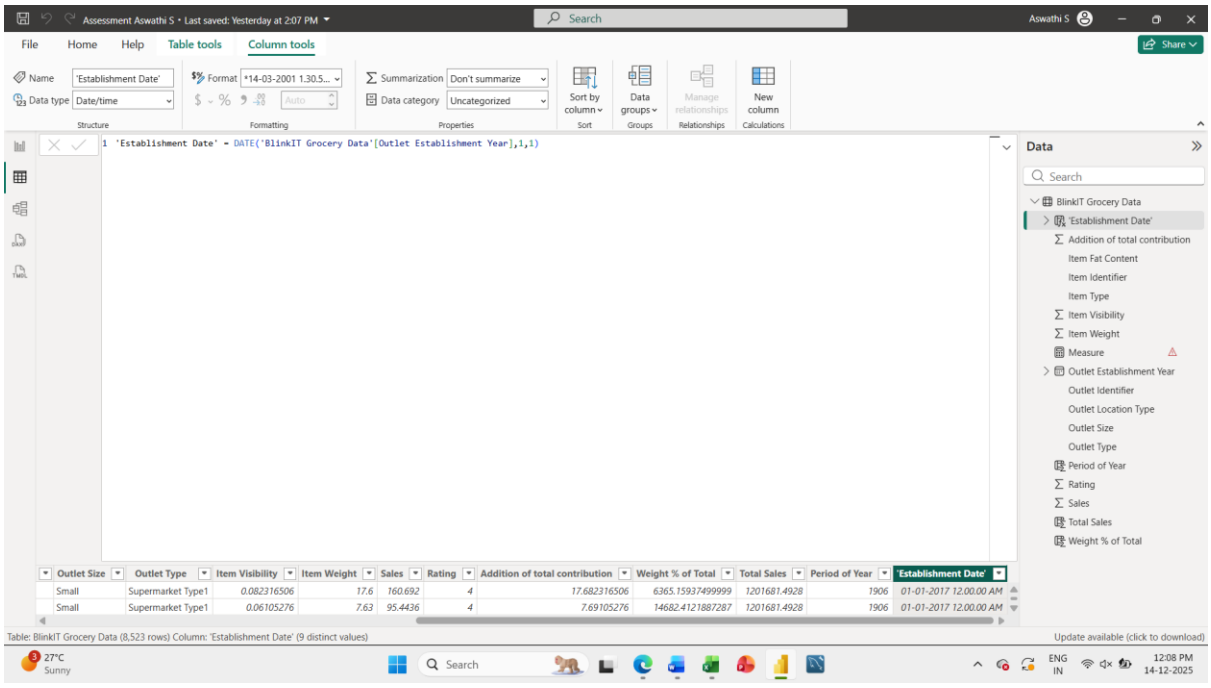
Here I have used the DAX Query (own try)

- 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:

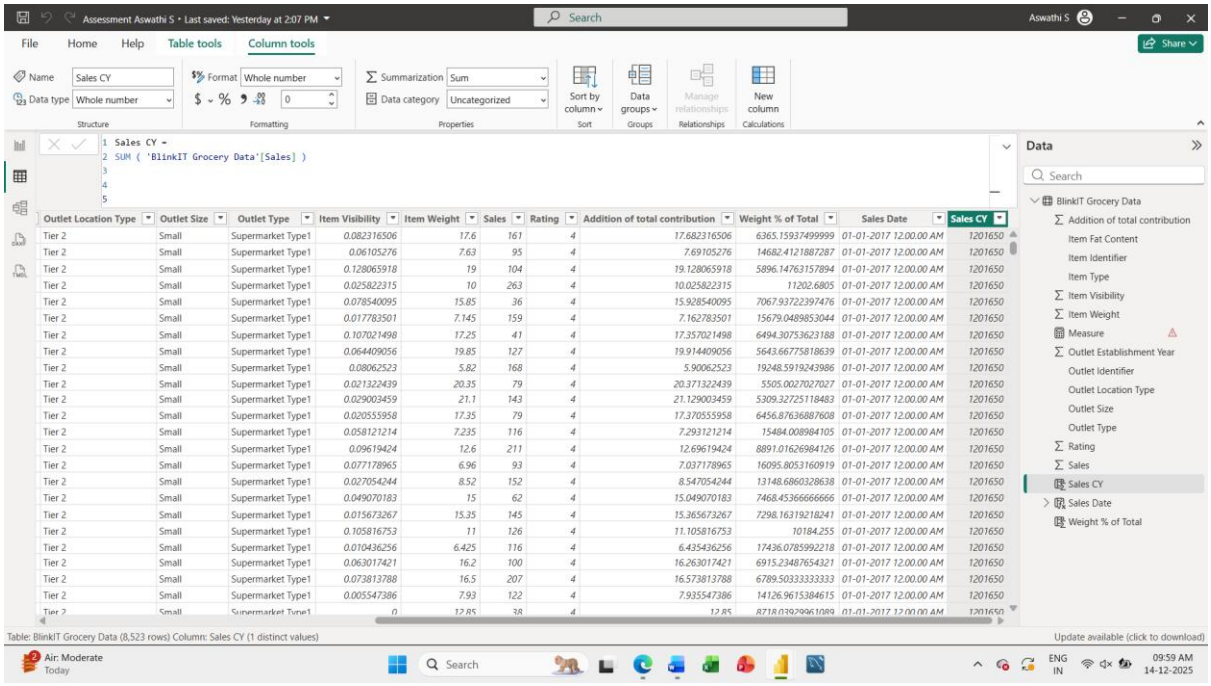
Date add Dax Query:





