

# Blinkit Sales Performance Dashboard

A stylized illustration of a delivery person wearing a yellow helmet and an orange uniform, riding a yellow motor scooter. A yellow delivery box with the 'blinkit' logo is mounted on the back of the scooter. The background is a solid light blue.

Analyzing Product, Category, and Store-Level Sales  
Drivers

Transforming raw transaction data into strategic business intelligence

# The Challenge: From Raw Data to Real Strategy

We started with BlinkIT Grocery Data.csv—thousands of individual item transactions. The problem: the data is "loud." It's just a long list of sales without answering critical questions.

1

Best & Worst Categories?

Which product categories drive revenue?

2

Store Performance?

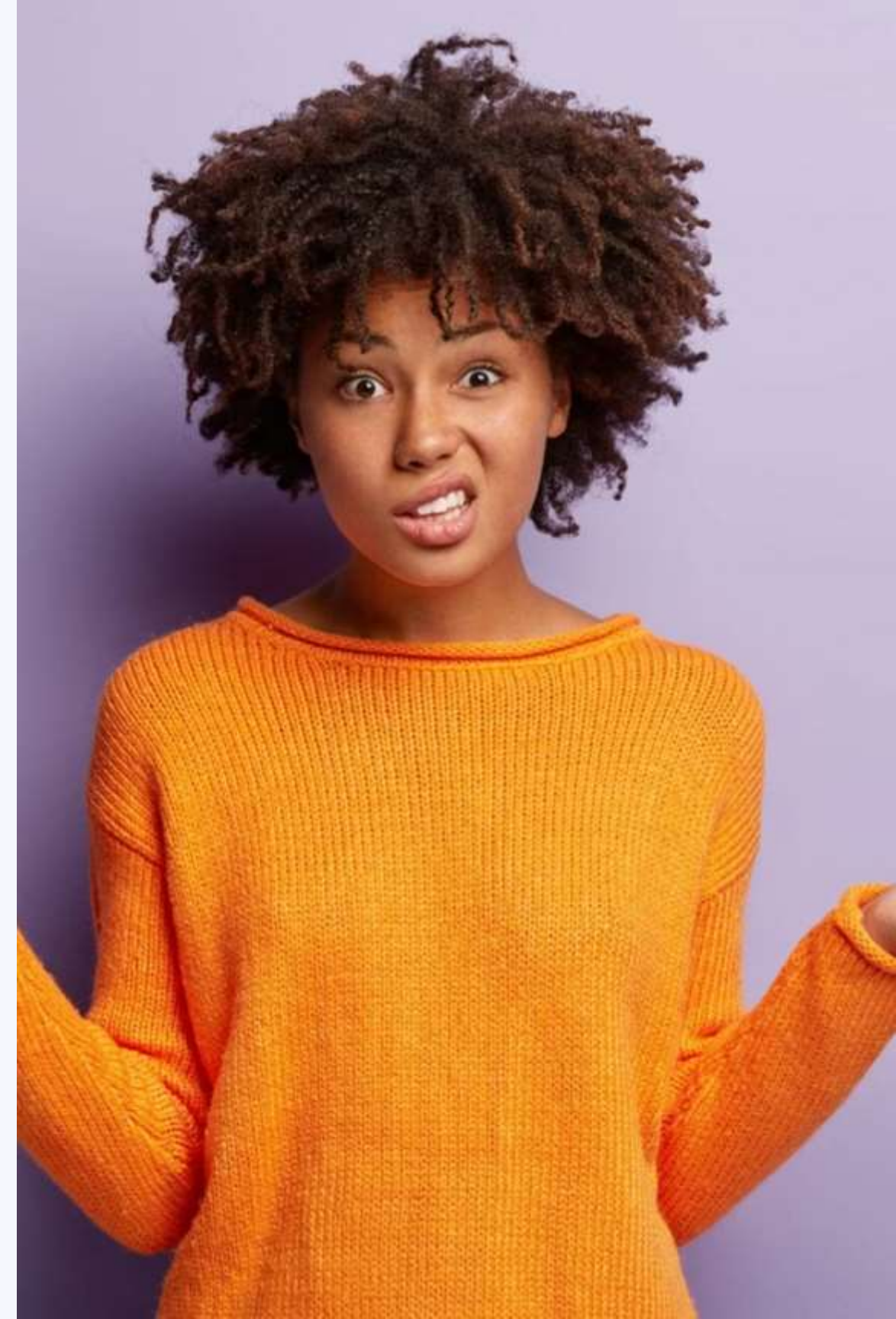
Which store types generate most revenue?

