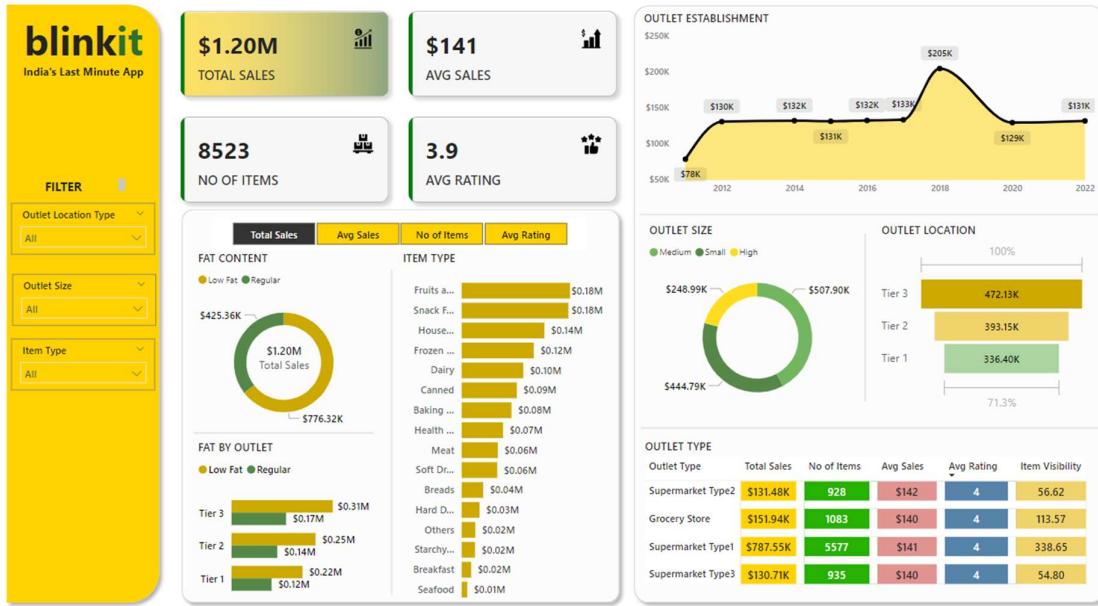


Blinkit Grocery Insights Dashboard



Streamlining Grocery Analytics with a Power BI Dashboard

Discover how data-driven decisions can optimize retail performance with this interactive **Power BI dashboard** for Blinkit, India's Last-Minute Grocery App. This project explores key performance indicators, sales trends, and customer insights to enhance operational efficiency and boost profitability.



🔍 Key Features:

1. Comprehensive Overview:

- **Total Sales:** \$1.20M
- **Items Sold:** 8,523
- **Average Sales per Transaction:** \$141
- **Customer Satisfaction:** Average Rating of 3.9

2. Category Breakdown:

- Sales by **fat content** (Low Fat vs. Regular).
- Performance of item types like fruits, snacks, and household goods.
- Tier-wise sales and contribution by outlet locations (Tier 1, 2, 3).

3. Visual Trends:

- **Outlet Establishment Analysis:** Sales growth from 2012 to 2022, peaking at \$205K in 2018.
- Sales segmentation by **outlet size** (Small, Medium, High) and **location type**.

4. Retail Insights:

- Deep dive into the top-performing outlet types:
 - **Supermarket Type1:** Dominating sales with \$787.55K.
 - **Grocery Stores** and niche supermarkets follow.
- Item visibility and inventory spread highlight operational nuances.

5. Filters for Enhanced Interactivity:

- Custom filters for location type, outlet size, and item type make data exploration seamless.

👉 Use Cases:

This dashboard offers valuable insights for:

- Retail strategists looking to optimize sales across regions.
- Data analysts aiming to extract actionable insights.
- Supply chain managers monitoring inventory trends.

👉 [GitHub Repository Link] : <https://github.com/praveenk20104>

👉 Featured on LinkedIn : <https://www.linkedin.com/in/praveen-kumar-590517277/>