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

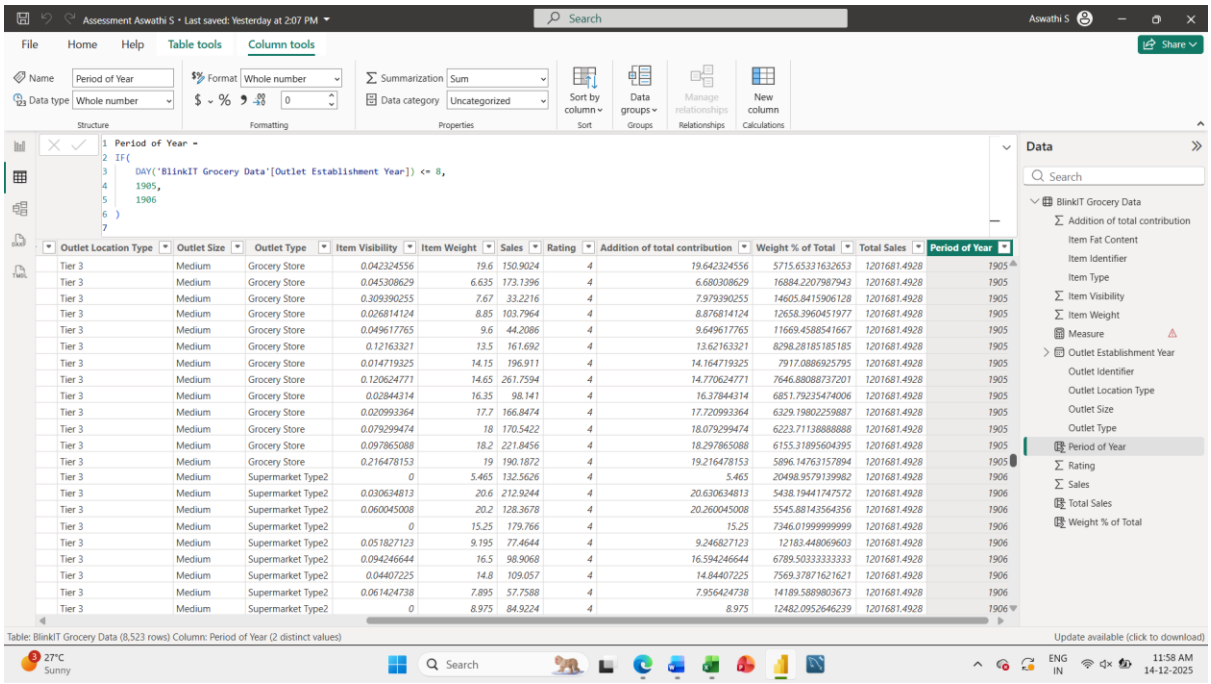
DAX FORMULA FOR TOTAL SALES I as per the given dataset:



