

POWERBI PROJECT ON **SALES** ANALYSIS

blinkit
India's Last Minute App



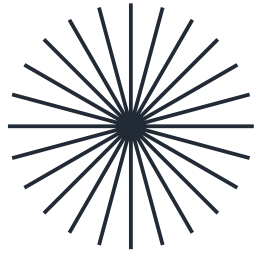


TABLE OF CONTENT

- Introduction
- Dataset Overview
- Total Sales Revenue Analysis
- Yearly Sales Trends
- Outlet Performance
- Product Performance
- Outlet Ratings and Performance
- Key Relationships and Patterns
- Predictive Insights and Key Drivers

MEET OUR TEAM



Praneet
(Team Leader)



Rengadurai



Shrestha



Nithish.A



Treesa Joy



Devansh

OBJECTIVE OF THE ANALYSIS

- Provide insights into sales performance across outlets.
- Identify key drivers of sales.
- Predict future trends and optimize performance.

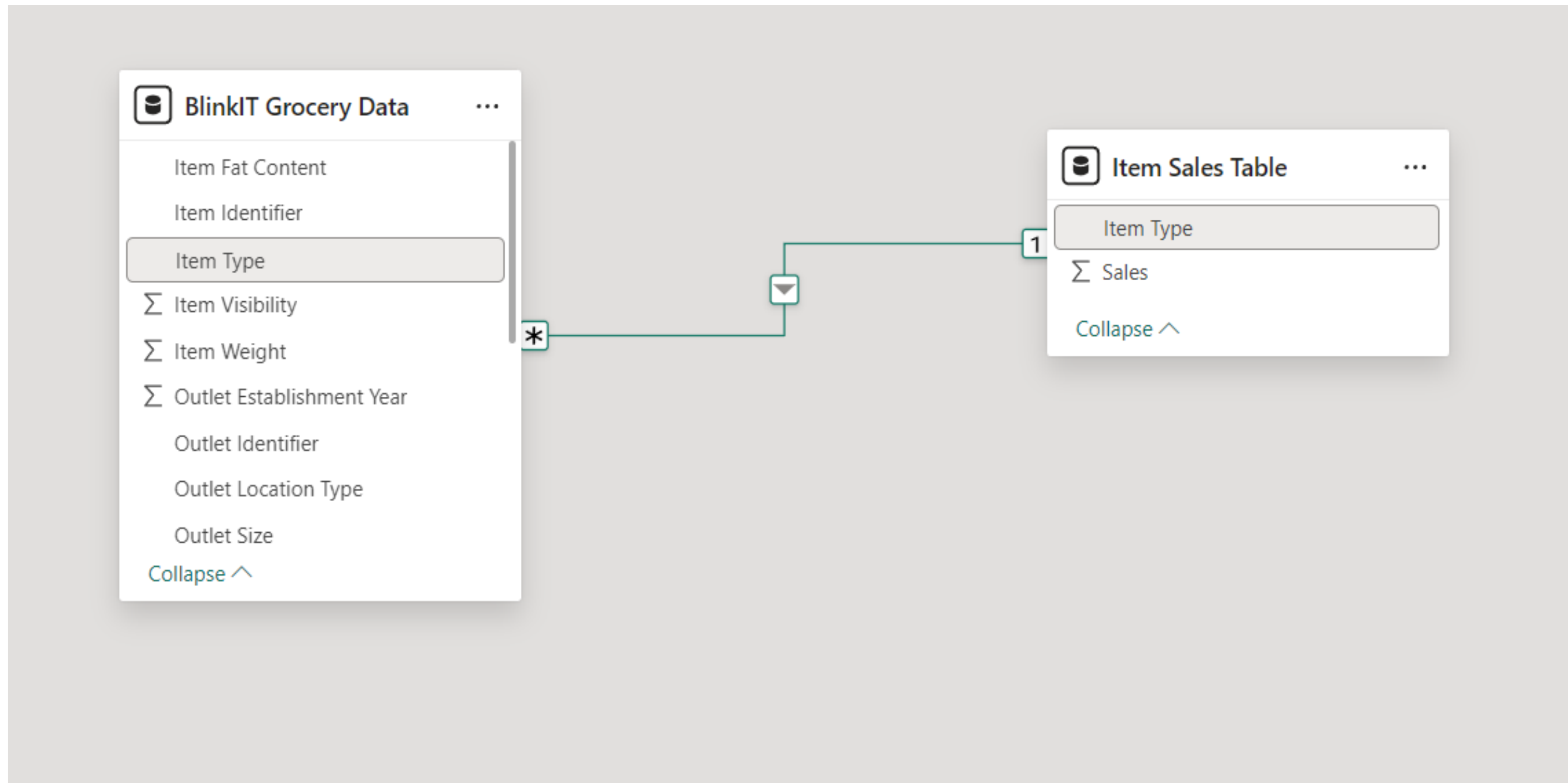


DATASET OVERVIEW

- **Order Details:** Order ID, Order Date, Ship Date, and Ship Mode for tracking processing and delivery trends.
- **Customer Information:** Customer ID, Name, Segment, and Region for analyzing customer demographics and behavior.
- **Product Details:** Product ID, Name, Category, and Sub-Category to evaluate product performance.
- **Sales Metrics:** Sales, Quantity, Discount, and Profit to assess financial performance and profitability.
- **Geographic and Managerial Data:** Regional data and Regional Manager assignments to analyze sales trends and leadership impact.
- **Returns:** Returned orders data for understanding return rates and patterns.



Modeling Star Schema



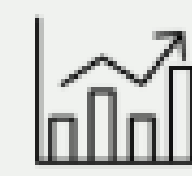
KEY HIGHLIGHTS

OF THE DASHBOARD(KPI)

