

# Blinkit Dashboard Preview

Let's take a dive into this project.

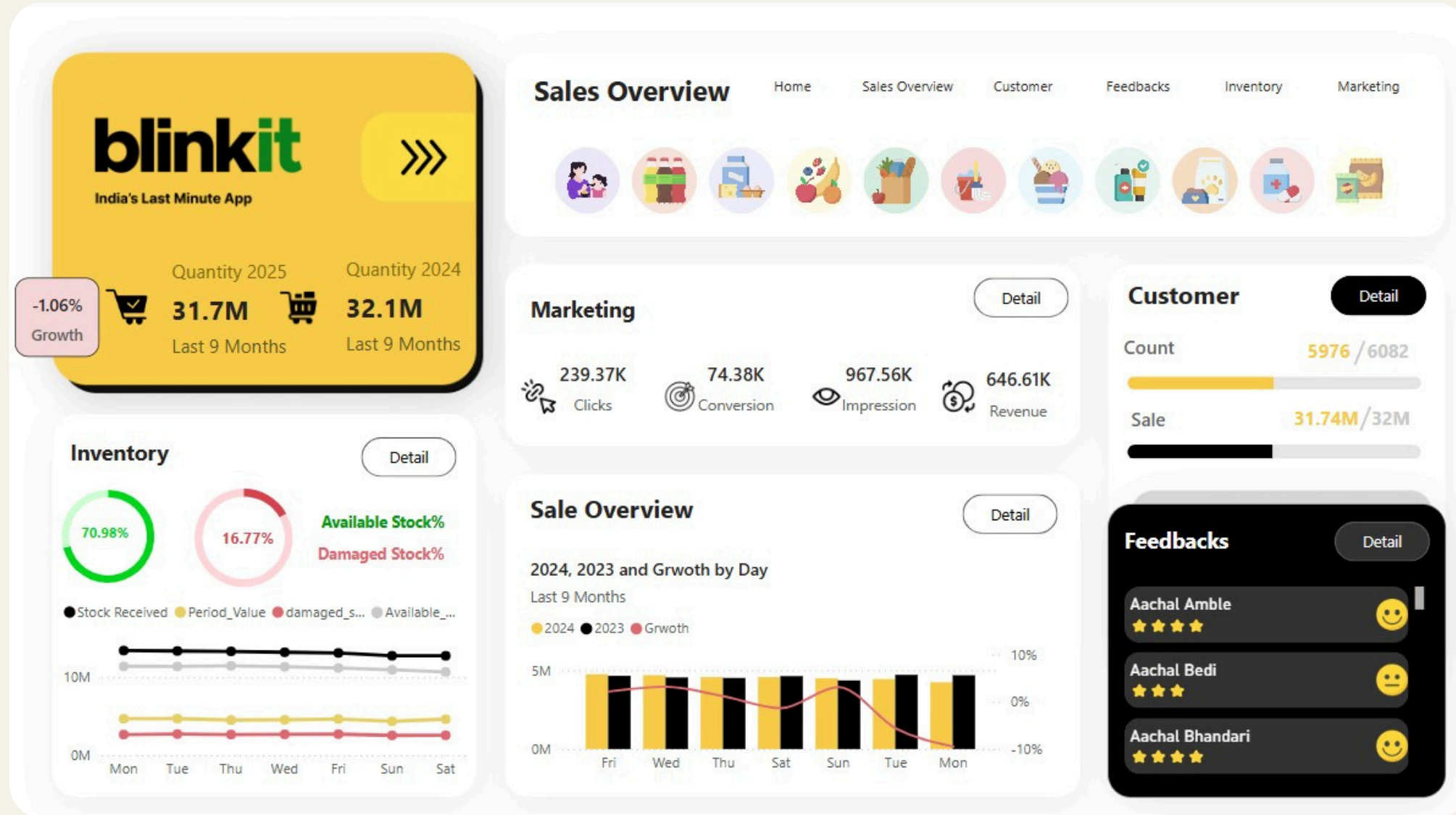
*By Ritik Gupta*

# Home



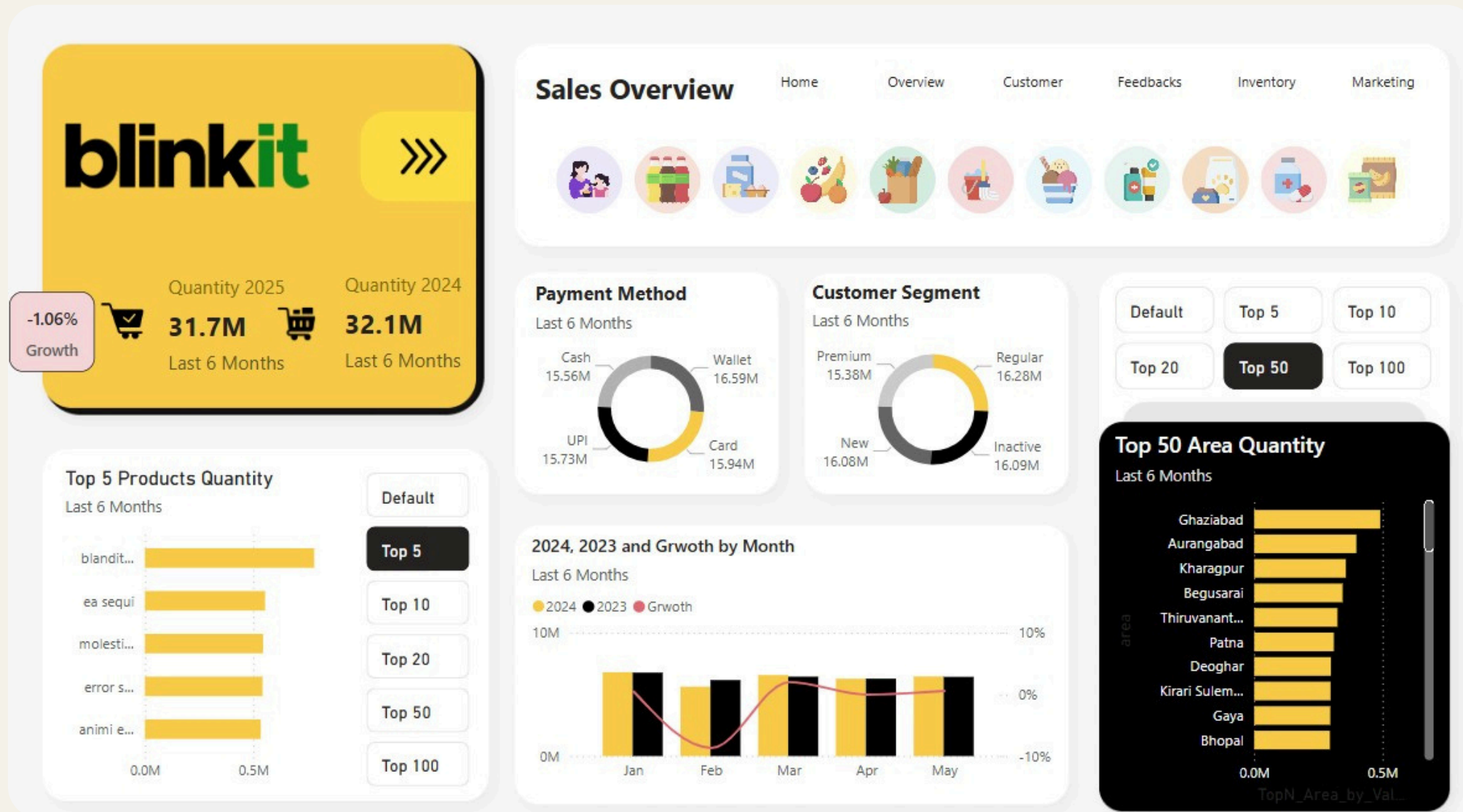
A central navigation hub providing intuitive access to all key dashboard modules—Sales, Customer, Feedback, Inventory, Marketing, and Overview—streamlining executive-level exploration of Blinkit's business insights.