Total Sales =

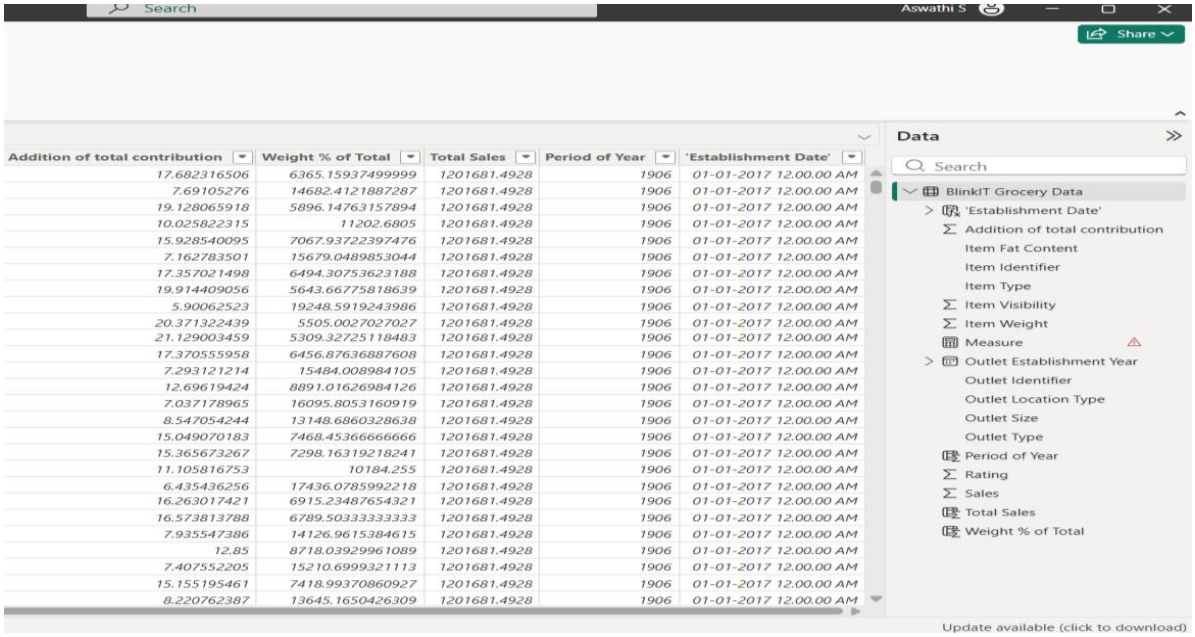
SUM('BlinkIT Grocery Data'[Sales])

Period of Year:

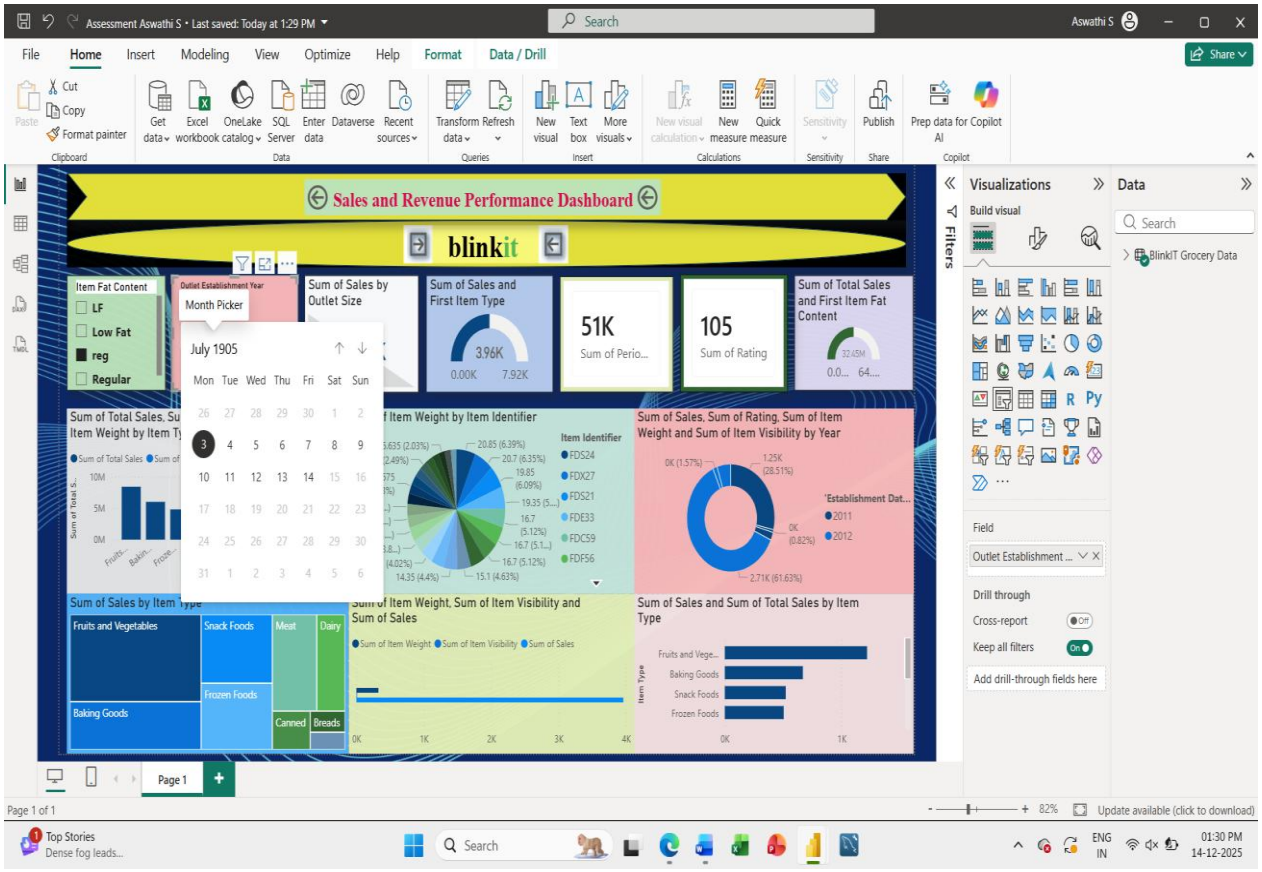


```
Period of Year =
IF(
   DAY('BlinkIT Grocery Data'[Outlet Establishment Year]) <= 8,
   1905,
   1906
)
```