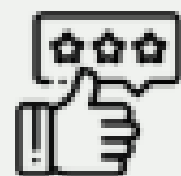
Total Sales
1.20M



Average Sales
141



Average Rating
3.92



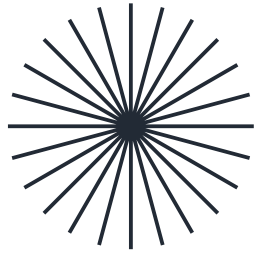
No. Of Items
9K



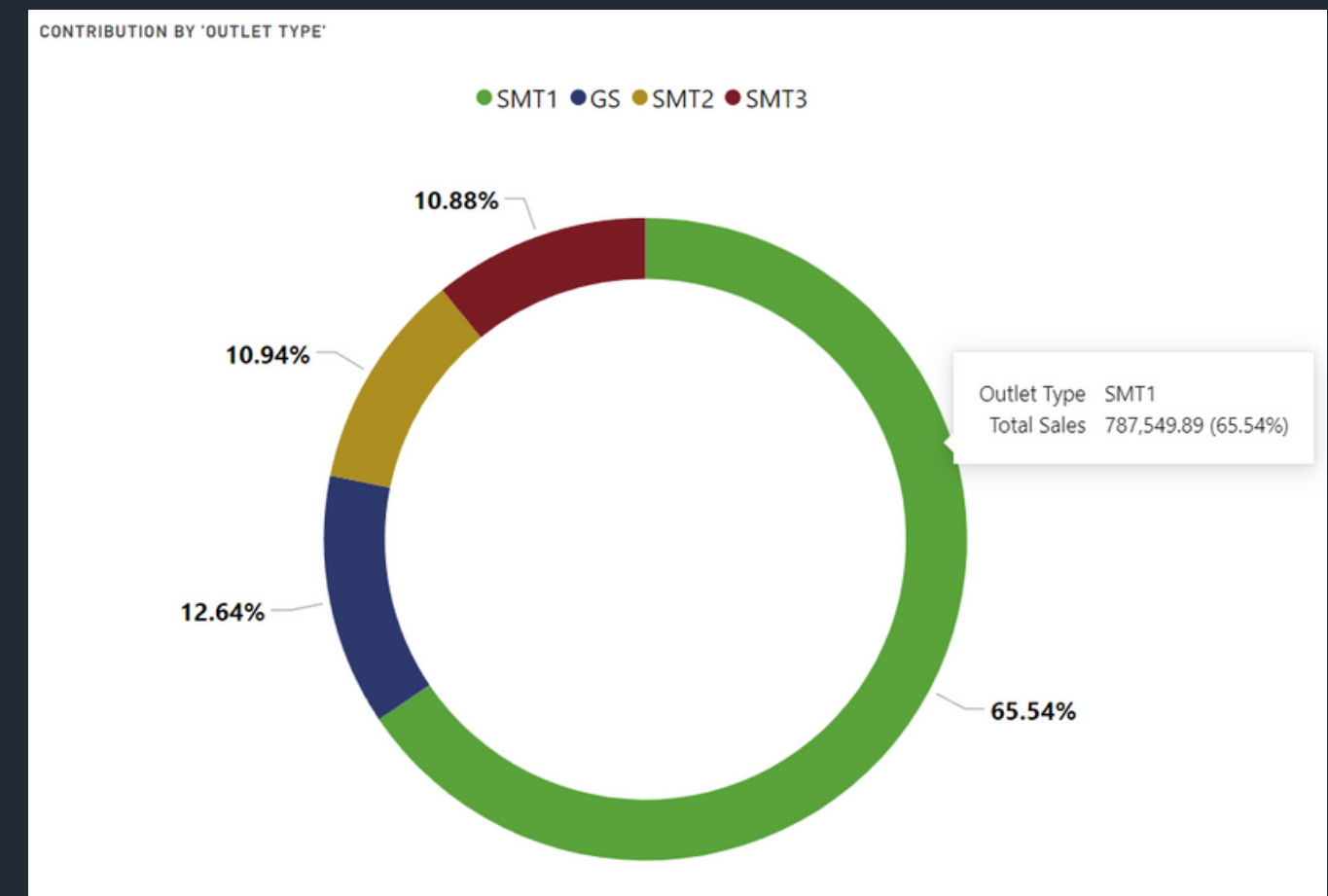