# Overview



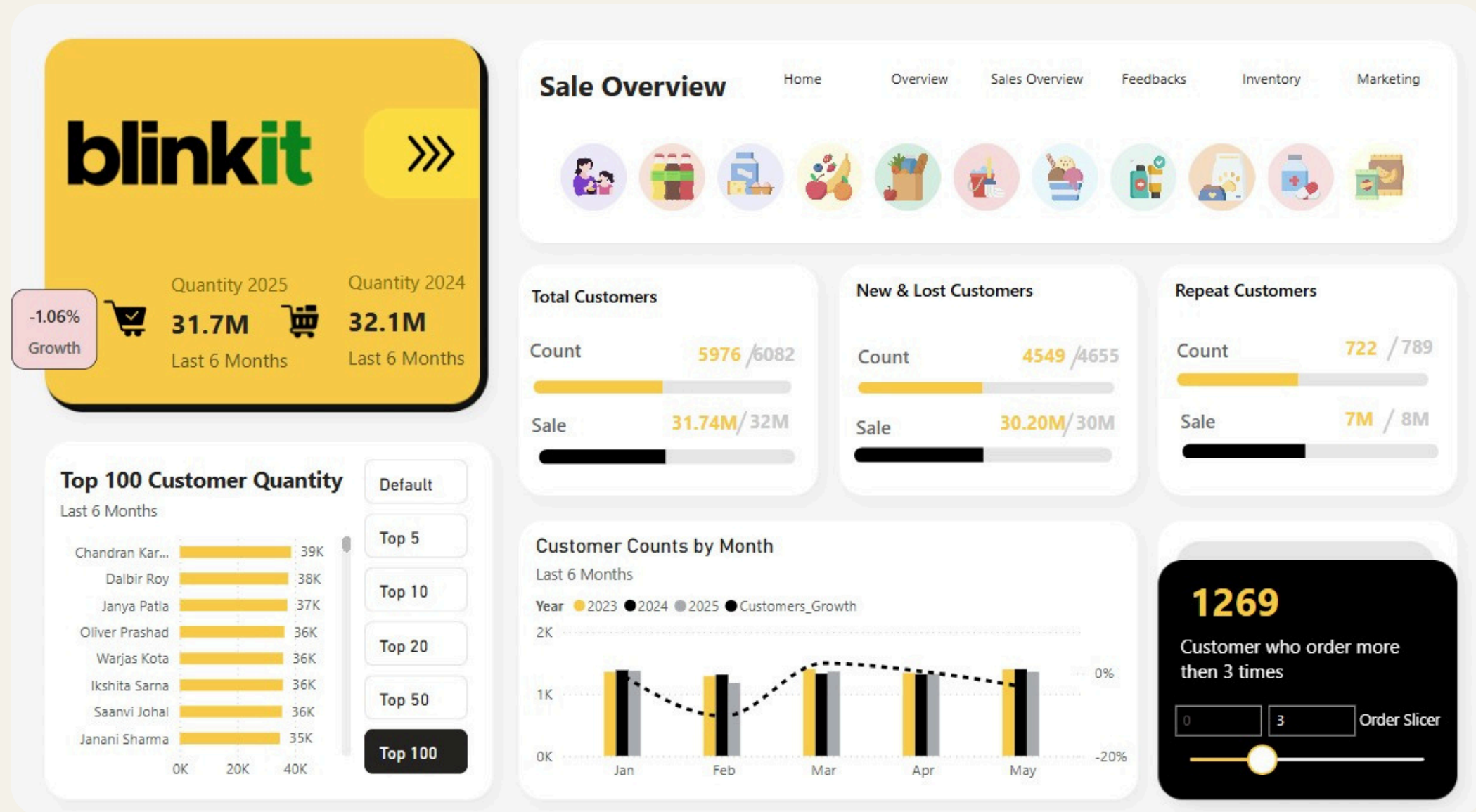
A high-level snapshot presenting essential KPIs across inventory, marketing, customer behavior, and sales—enabling quick, cross-functional performance assessment and trend identification.

# Sales Overview



Comprehensive analysis of sales performance segmented by payment methods, customer demographics, and geographic regions—highlighting year-over-year/monthly growth and top-performing zones by sales volume.

