# Problem Statement: Blinkit Sales Performance Dashboard

## Overview:

This project involves developing an interactive Power BI dashboard to analyze Blinkit's sales performance. Blinkit is a last-minute delivery app catering to various outlet types and sizes. The dashboard aggregates and visualizes key metrics such as total sales, number of items, average rating, sales by outlet and item type, and temporal trends to provide insights into business performance.

## Objective:

To design a comprehensive dashboard that allows stakeholders to explore and evaluate sales data across different outlet types, item categories, and time periods, thereby aiding in decision-making and operational improvements.

## Key Metrics and Visualizations:

* Total Sales: Displayed as a key metric card to show overall performance ($1.20M).
* Average Sales: Indicates the mean value of sales transactions (141).
* Number of Items: Total quantity of items sold (8523).
* Average Rating: Aggregated customer rating (3.92).
* Filters Panel: Allows filtering by Outlet Type, Outlet Size, and Item Type.
* Outlet Establishment Over Time: Line chart showing sales trends by outlet establishment year.
* Sales by Fat Content: Pie chart comparing low fat and regular product sales.
* Item Type Breakdown: Horizontal bar chart ranking item categories by total sales.
* Fat by Outlet: Sales by fat content distributed across different outlet tiers.
* Sales by Outlet Size: Donut chart displaying total sales based on outlet size (Small, Medium, High).
* Sales by Outlet Location: Horizontal bar chart showing sales for Tier 1, 2, and 3 cities.
* Outlet Type Comparison: Table showing total sales, number of items, average sales, average ratings, and item visibility across outlet types.

## Problem Statement:

Despite Blinkit’s broad network of outlets and product categories, understanding sales distribution and customer behavior is challenging without a centralized analytical view. Decision-makers lack an effective tool to track performance across outlet types, measure the popularity of product categories, and monitor historical growth.

## Goals:

* Create a centralized dashboard offering real-time insights into key sales metrics.
* Enable granular filtering to compare sales performance by outlet characteristics.
* Visualize historical trends to inform strategic planning.
* Analyze the impact of fat content and item types on sales volume.
* Understand the customer rating dynamics across different store categories.

## Expected Outcome:

A visually compelling and interactive Power BI dashboard that enables stakeholders to track Blinkit’s operational and sales performance, evaluate trends by item and outlet characteristics, and make data-informed business decisions.