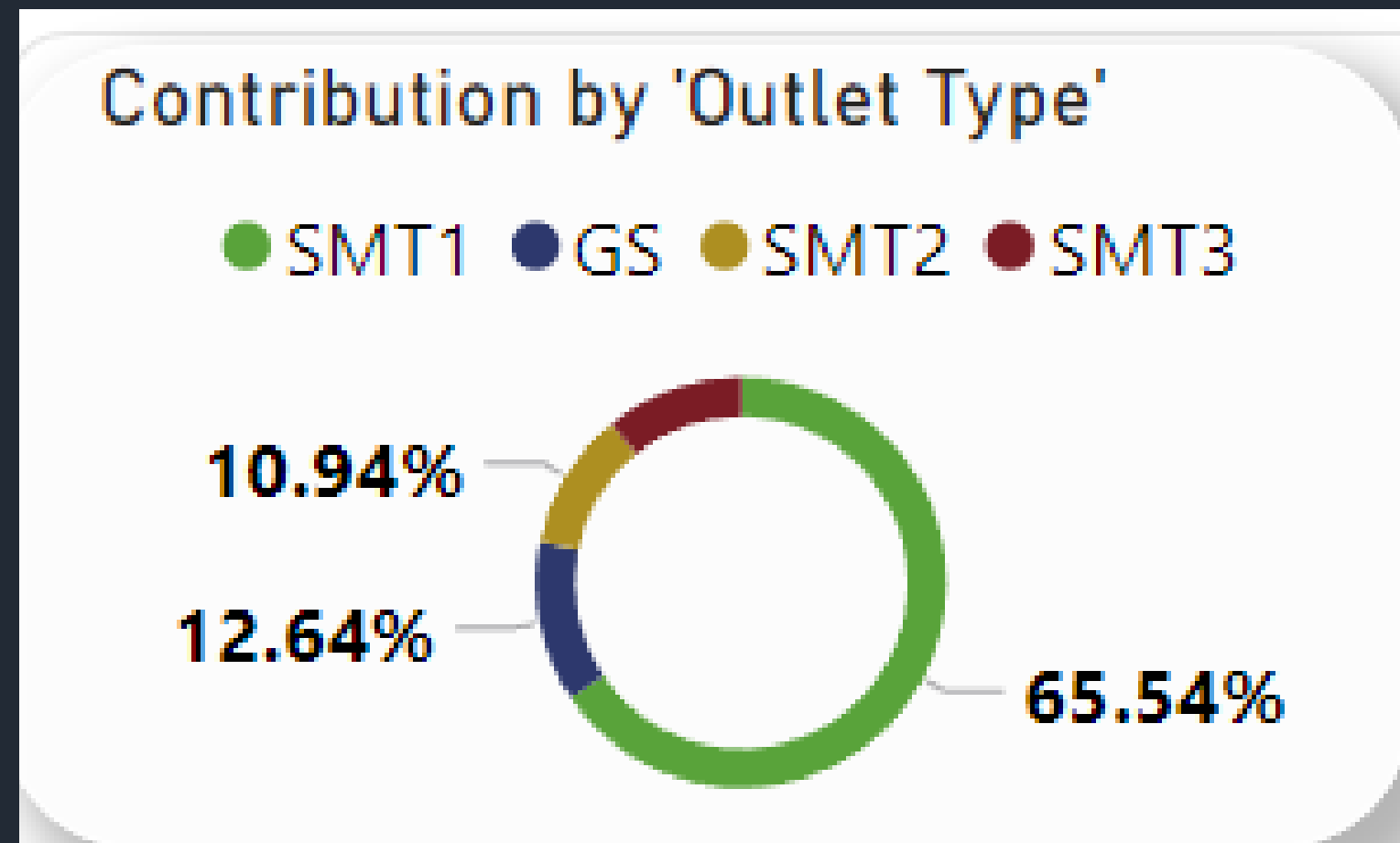
General M



TOTAL SALES REVENUE



The donut chart shows that SMT1 contributes the highest to total sales (65.54%), followed by GS (12.64%), SMT2 (10.94%), and SMT3 (10.88%).





