

## **Project Title:** Interactive Power BI Dashboard for Blinkit Data Analysis

### **Description:**

In this project, I developed an **interactive Power BI dashboard** to analyze Blinkit data. The project involved **comprehensive data cleaning** to handle missing values, remove duplicates, correct inconsistencies, and standardize formats to ensure data quality. After cleaning the dataset, I performed **exploratory data analysis (EDA)** to uncover key insights such as sales trends, popular product categories, customer purchasing behavior, order frequency, and delivery performance.

Using Power BI's advanced visualization tools, I created a dynamic dashboard that allows users to interactively filter and drill down into the data based on different parameters like time periods, cities, and product types. The dashboard provides **real-time visual insights** for better business decision-making and highlights key metrics such as top-selling products, revenue growth, and customer engagement trends.

This project demonstrates my skills in **data preparation, business intelligence (BI) reporting, and storytelling through data visualization**.

### **Key Skills Used:**

- Power BI (Dashboard Design, DAX, Interactive Visuals)
- Data Cleaning (Excel/Power Query)
- Data Analysis (Exploratory Data Analysis, KPI Identification)
- Insight Generation and Reporting
- Business Intelligence and Visualization Best Practices