blinkit
India's Last Minute App

Sales & Outlet Performance Power BI Dashboard

Problem Statement

Client want Unified and interactive dashboard where one can easily track

Overall sales performance,

Customer ratings, and

Item-level insights in one place.

& want to make decisions based on:

- **Key performance numbers** such as Total Sales, Average Sales, Number of Items, and Average Rating.
- **Sales trends** across different outlet establishment years to understand growth patterns.
- **Outlet performance visuals** that compare stores by type, size, visibility, and location tier.
- **Product and category breakdowns** showing which item types and fat-content categories contribute the most to revenue.
- **Filter-based views** that allow me to drill down by Outlet Size, Item Type, and Location Tier to identify specific performance drivers.

Sales & Outlet Performance

Business Requirements for the Dashboard :

1. Overall Business Performance

- Display Total Sales, Average Sales, Total Number of Items, and Average Rating at a glance.

Visuals / chart types used

- **KPI Cards**
  - Total Sales
  - Avg. Sales
  - No. of Items
  - Avg. Rating

Chart Type: ✓ KPI Card Visuals

2. Sales Trend Analysis

- Provide year-wise sales trend based on outlet establishment year.

Visuals / chart types used

- **Line Chart with Data Points** (Year-wise sales based on outlet establishment year)

Chart Type: ✓ Line Chart

Sales & Outlet Performance

3. Outlet-Level Performance

1. Show sales, number of items, average sales, customer rating, and item visibility by outlet type.
2. Compare outlet sizes (Small, Medium, High) and identify their contribution to total sales.
3. Evaluate outlet locations by tier (Tier 1, Tier 2, Tier 3).

Visuals Used:

- **Pie/Donut Chart** for Outlet Size contribution
- **Horizontal Bar Chart** for Outlet Location (Tier 1, Tier 2, Tier 3)
- **Table / Matrix** for Outlet Type performance (Total Sales, No. of Items, Avg Sales, Rating, Visibility)

Chart Types:

✓ Donut Chart

✓ Bar Chart

✓ Table / Matrix Visual

Sales & Outlet Performance

4. Product & Category Insights

1. Breakdown sales by item type
   (e.g., Snacks, Dairy, Household).
2. Compare fat content categories
   (Low Fat vs Regular) and their contribution.
3. Identify best-selling and least-selling item categories.

Visuals Used:

- **Donut Chart** for Fat Content
  (Low Fat vs Regular)
- **Horizontal Bar Chart** for Item Type sales
  (Snacks, Dairy, Household, etc.)
- **Bar Chart** for Fat Content by Outlet

Chart Types:

✓ Donut Chart
✓ Clustered Bar Chart
✓ Stacked Bar Chart (for segment comparison)

Sales & Outlet Performance

5. Filters for Deep-Dive

1. Enable filtering by
    1. Outlet Location Type
    2. Outlet Size
    3. Item Type

Visuals Used:

•Slicers

- Outlet Location Type
- Outlet Size
- Item Type

Chart Types:

✓ Slicer Panels (Dropdown Slicers)

DAX Used :

- Total Sales = SUM('BlinkIT Grocery Data'[Sales])
- No. of Items = COUNTROWS('BlinkIT Grocery Data')
- Avg Sales = AVERAGE('BlinkIT Grocery Data'[Sales])
- Avg Rating = AVERAGE('BlinkIT Grocery Data'[Rating])

Parameter Used:

```
Metrics = {
    ("Total Sales", NAMEOF('BlinkIT Grocery Data'[Total Sales]), 0),
    ("Avg Sales", NAMEOF('BlinkIT Grocery Data'[Avg Sales]), 1),
    ("No. of Items", NAMEOF('BlinkIT Grocery Data'[No. of Items]), 2),
    ("Avg Rating", NAMEOF('BlinkIT Grocery Data'[Avg Rating]), 3)
}
```

🔍 Question for the Data Community:

While building a line chart for **Total Sales by Outlet Establishment Year**, I noticed that the years **1998, 2000, and 2010** are not appearing on the chart — even though these years **do exist in the dataset**.