TOP-PERFORMING OUTLETS

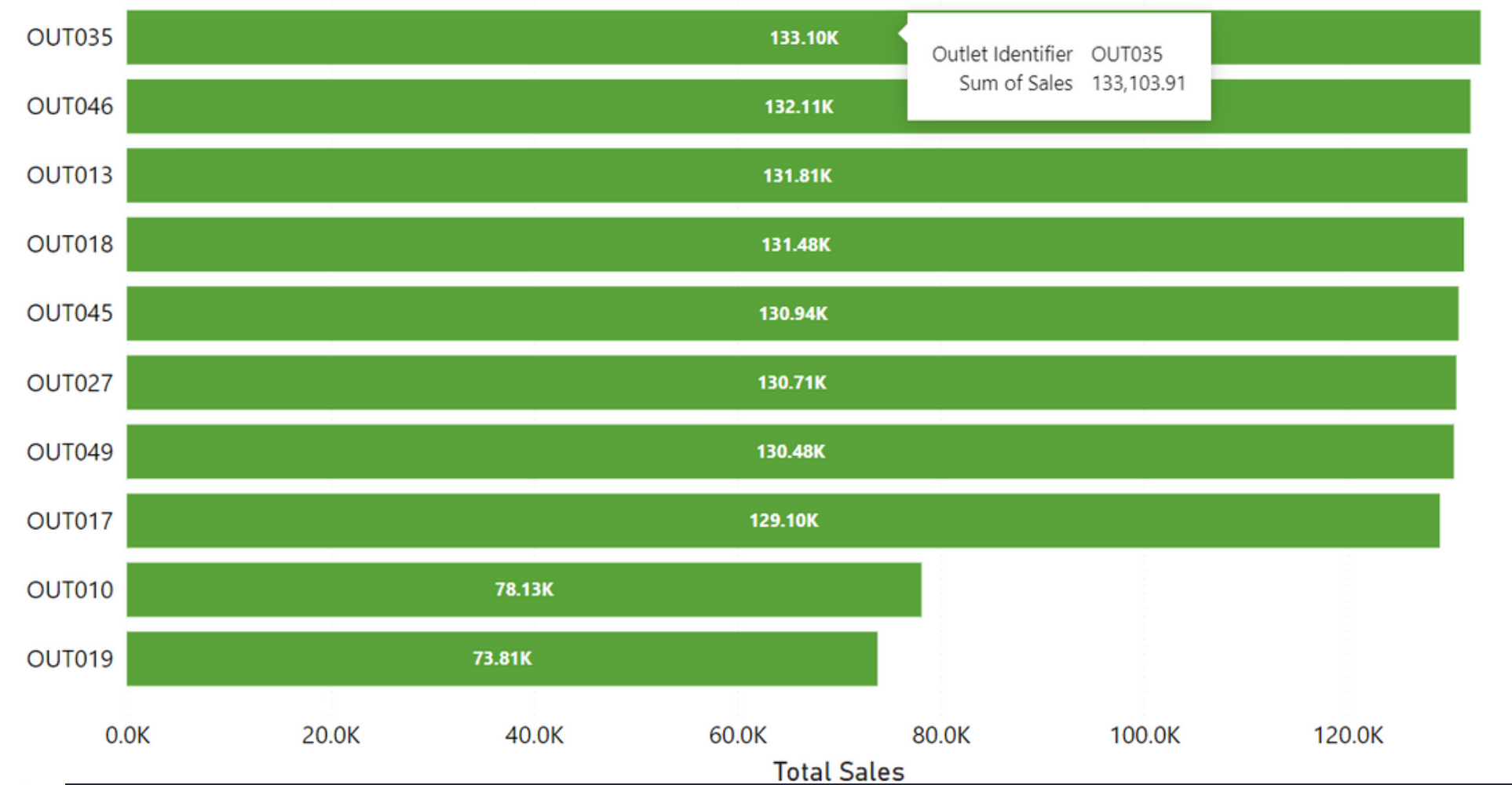
< Back to report

OUTLETS WITH THE HIGHEST SALES VOLUME



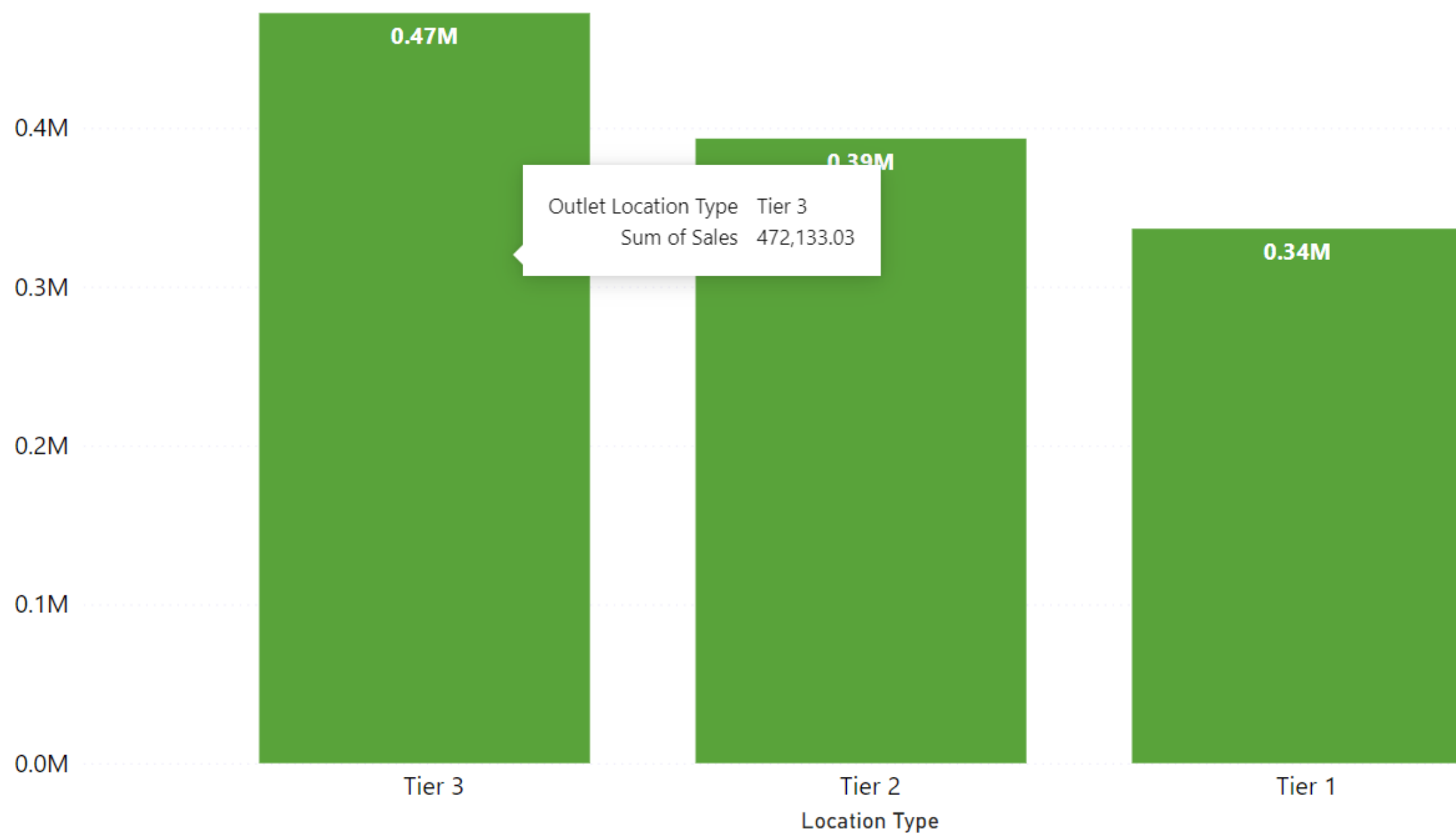
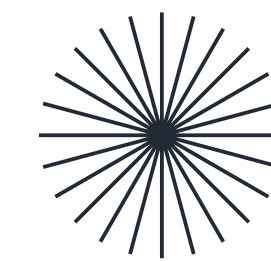
< Back to report

OUTLETS WITH THE HIGHEST SALES VOLUME



These horizontal bar charts displays the total sales for various outlets, with OUT035 having the highest sales at 133.10K and OUT019 the lowest at 73.81K.

