✅ Executive Summary – Blinkit Sales Dashboard Project

This interactive Excel dashboard provides a comprehensive analysis of sales performance for Blinkit, focusing on outlet types, sizes, and product categories. Key metrics such as Total Sales ($1.20M), Average Sales ($141), Total Items Sold (8,523), and Average Rating (4.0) are highlighted to deliver actionable insights.

🔍 Insights Covered:

- Sales by Fat Content: Regular items contribute 65% of total sales.

- Performance by Item Type: Fruits & Vegetables and Frozen Foods are top-selling categories.

- Outlet Analysis: Tier 3 locations lead with $472.1K sales. High-size outlets generate the most revenue (42% share).

- Time Trends: Peak sales occurred in 2018, with $204.5K, showing outlet performance over the years.

🍀 **Purpose:** To support data-driven decisions in product stocking, outlet expansion, and customer targeting strategies.

📊 **Tools Used:** Microsoft Excel (Pivot Tables, Charts, Slicers, KPI Cards).