Business Requirement Document (BRD)

# Project Title:

Blinkit Sales Analysis Dashboard

# Project Objective:

The objective of this project is to design and develop an interactive Power BI dashboard to analyze Blinkit’s sales performance. The dashboard provides insights into sales trends, outlet types, item categories, and customer ratings, enabling business stakeholders to make data-driven decisions for improving operations and increasing profitability.

# Business Goals:

- Provide clear visibility of overall sales, average sales, number of items, and ratings.  
- Identify top-performing outlet types, outlet sizes, and locations.  
- Highlight key product categories driving sales.  
- Track sales performance over years based on outlet establishment.  
- Enable strategic decisions on expansion and marketing in high-performing areas.

# Stakeholders:

- Business Managers  
- Sales & Marketing Team  
- Finance Team  
- Operations Team  
- Data Analysts

# Scope:

The scope of the project covers analysis of sales, outlet performance, item categories, and customer ratings using Power BI visualizations. The dashboard is intended for internal business use and supports decision-making related to inventory management, marketing strategy, and outlet expansion planning.

# Deliverables:

- Interactive Power BI dashboard.  
- Visualizations of sales trends, outlet size/location/type, and item categories.  
- Exportable reports for business use.

# Assumptions & Constraints:

- Data provided is accurate and up to date.  
- Power BI will be used as the primary visualization tool.  
- Scope limited to available Blinkit sales dataset.