SALES BY LOCATION TYPE

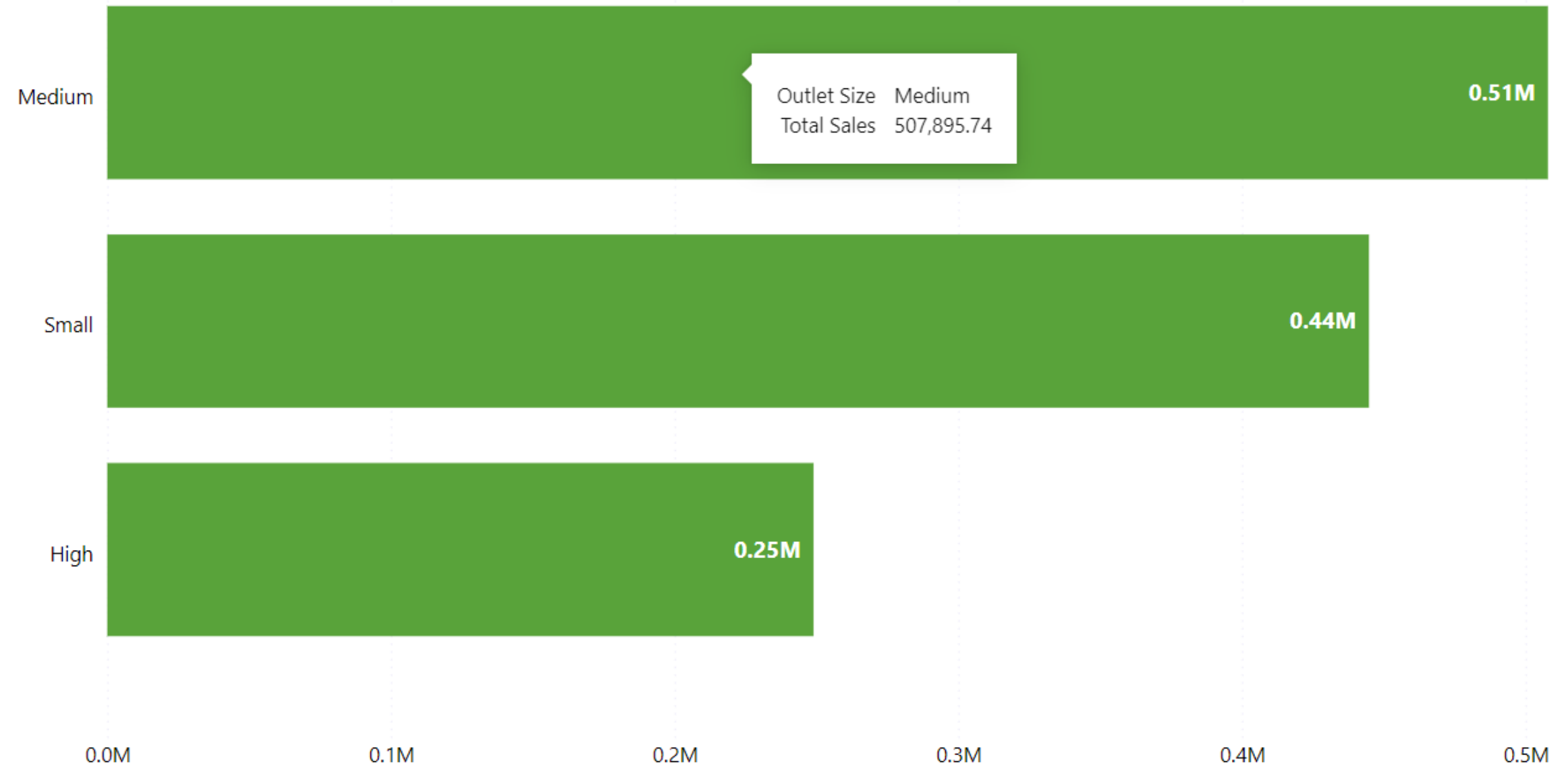


This clustered column charts displays the total sales according to location type and in Tier 3 the highest sale is 472,133.03

