🛒 BLINKIT GROCERY SALES ANALYSIS – EXCEL DASHBOARD

📌 Problem Statement

Quick-commerce platforms like **Blinkit** handle a large volume of grocery sales across multiple outlet sizes, locations, and product categories. However, raw transactional data alone does not provide clear visibility into **sales performance, customer preferences, and outlet efficiency**.

The objective of this project is to **analyze Blinkit grocery sales data** and design an **interactive Excel dashboard** that provides actionable insights into:

- Overall sales performance
- Item-wise and category-wise contribution
- Outlet performance by size, type, and location
- Customer rating trends
- Sales patterns over time

This dashboard helps **business managers, analysts, and operations teams** understand what drives sales and how outlet characteristics impact performance.

🎯 Key Objectives

- Track **total sales, average sales, number of items, and average rating**
- Analyze sales by **item type and fat content**
- Evaluate performance by:
    - Outlet size (Small, Medium, High)
    - Outlet location (Tier 1, Tier 2, Tier 3)
    - Outlet type (Supermarket, Grocery Store)
- Identify **top-selling product categories**
- Analyze **year-wise outlet establishment trends**
- Enable **dynamic filtering** for quick decision-making

📊 Key Insights Delivered

- **Tier 3 outlets generate the highest total sales**
- **Medium-sized outlets** contribute the most to revenue
- **Regular-fat items** dominate overall sales
- Fruits, snacks, and household items are top-performing categories
- Supermarket-type outlets outperform grocery stores in total sales

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🛠 Tools & Techniques Used

- **Microsoft Excel**
- Power Query (data cleaning & transformation)
- Pivot Tables & Pivot Charts
- KPI cards
- Slicers for interactivity
- Timeline filtering
- Advanced dashboard design principles

📁 Dataset

- Blinkit grocery sales dataset
- Includes outlet details, item attributes, ratings, and sales figures
- Cleaned and structured using Excel