Blinkit Grocery Data Analysis

Sales & Outlet Performance Dashboard

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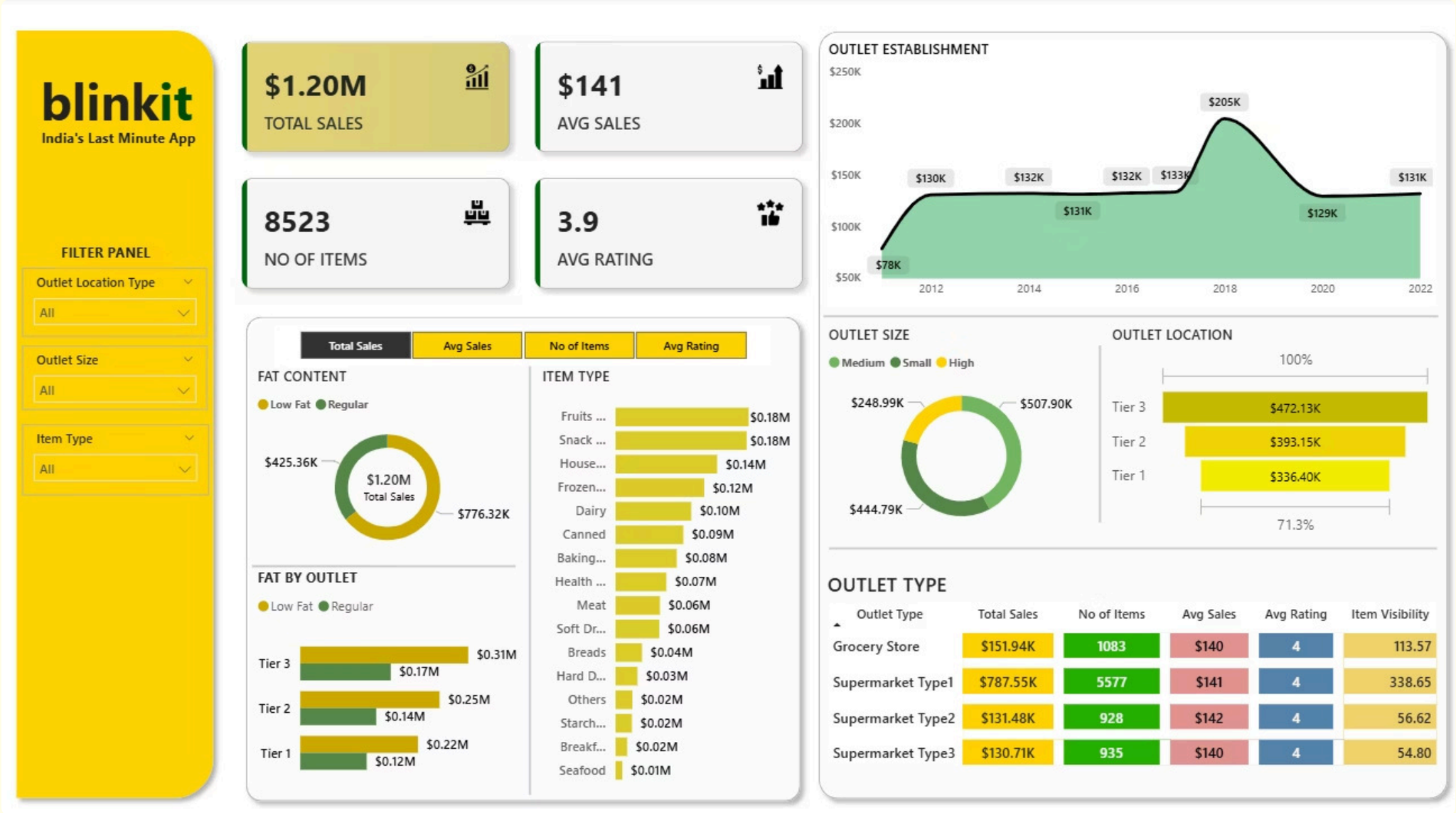
Dashboard Preview

Interactive Power BI dashboard showcasing Blinkit's sales performance across outlets, items, and customer segments.



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Project at a Glance

8,523 Transactions

Comprehensive grocery sales data analyzed

Interactive Dashboard

Power BI visualization for strategic insights

Actionable Insights

Drive outlet expansion and product optimization

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The Business Challenge

Blinkit lacked consolidated visibility into how outlet characteristics and product attributes impact sales performance.

Critical Questions

- Which outlet types generate highest sales?
- How do location tiers affect performance?
- Which products deserve priority focus?