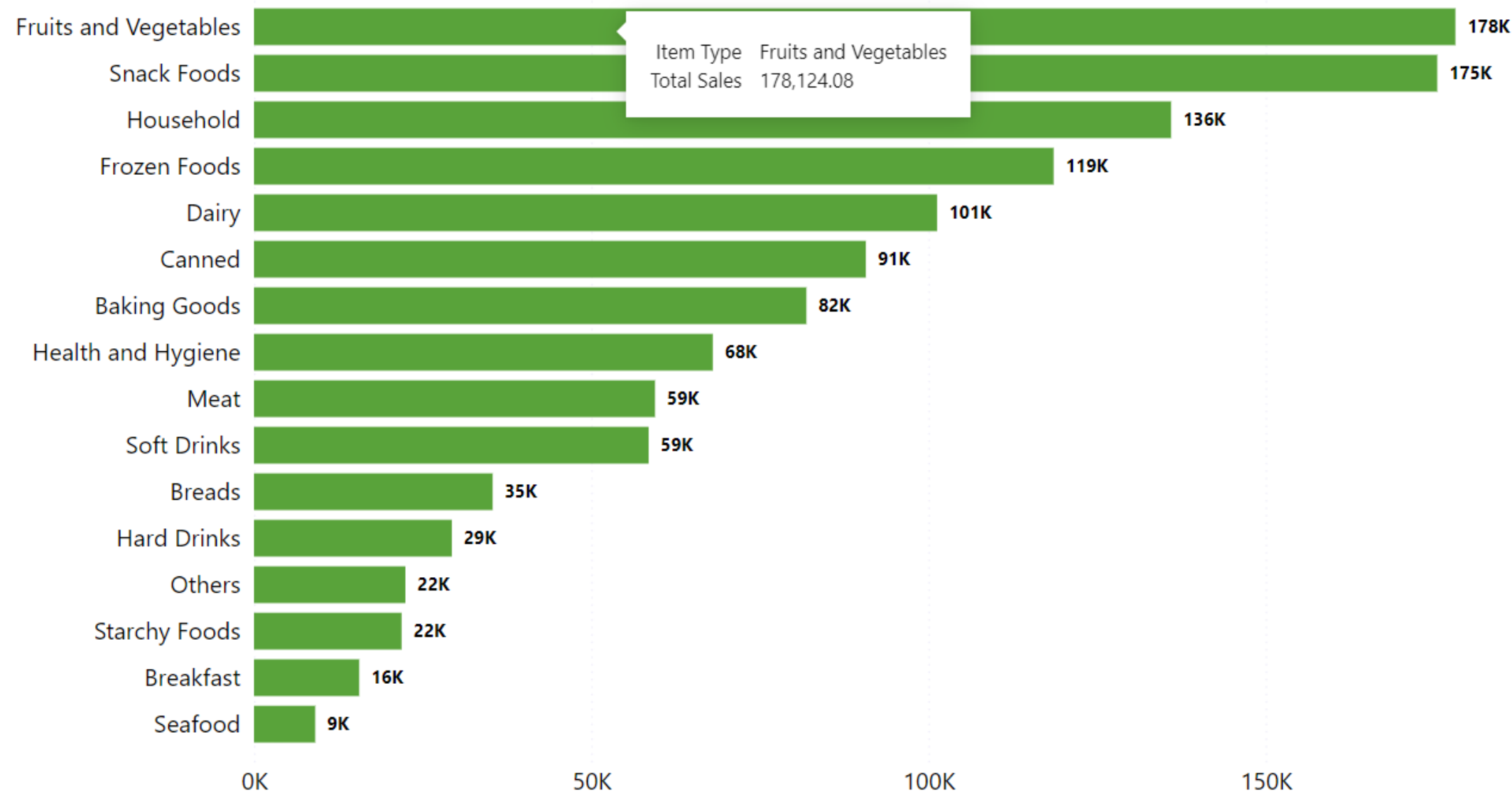
IMPACT OF OUTLET SIZE ON SALES



These stacked bar charts displays the total sales fom medium outlet size is 507,895.74 which is much higher than from small and high outlet size



