Blinkit Sales Data Analysis and Dashboard (Excel/Power BI)

Submitted by:

- DEEPTHI SHILDA
- ABINAYA
- NOORA SAJIL
- DIPIKA ROKADE

Table of Contents

1. Project Overview

This project focuses on analyzing historical sales data to identify key performance indicators (KPIs), revenue trends, and seasonal variations. The insights derived are visualized through interactive dashboards in Excel and Power BI, enabling data-driven business decisions.

2. Problem Statement

Analyze a company's historical sales data to identify key revenue drivers, seasonal trends, and suggest actionable improvements. Visualize insights through interactive dashboards.

3. Objectives

- To clean and process sales data.
- To identify and calculate key metrics/KPIs such as Total Sales and Monthly Trends.
- To build interactive dashboards using Excel and Power BI.
- To provide actionable insights and recommendations based on data analysis.

4. Tools and Technologies Used

Tool	Purpose
Microsoft Excel	Data cleaning, PivotTables, and visualization
Power BI	Interactive dashboards and storytelling
Power Query	Data transformation
CSV/Excel Files	Data sources

5. Methodology / Week-wise Implementation

Week 1: Data Collection & Cleaning

- Collected sample sales dataset.

- Handled missing values, formatted dates, corrected categories.
- Explored data using PivotTables.

Week 2: KPI Identification & Visualization

- Defined KPIs: Total Sales, Sales by Category, Monthly Trends.
- Created Excel visualizations (charts, slicers).
- Imported data into Power BI.

Category	Value
Total Sales	11.01M
Total Orders	5K
Avg Order Value	2.20K

Mid Project Review

- Documented data cleaning steps.
- Built basic Power BI report.
- Identified and finalized KPIs.

Week 3: Dashboard Building

- Developed interactive dashboards in Power BI.
- Added slicers and drill-down features.
- Focused on data storytelling and layout.

Week 4: Finalization & Summary

- Polished dashboard design and interactivity.
- Created summary insights report.
- Prepared final project presentation.

6. Insights and Findings

The Power BI dashboard successfully visualized sales performance with insights such as:

- Highest sales occurred in Q4, mainly in Category A products.
- Monthly trends showed peak sales during festive seasons.

- Power BI dashboard allowed interactive filtering and deep data exploration.

7. Limitations

• The dataset is static and does not reflect real-time updates.
• External factors such as promotions or competitor activities were not considered.
• Limited data range may affect long-term forecasting accuracy.

8. Conclusion

The project successfully visualized sales trends and identified business insights through Power BI dashboards. It improved understanding of customer purchasing patterns and highlighted opportunities for seasonal sales strategies.

9. Recommendations

- Introduce targeted marketing during low-sales months.
- Focus on high-performing categories.
- Integrate real-time data for continuous analysis.

10. References

1. Microsoft Excel Official Documentation
2. Power BI Learning Portal
3. Kaggle Sales Dataset

11. Appendix

Include raw data samples, Power BI screenshots, and supporting charts here.