

Power BI: blinkIT DASHBOARD ANALYSIS



PROJECT STORYTELLING (How to Present Your Blinkit Dashboard)

1 Project Introduction

This project is based on Blinkit sales analysis, where the objective was to analyze product performance, customer ratings, and outlet-level insights to support business optimization decisions using Power BI.

2 Business Problem

Blinkit wants to improve sales performance and customer satisfaction by understanding which product categories, outlet sizes, and locations drive more revenue. The aim was to identify opportunities for operational improvement and strategic growth.

3 Scope & Requirement Gathering

Collected KPIs such as Total Sales, Average Sales, Number of Items, and Average Rating. The focus was to analyze sales trends based on product variables (Fat Content, Item Type) and outlet variables (Size, Location, Type, Establishment Year).

4 Data Understanding & Preparation

The dataset was imported into Power BI and checked for missing values, data types, and inconsistencies. Performed data cleaning and created relationships between tables during data modeling.

5 DAX Measures Created

- Total Sales

- **Average Sales**
- **Number of Items**
- **Average Rating**
- **Parameter created for matrix to switch between metrics**

6 Visualizations Overview

| Visual | Purpose |
|--|---|
| Donut – Total Sales by Fat Content | Identify sales contribution based on fat levels |
| Bar Chart – Total Sales by Item Type | Compare demand across item categories |
| Stacked Column – Fat Content by Outlet | Compare sales performance across outlets |
| Line Chart – Sales by Outlet Establishment | Effect of outlet age on sales |
| Donut/Pie – Sales by Outlet Size | Analyze size–performance relationship |
| Funnel Map – Sales by Location | Geographic sales distribution |
| Matrix Card – All KPIs by Outlet Type | Comprehensive performance comparison |

7 Key Insights

Examples of insights you may present:

- ◆ **Low Fat products contribute the highest sales**, suggesting customer preference for healthier options.
- ◆ **Frozen, Dairy, & Snacks item types generate maximum revenue**, prioritizing stock planning.
- ◆ **Medium-size outlets outperform small outlets**, indicating better operational capacity.
- ◆ **Urban locations generate more sales than Tier-2 towns**, suggesting targeted expansion strategy.
- ◆ **Newer outlets initially perform low but show growth trend over time**.

8 Business Recommendations

- ❖ Increase stock and marketing focus on high-demand categories.
- ❖ Expand medium-size outlet format in high-performing cities.
- ❖ Improve performance of low-rated outlet types with additional training.
- ❖ Promote healthy low-fat products through pricing & offers.

💡 INTERVIEW Q&A BASED ON YOUR PROJECT

Q1: What was the main objective of your project?

A: The objective was to analyze Blinkit's sales performance, customer ratings, and outlet distribution in order to identify patterns and insights that can help improve sales strategy and operational efficiency.

Q2: What challenges did you face in your dataset?

A: Handling missing ratings and standardizing categorical fields like Fat Content (LF, low-fat, Low Fat → normalized). Also managing data types (text → numeric) and creating meaningful relationships.

Q3: Why did you choose these KPIs?

A: These KPIs directly represent business profitability and customer satisfaction metrics, enabling decision-makers to understand product and outlet performance.

Q4: Why did you create a parameter for Matrix visual?

A: To allow users to switch between measures dynamically (Total Sales, Avg Sales, Avg Rating, Number of Items) without needing multiple visuals, enhancing interactivity.

Q5: What insights did you derive?

(Customize based on your data findings)

Example:

Low-fat items generate the highest total sales, suggesting increasing health awareness among customers.

Q6: Why did you choose each chart type?

Example answer:

Donut charts allow clear segmentation comparison, bar charts are good for category comparison, stacked columns help compare multiple variables across outlets, and maps are best for location performance.

Q7: What recommendations can you give to Blinkit?

Increase stocking strategy in large urban outlets, promote trending product categories, improve customer service for low-rated items.

Q8: What would you do in the future enhancement?

Add forecasting, integrate real-time data from API, add customer segmentation clustering and delivery time analysis.