Blinkit Power BI Dashboard - Project Explanation

Project Title: Blinkit Power BI Dashboard

Date: 19 April 2025

Overview:

This Power BI dashboard provides a comprehensive analysis of Blinkit's performance data. The dashboard includes visuals for total sales, number of items sold, average sales, and average ratings. It also highlights outlet performance based on size, item type, fat content, and location.

Key Features:

- Total Sales: Rs.1.20M

- Number of Items Sold: 9K+

- Average Sales per Product: Rs.140.99

- Average Customer Rating: 3.92

- Top Selling Categories: Fruits, Snacks, Household items

- Sales by Location: Tier 3 areas perform the best

- Item Fat Content: Majority are regular fat items (64.73%)

Visuals Explained:

1. KPI Cards: Shows summary metrics such as total sales, items, average sales, and rating.

2. Line Chart: Trend of total sales and number of items over the years.

3. Pie Chart: Distribution of item fat content (Low Fat vs. Regular).

4. Bar Charts: Top selling items and fat content by outlet.

5. Donut Charts: Outlet size contribution to sales.

6. Stacked Bar: Sales performance across Tier 1, 2, and 3 cities.

7. Table: Outlet type-wise analysis including total sales, visibility, average sales, and rating.

Tools Used:

- Power BI Desktop

- Excel (data cleaning)

- DAX (calculated columns and measures)

Purpose:

This project showcases the ability to convert raw sales and outlet data into meaningful business insights using Power BI. It is designed to be part of a data analyst portfolio.

How to Use:

- Download the PBIX file and open it using Power BI Desktop.

- Use slicers on the left to filter by location, item type, outlet size, and establishment year.

- Interact with visuals to explore insights dynamically.

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