

# Blinkit Sales Dashboard Project

## 1. Overall Sales Performance

- What is the total revenue generated?
- What is the average sales per transaction?
- How many items were sold in total?
- What is the average customer rating?

## 2. Outlet Trends and Performance

- How has the number of outlets evolved from 2012 to 2022?
- What is the revenue contribution by outlet size (Small, Medium, High)?
- How does outlet location (Tier 1, Tier 2, Tier 3) impact total sales?

## 3. Product Segmentation

- What is the sales distribution by fat content (Low Fat vs. Regular)?
- Which item types contribute the most to total sales?
- What is the breakdown of revenue by item types (e.g., Fruits and Vegetables, Hard Drinks, Seafood)?

## 4. Outlet-Specific Insights

- Which outlet size generates the highest revenue?
- How does the performance vary by outlet location tiers?
- What is the visibility and average rating of items in different outlet types?

## 5. Category and Segment Analysis

- Which product categories (e.g., Starchy Foods, Meat, Soft Drinks) perform the best?
- What are the top-performing items within specific categories?

## 6. Customer Behavior

- What are the most purchased product types?
- How do customer preferences vary by location and outlet type?

## 7. Insights for Decision-Making

- How can inventory be optimized based on sales trends?
- Which locations or outlet sizes should be targeted for expansion?
- How can product visibility and customer ratings be improved to enhance sales?

## **8. KPIs and Performance Metrics**

- What are the key performance indicators (KPIs) to track for better business outcomes?
- How does average sales correlate with outlet size and item type?

### **Additional Dynamic Features**

- How can filters (e.g., outlet size, location, item type) be used for in-depth analysis?
- What insights can be derived using dynamic visualizations and drill-through functionality?