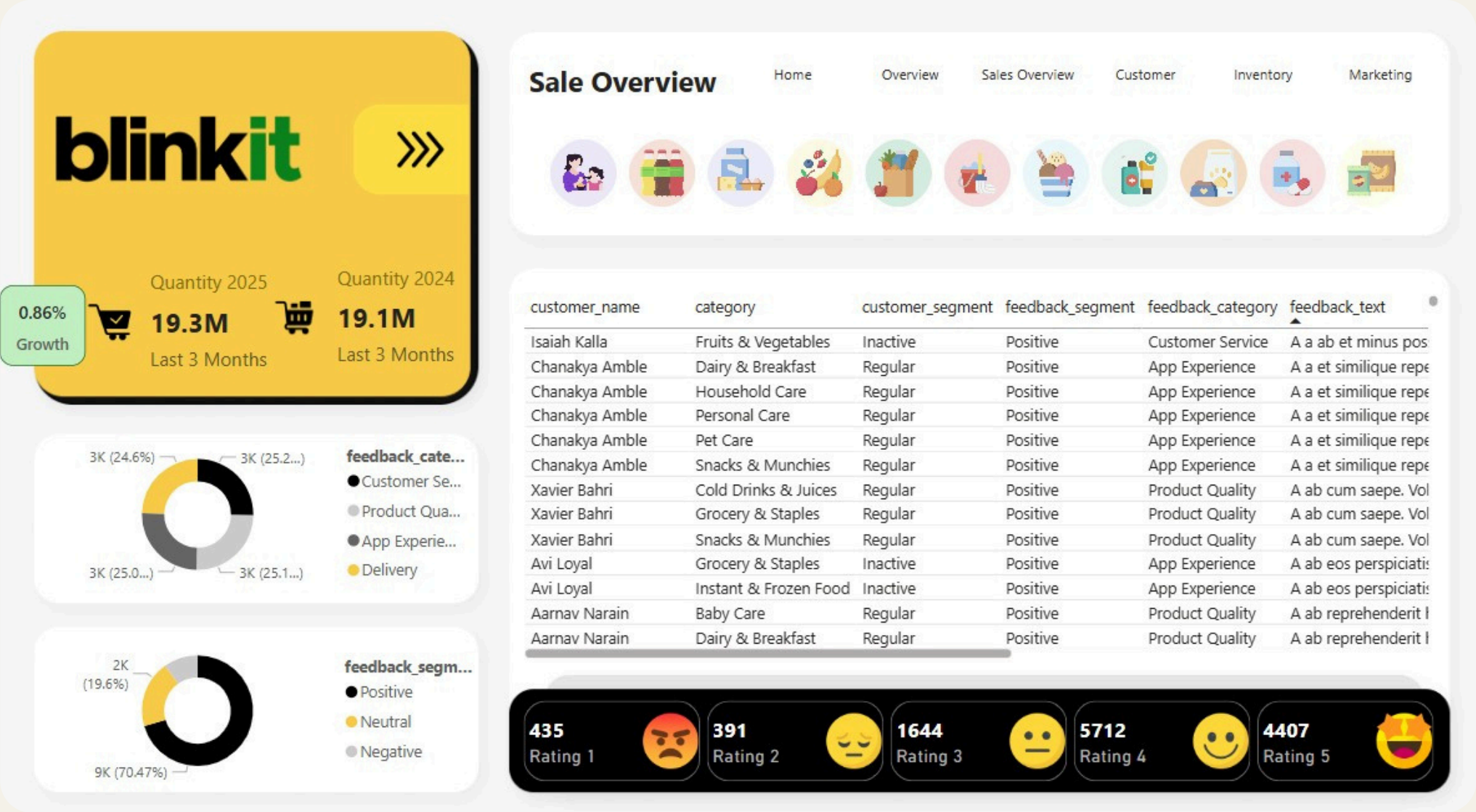
# Customers



Detailed customer intelligence featuring acquisition trends, retention metrics, repeat purchase patterns, and sales contribution from high-value segments—facilitating deeper understanding of user behavior and loyalty.

