Blinkit Sales Analysis Dashboard - Power BI

Data Analyst Power BI project
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Sales Analysis Dashboard - Power BI
Project Objective

The purpose of this Power BI dashboard is to analyze and visualize sales performance, outlet metrics, item types, and ratings. This dashboard offers key insights into total sales, average sales, item types, and outlet performance to assist stakeholders in decision-making.

Key Insights

1. Sales Metrics Overview

- **Total Sales**: $1.20M
- **Average Sales**: $141
- **Number of Items**: 8523
- **Average Rating**: 3.9

These metrics provide a high-level summary of the overall business performance.

2. Outlet Establishment Trend

- Sales grew steadily from **$78K in 2012** to a peak of **$205K in 2018**, followed by a slight decline and stabilization around **$131K** in 2022.
- The trend indicates a significant spike in sales around **2018**, highlighting potential external factors or campaigns that drove this growth.

3. Outlet Size Analysis

- **High-Sized Outlets** contributed the largest share, accounting for **$507.90K** in sales.
- **Medium-Sized Outlets** generated **$444.79K**, while **Small-Sized Outlets** achieved **$248.99K**.
- The data shows that larger outlets play a key role in driving sales.

4. Outlet Location Performance

- **Tier 3 Outlets** contributed the highest sales at **$472.13K**, followed by Tier 2 (**$393.15K**) and Tier 1 (**$336.40K**).
- **71.3%** of total sales come from Tier 3 locations, suggesting a need to maintain or expand operations in these areas.

5. Sales by Item Type

The **Top Performing Item Types** include:

- **Fruits & Vegetables**: $0.18M
- **Snack Foods**: $0.18M
- **Household Items**: $0.14M

Low-performing categories such as **Seafood ($0.01M)** and **Breakfast Items ($0.02M)** highlight areas for improvement or potential marketing efforts.

6. Outlet Type Comparison

Outlet Type	Total Sales	No. of Items	Avg Sales	Avg Rating
Supermarket Type 1	$787.55K	5577	$141	4
Grocery Store	$151.94K	1083	$140	4
Supermarket Type 2	$131.48K	928	$142	4

- **Supermarket Type 1** leads in total sales, accounting for **$787.55K**.
- Average sales remain consistent across outlet types, but **Supermarket Type 2** has a slightly higher average sales value.

7. Fat Content Analysis

- **Low-Fat Items**: $425.36K
- **Regular Items**: $776.32K
- Regular items contribute more to total sales, with **Tier 3 Outlets** performing the strongest.

Recommendations

1. **Focus on Tier 3 and High-Sized Outlets**: These segments contribute the most sales. Expanding operations or introducing promotions in these areas could yield higher returns.
2. **Enhance Low-Performing Categories**: Item types like Seafood and Breakfast need targeted promotions or product adjustments to boost sales.
3. **Leverage Sales Peaks**: Investigate the factors driving the 2018 sales spike and replicate successful strategies in upcoming campaigns.
4. **Optimize Inventory**: Based on sales and outlet performance, allocate inventory to top-performing outlet types and regions.

Conclusion

This Power BI dashboard provides actionable insights into sales trends, outlet performance, and product metrics. It serves as a strategic tool to improve business decisions, optimize resources, and drive revenue growth.