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Key Dimensions

Outlet size, location tier, establishment type

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Tech Stack & Data Foundation

1

Power BI Desktop

Data visualization and dashboard creation

2

Power Query

Data cleaning and transformation

3

DAX

Calculated measures and KPIs

Data Source: BlinkIT Grocery Dataset (Excel) with item characteristics, outlet attributes, and performance metrics

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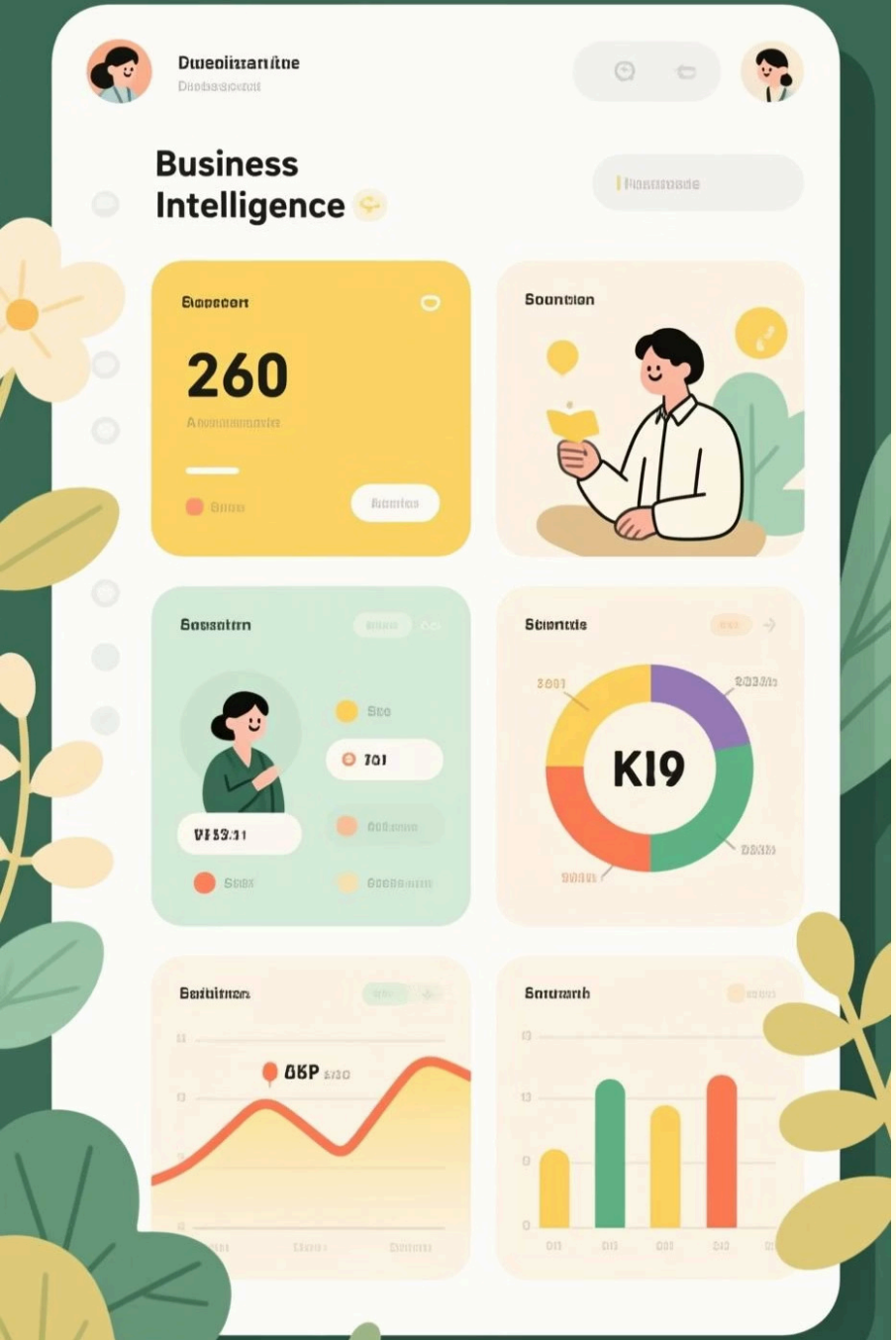

Dashboard Goals

Comprehensive View

Sales performance by outlet and item type

Trend Analysis

Patterns across size, year, and attributes

Data-Driven Decisions

Enable expansion and optimization strategies

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Key Performance Indicators

$1.2M

Total Sales

Revenue across all outlets

$141

Average Sales

Per transaction value

8,523

Items Sold

Total transactions analyzed

4.0

Avg Rating

Customer satisfaction score

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Top Performance Insights

Medium Outlets Win

$507.9K revenue from medium-sized outlets

Tier 3 Dominates

$472K sales in suburban locations

Regular Fat Preferred

Consistently outperforms low-fat variants

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Dashboard Features

Visual Analytics

- Sales by item type and category
- Fat content performance comparison
- Outlet size revenue distribution
- Location tier analysis
- Establishment year trends

Interactive Elements

Dynamic slicers enable exploration by:

- Outlet type
- Item category
- Location tier

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Business Impact

Enhanced Visibility

Clear view of outlet performance and customer behavior patterns

Strategic Guidance

Data-driven decisions for outlet expansion and optimization

Inventory Planning

Improved marketing focus using actionable insights

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Key Takeaways

01

Data Transformation

Power Query cleaning and preparation

02

KPI Development

DAX-based measures in Power BI

03

Business Storytelling

Dashboard design for actionable insights

> Transforming 8,523 transactions into strategic business intelligence

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