***Sales Dashboard for Blinkit - Data Insights***

***Overview:***

This dashboard provides a comprehensive view of Blinkit's Sales Data across multiple outlets. The dashboard visualizes important sales metrics like Total Sales, Average Sales, Number of Items Sold, and Average Rating across different Outlet Locations, Sizes, and Item Types. The user can filter these visualizations by location, outlet size, and item type, making the dashboard interactive and easy to analyse from different perspectives.

***Key Insights:***

1. Total Sales: The total sales across all outlets amount to $81.89K, with an average sale $126 and 648 items sold.

2. Outlet Analysis:

1. Outlets are divided into tiers based on location, and the Tier 3 outlets contribute the highest sales ($32.24K).
2. Outlet Size analysis shows that medium-sized outlets dominate with sales around $32.95K.

3. Fat Content: The dashboard highlights the sales distribution for items with different fat content. Regular fat content items are responsible for most of the sales, with $30.65K.

4. Item Type Analysis: Most sales come from Baking Goods, contributing to $39K in total sales.

5. Outlet Establishment: The graph tracks the number of outlets established over time, with a peak around 2018.

6. Outlet Type Breakdown: Different types of outlets, including Supermarkets and Grocery Stores, are analysed. Supermarket Type 2 contributes the highest sales with $8.59K.

7. Performance by Outlet Tier and Fat Content: Each outlet tier's performance is compared based on the items' fat content, showing insights into customer preferences across locations.

***Tools Used:***

- Power BI: For data visualization and dashboard creation.

- Excel: For initial data exploration and preprocessing.

***Features:***

- Interactive Filters: Filter panels on the left allow users to filter data by Outlet Location, Size, and Item Type.

- Graphical Representation: Clear visuals, including pie charts, bar charts, and line graphs, make complex data easier to digest.