3

Location Impact?

How do size and location affect sales?

**Punchline:** To make smart decisions, turn this noise into a clear signal.



# Our Solution: The Blinkit Sales Analysis Dashboard

We designed an interactive Power BI dashboard to unify all item and store data into one place, enabling anyone to see KPIs, analyze trends, and compare performance instantly.

## High-Level KPIs

Instant summary at a glance

## Visual Trends

Sales analysis by product type

## Store Comparison

Side-by-side performance metrics

# The Data: One File, Many Dimensions

BlinkIT Grocery Data.csv

1

## Product Data

- Item Type
- Item Fat Content
- Rating

2

## Store Data

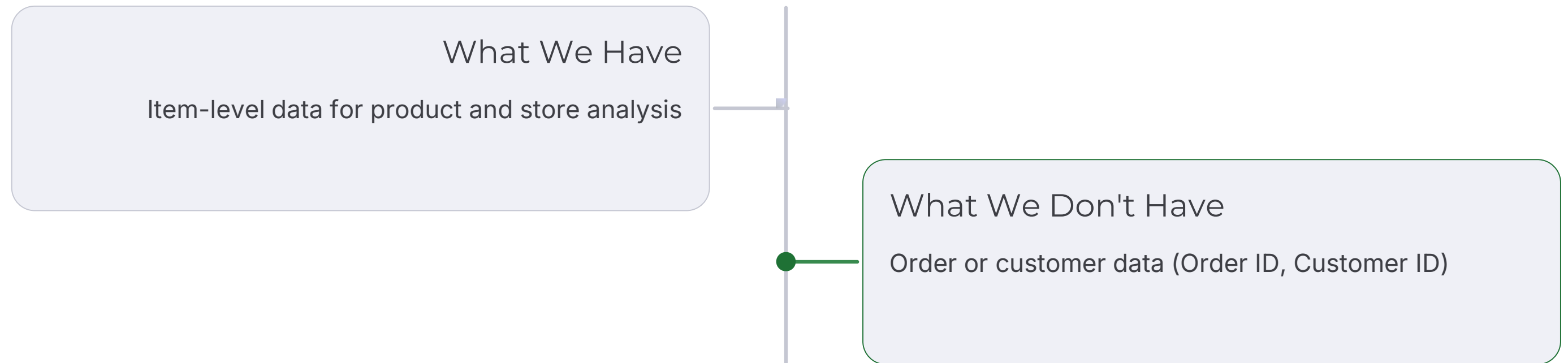
- Outlet Identifier
- Outlet Size
- Outlet Location Type
- Outlet Type

This single file provides all dimensions needed for complete analysis of product and store performance.



# Critical Thinking: Understanding Our Data's Scope

A key part of data analysis is knowing what you **can** and **cannot** say.



- ❏ **The Implication:** This dashboard excels at inventory and operations strategy. It cannot analyze customer-specific metrics like Average Order Value (AOV) or Customer Churn.

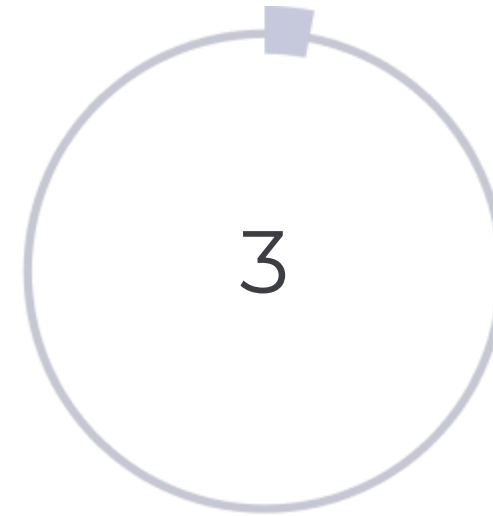
# Feature 1: The Control Panel (KPIs & Slicers)

The dashboard leads with four key metrics for instant summary: Total Sales, Total Items Sold, Average Rating, and Average Sale Price.