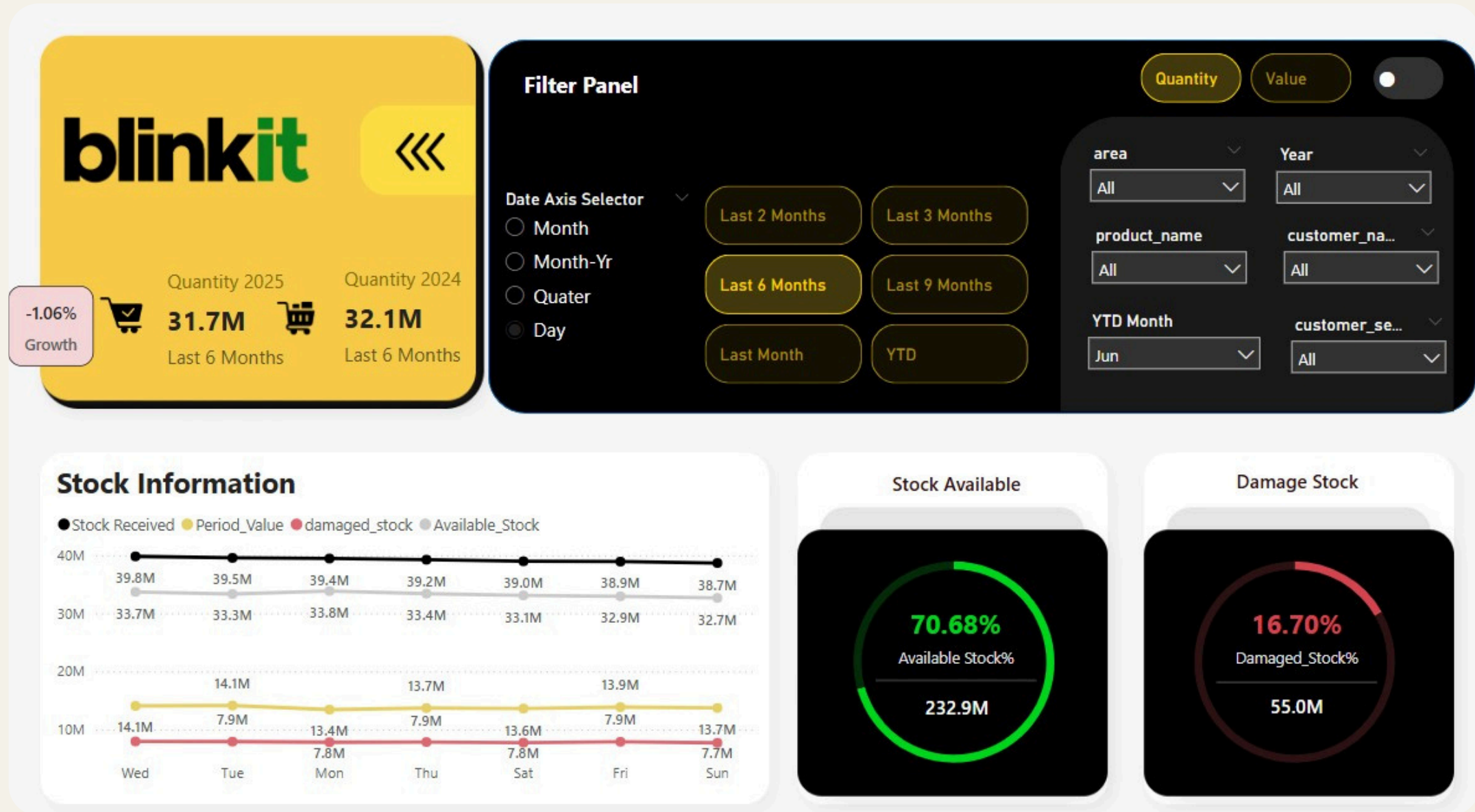


# Marketing



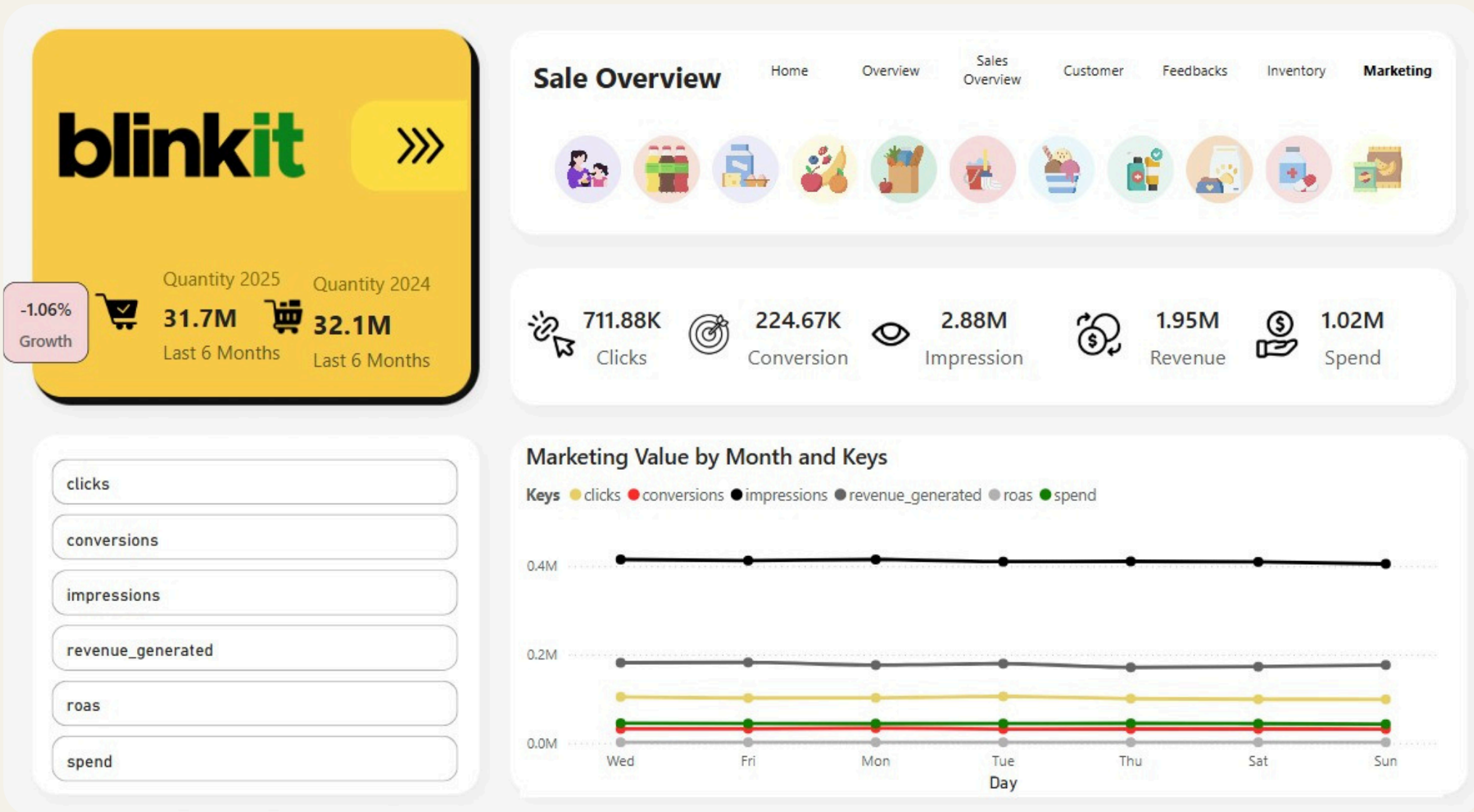
Performance metrics across digital campaigns including impressions, clicks, conversions, ROAS, spend, and revenue—paired with time-based breakdowns to evaluate strategy effectiveness and optimize marketing spend.

# Inventory



Operational visibility into stock status, including available, damaged, and total inventory—supported by advanced filtering (by area, product, time, customer) and interactive date selection for precision analysis.

# Feedback



Categorized analysis of customer feedback across defined segments—providing qualitative insights into service quality, product experience, and areas for operational improvement.



# Project Summary:

## Blinkit 360° Insights – Power BI Dashboard

---

- Developed an interactive Power BI dashboard to centralize insights across sales, customer behavior, inventory, marketing, and feedback.
- Designed with KPI-driven visuals and dynamic filters to support real-time, executive-level decision-making.
- Integrated ChatGPT to assist with data interpretation and automate insights, enhancing accessibility for non-technical users.
- Included advanced segmentation (e.g., top customers, repeat orders, regional performance) for deep operational analysis.
- Empowered teams with a unified, cross-functional view—driving strategic alignment and business performance optimization.