

Blinkit Sales Dashboard – Power BI Project

Overview

This Power BI project analyzes Blinkit's sales, orders, and delivery performance across different cities and product categories. The dashboard provides insights into revenue trends, top-selling products, and operational efficiency, enabling data-driven business decisions.

Tools & Technologies Used

- Power BI Desktop – for data modeling, visualization, and dashboard creation - Excel / CSV – data source for sales and delivery details - Power Query – for data cleaning and transformation - DAX (Data Analysis Expressions) – for calculated measures and KPIs

Project Structure

Blinkit-PowerBI-Dashboard/

Blinkit_Dashboard.pbix

Data/SalesData.csv

Images/Dashboard_View1.png

README.md

Features

- Interactive dashboard to visualize total sales, revenue, and order volume - KPIs to track average

delivery time, top products, and city performance - Dynamic filters and slicers for city, category, and

time-based analysis - Clean data transformation using Power Query - Custom DAX measures to calculate KPIs and performance indicators - Professional layout with color-coded insights for better

readability

Key Insights

- Identified top-performing cities and categories based on sales volume - Tracked delivery efficiency

using average delivery time metrics - Visualized monthly revenue trends and customer demand fluctuations - Provided clear business insights to support data-driven decision making

How to Use

1. Download the .pbix file from this repository. 2. Open it using Power BI Desktop. 3. Explore interactive visuals, filters, and KPIs. 4. (Optional) Replace the sample dataset with your own Blinkit

data for analysis.

License

This project is open-source and available under the MIT License. You are free to use and modify it

for learning or portfolio purposes.

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