blinkit
India's Last Minutes App

$1.20M TOTAL SALES	**$141** AVG SALES
8523 NO OF ITEMS	**3.9** AVG RATING

Outlet Location
All

Outlet Size
All

Item Type
All

OUTLET ESTABLISHMENT

- $0.2M
- $0.20M
- $0.13M
- $0.13M
- $0.1M
- $0.08M
- $0.13M
- $0.13M
- 2010
- 2015
- 2020

Total sales	Avg Sales	No Of Items	Avg Rating

FAT CONTENT

- ● Low Fat ● Regular ● LF ● reg

$0.04M

$0.41M — **$1.20M** Total sales — $0.73M

ITEM TYPE

Item	Total sales
Fruits an...	$0.18M
Snack Fo...	$0.18M
Household	$0.14M
Frozen F...	$0.12M
Dairy	$0.10M
Canned	$0.09M
Baking G...	$0.08M
Health a...	$0.07M
Meat	$0.06M
Soft Drinks	$0.06M
Breads	$0.04M
Hard Dri...	$0.03M
Others	$0.02M
Starchy F...	$0.02M
Breakfast	$0.02M
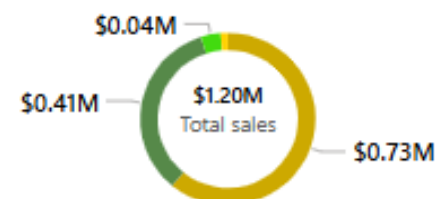
FAT BY OUTLET

Item ... ● LF ● Low Fat ● reg ● Regular

Outlet Location Ty...
- Tier 3
- Tier 2
- Tier 1

$0.0M — $0.2M
Total sales
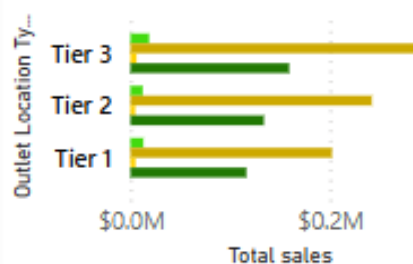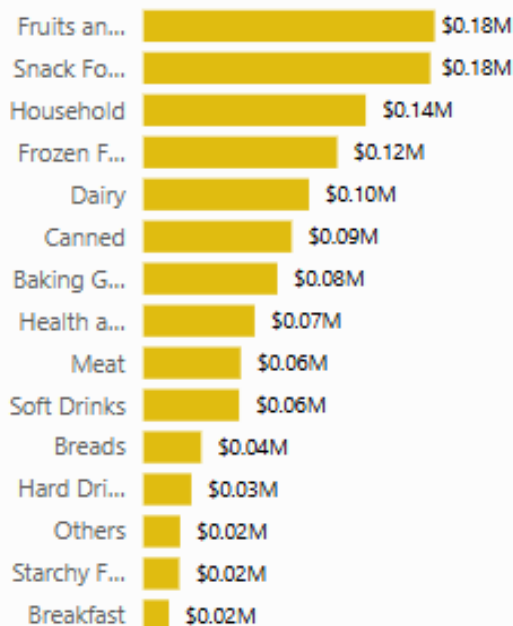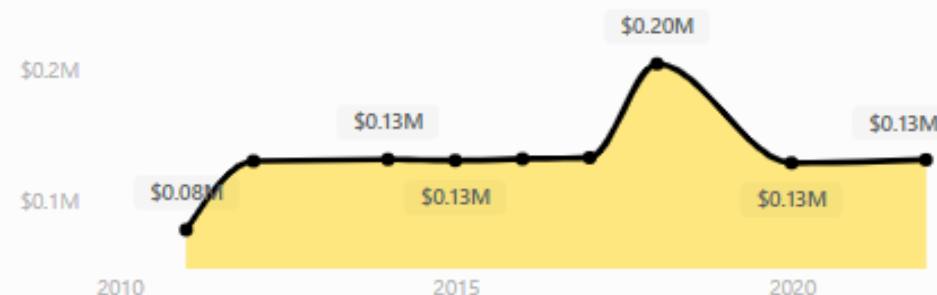
OUTLET SIZE

