Project: 1

Project :- This project presents a comprehensive sales analysis dashboard for Blinkit, an Indian last-minute delivery app. The dashboard was created using Power BI and provides a detailed overview of the company's sales performance across various outlets and product categories.

Industry Type :– Retail Store

Data set – Blinkit Grocery Sales Data

Problem Statement :- Create a Power BI Report:

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).

Key Metrics and Visualizations:

Sales by Fat Content: A pie chart breaks down sales into Low Fat ($425.36K) and Regular Fat ($776.32K) categories, providing insights into consumer preferences.

Item Type Breakdown: A bar chart ranks the sales of various item types, with categories like Fruits and Vegetables and Snack Foods leading at $0.18M each, followed by Household and Frozen Foods.

Sales by Outlet Size and Location: The dashboard includes a donut chart and bar charts that categorize sales based on outlet size (Medium, Small, High) and location (Tier 1, Tier 2, Tier 3), showing the highest sales in Tier 3 locations ($472.13K) and Medium-sized outlets ($507.90K).

Outlet Type Analysis: The dashboard provides a detailed comparison of different outlet types, such as Grocery Stores and Supermarkets, showing their respective sales, number of items, average sales, average ratings, and item visibility.

Interactive Filter Panel: Users can dynamically filter the data by outlet location type, outlet size, and item type, allowing for a tailored view of the sales data.

Outcome: The Blinkit Sales Data Analysis project aims to provide a powerful tool for stakeholders to gain deep insights into sales performance, customer satisfaction, and inventory distribution. The interactive dashboards and reports will offer a clear and concise view of key metrics, helping Blinkit optimize operations, improve customer satisfaction, and drive business growth.