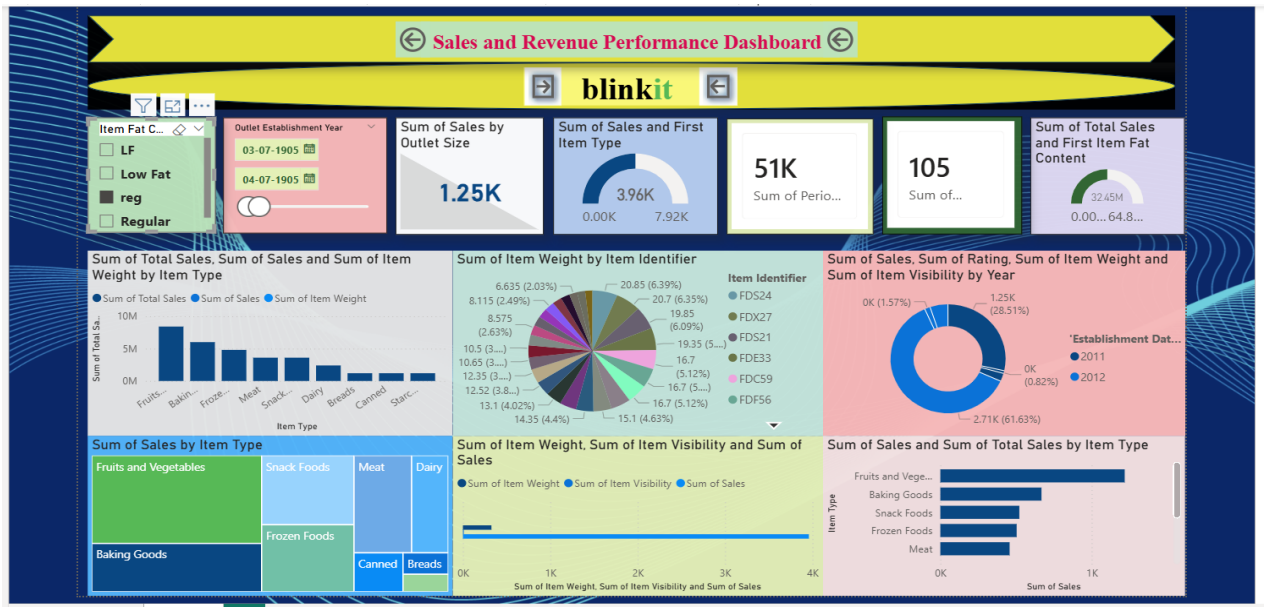
Overall Dax Queries:



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.