● Medium ● Small ● High

$0.25M — $0.51M

$0.44M

OUTLET LOCATION

100%

Tier 3	472.13K
Tier 2	393.15K
Tier 1	336.40K

71.3%
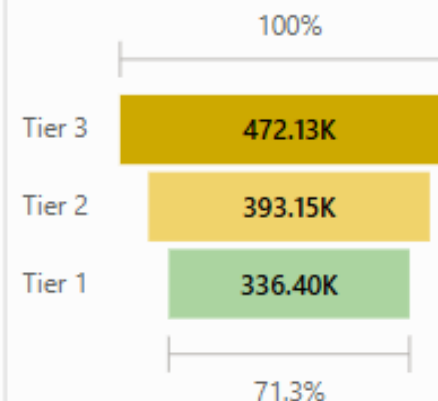
OUTLET TYPE

| Outlet Type	Total sales	No Of Items	Avg Sales	Avg Rating	Item Visibility
Grocery Store	$0.15M	1083	$140.29	4	0.10
Supermarket Type2	$0.13M	928	$141.68	4	0.06
Supermarket Type1	$0.79M	5577	$141.21	4	0.06
Supermarket Type3	$0.13M	935	$139.80	4	0.06

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Hello Sir/Madam,

I am **Krishnagopal Konar**, an aspiring **Business Analyst** with a strong interest in data-driven decision-making and business intelligence. This presentation showcases one of my key projects—**Blinkit Sales Dashboard**—built using **Power BI**, where I transformed raw retail data into meaningful insights.

This project analyzing over $1.2M in sales data, and I'm eager to apply my skills in data visualization, SQL, and analytical thinking to a dynamic organization like yours.

LINK

STEPS IN PROJECT

- ➢ Requirement Gathering/ Business Requirements
- ➢ Data Walkthrough
- ➢ Data Connection
- ➢ Data Cleaning / Quality Check
- ➢ Data Modeling
- ➢ Data Processing
- ➢ DAX Calculations
- ➢ Dashboard Lay outing
- ➢ Charts Development and Formatting
- ➢ Dashboard / Report Development
- ➢ Insights Generation

BUSINESS REQUIREMENT

To conduct a comprehensive analysis of Blinkit's sales performance, customer satisfaction, and inventory distribution to identify key insights and opportunities for optimization using various KPIs and visualizations in Power BI.

KPI's Requirements

1. Total Sales: The overall revenue generated from all items sold.

2. Average Sales: The average revenue per sale.

3. Number of Items: The total count of different items sold.

4. Average Rating: The average customer rating for items sold.

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CHART'S REQUIREMENT

1. Total Sales by Fat Content:

Objective: Analyze the impact of fat content on total sales.

Additional KPI Metrics: Assess how other KPIs (Average Sales, Number of Items, Average Rating) vary with fat content.

Chart Type: Donut Chart.

2. Total Sales by ItemType:

Objective: Identify the performance of different item types in terms of total sales.

Additional KPI Metrics: Assess how other KPIs (Average Sales, Number of Items, Average Rating) vary with fat content.

Chart Type: Bar Chart.

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CHART'S REQUIREMENT

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3. Fat Content by Outlet for Total Sales:
Objective: Compare total sales across different outlets segmented by fat content.
Additional KPI Metrics: Assess how other KPIs (Average Sales, Number of Items, Average Rating) vary with fat content.
Chart Type: Stacked Column Chart.

4. Total Sales by Outlet Establishment:
Objective: Evaluate how the age or type of outlet establishment influences total sales.
Chart Type: Line Chart.

5. Sales by Outlet Size:
Objective: Analyze the correlation between outlet size and total sales.
Chart Type: Donut/ Pie Chart.

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CHART'S REQUIREMENT

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6. Sales by Outlet Location:
Objective: Assess the geographic distribution of sales across different locations.
Chart Type: Funnel Map.

7. All Metrics by Outlet Type:
Objective: Provide a comprehensive view of all key metrics (Total Sales, Average Sales, Number of Items, Average Rating)broken down by different outlet types.
Chart Type: Matrix Card.

LINK

CONCLUSION

✓ Delivered a visually engaging and insightful dashboard aligned with retail KPIs.

✓ Enabled dynamic decision-making through slicers and drill-down visuals.

✓ Demonstrated strong Power BI and analytical skills applicable to business intelligence roles.

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THANK YOU

For Any Quaries Feels Free To Contact

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