SALES BY ITEM TYPE

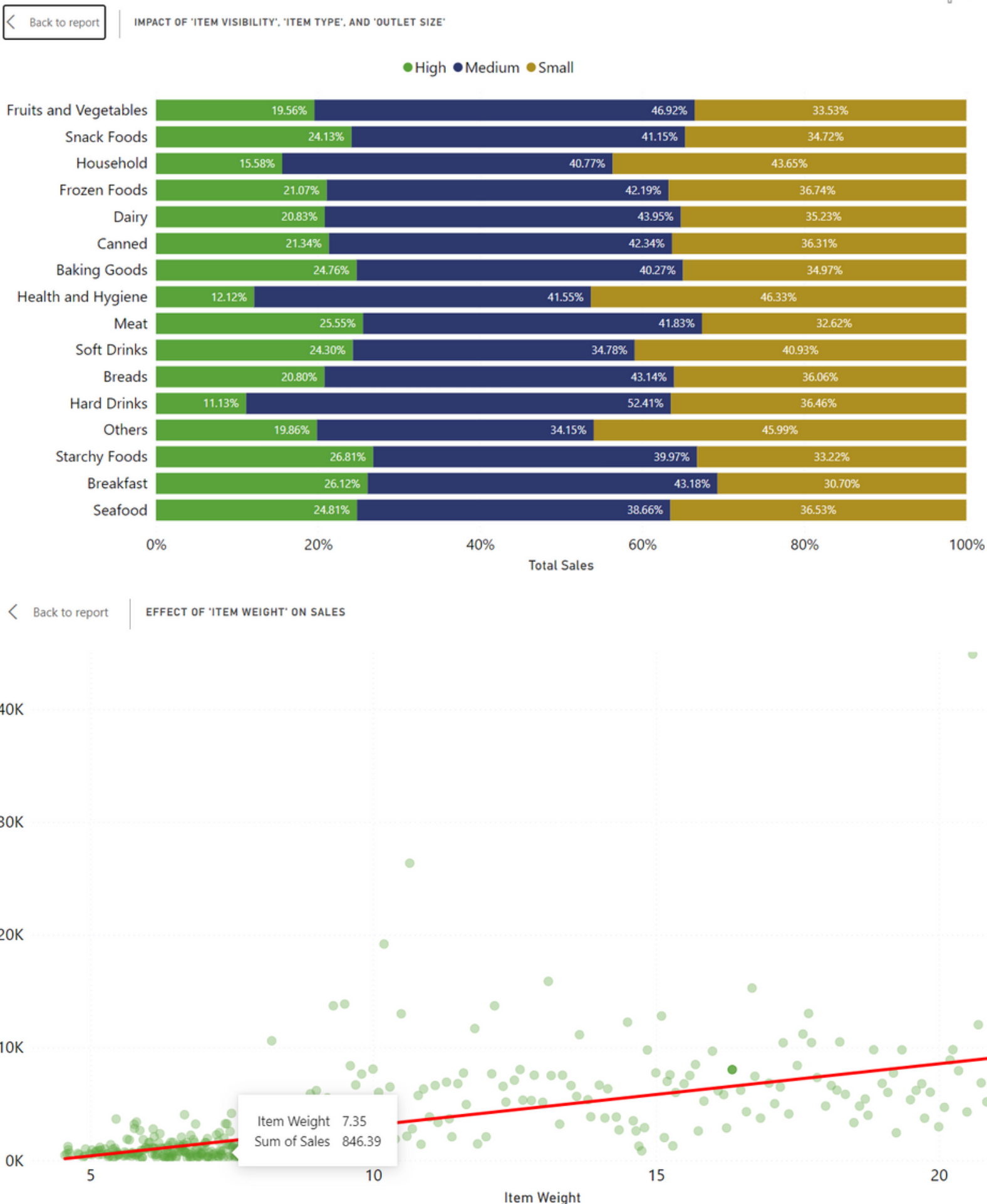


This stacked bar chart displays the total sales according to the item type and the highest sale is from fruit and vegetable after that from snack foods and household etc.

KEY RELATIONSHIPS BETWEEN VARIABLES

This stacked bar chart displays the impact of item visibility ,item type and outlet size according to high , medium and small outlet size

This scatter chart represents the sales according to the item weight



IMPACT OF RATINGS ON SALES

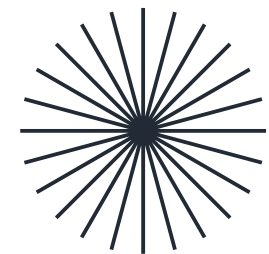
This scatter chart displays the impact of ratings of outlets on sale i.e rated 4 outlets have high sales i.e 976573.56 as compare to others



TRENDS AND PREDICTIONS



- **Expand Tier 3 and Medium-Sized Outlets:** Focus investments in high-performing locations and outlet sizes.
- **Prioritize Top-Selling Items:** Boost inventory and marketing for top categories like Fruits, Vegetables, and Snack Foods.
- **Promote Health-Focused Products:** Leverage demand for low-fat items with targeted marketing.
- **Enhance Visibility and Ratings:** Improve product placement and customer experience to drive sales.
- **Use Data-Driven Strategies:** Optimize offers and campaigns based on sales trends and customer preferences.



THANK
YOU!

blinkit
India's Last Minute App