What could be the possible reason for these years not showing up?

Could it be related to:
- Axis range settings (currently set to Auto)
- Data type issues

Additional Context:
- These years do have sales data in the file
- X-axis type is set to Continuous, not Categorical
- Data type is Whole Number, not Date or Year

⚠ What do you think could cause missing points in a line chart?

blinkit

India's Last Minute App

Outlet Location Type: All

Outlet Size: All

Item Type: All

$1.20M TOTAL SALES

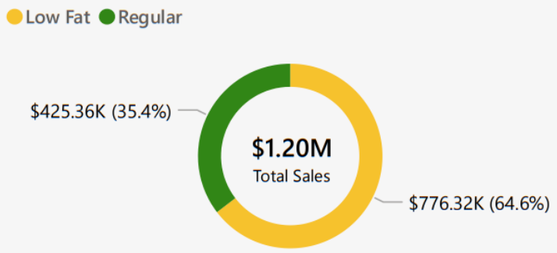
141 AVG. SALES

8523 NO. OF ITEMS

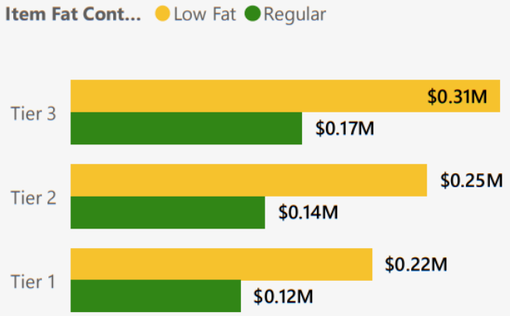
3.9 AVG. RATING

Total Sales | Avg Sales | No. of Items | Avg Rating

Fat Content

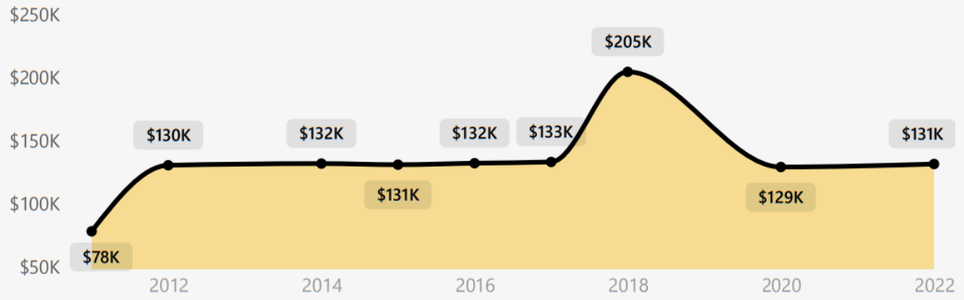


Fat by Outlet

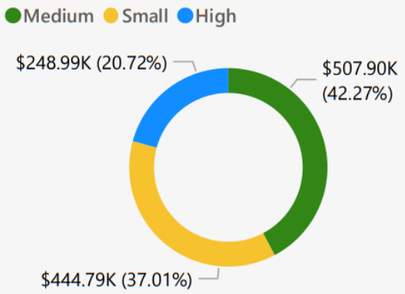


Item Type

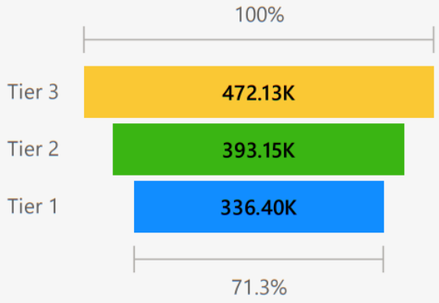
Outlet Establishment



Outlet Size



Outlet Location



Outlet Type

Outlet Type	Total Sales	No. of Items	Avg Sales	Avg Rating	Avg. Item Visibility
Supermarket Type3	$130.71K	935	140	3.9	0.06
Supermarket Type2	$131.48K	928	142	3.9	0.06
Supermarket Type1	$787.55K	5577	141	3.9	0.06
Grocery Store	$151.94K	1083	140	3.9	0.10