Top-Line KPIs

Essential metrics at a glance



Interactive Slicers

Filter by location, type, fat content

Users control the entire report through slicers: Outlet Location Type (Tier 1, 2, 3), Outlet Type (Supermarket, Grocery), and Item Fat Content.

# Feature 2: A User-First Design (The 'About' Panel)

Dashboards are only useful if people trust and understand them. We added an info button that opens a special panel explaining the report's purpose, metric definitions, data sources, and limitations.

1

Report Purpose

Clear explanation of dashboard goals

2

Metric Definitions

Every KPI clearly defined

3

Data Source & Limits

Transparency builds trust

# Insight 1: What the Data Tells Us About Products

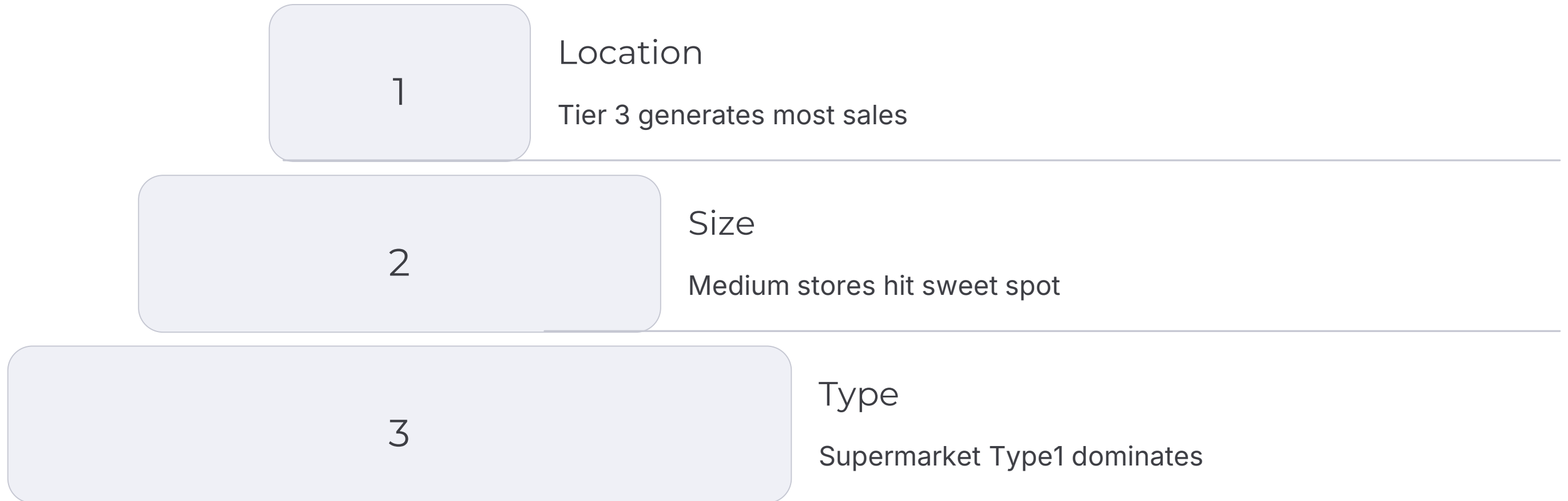
Two categories are clear revenue leaders, accounting for the majority of sales. Across most categories, "Low Fat" items consistently outsell "Regular" fat items—revealing a strong consumer preference.





# Insight 2: The 'Winning Store' Formula

By analyzing store-level data, a clear pattern emerges for highest-performing outlets:



# Conclusion & Next Steps

We transformed a raw CSV file into a dynamic strategic tool. The dashboard clearly identifies top products and valuable store profiles. To achieve a 360° business view, we need order-level and customer-level data for AOV and loyalty analysis.

## Order-Level Data

Analyze basket composition and AOV

## Customer-Level Data

Track loyalty, frequency, churn