**Blinkit Sales & Outlet Performance Dashboard (Microsoft Excel)**

This project is a dynamic and interactive sales dashboard created in Microsoft Excel to analyze the performance of Blinkit outlets. The dashboard provides a high-level overview of key sales metrics and allows for in-depth analysis through interactive slicers and detailed charts.

**📊 Dashboard Snapshot**

**📌 Project Overview**

The purpose of this dashboard is to track and analyze sales performance across various outlets, locations, and product categories. It consolidates complex data into an easy-to-understand visual format, enabling quick data-driven insights for store management and marketing strategy.

**🚀 Key Features**

* **Executive KPI Summary:** At-a-glance view of the most critical metrics:
  + **Total Sales:** $1.20M
  + **Average Sales:** $141
  + **Total Items Sold:** 8,522
  + **Average Rating:** 4
* **Interactive Slicers:** The entire dashboard can be filtered in real-time by:
  + Outlet Size (High, Medium, Small)
  + Outlet Location (Tier 1, Tier 2, Tier 3)
  + Item Type (e.g., Health, Household, Meat, etc.)
* **Detailed Visualizations:**
  + **Sales Trend (2011-2022):** A line chart tracking Outlet Establishment sales over time, showing a peak in 2018.
  + **Product Analysis:** Donut and bar charts breaking down sales by Fat Content and Item Types.
  + **Outlet Performance:** Donut and bar charts comparing sales based on Outlet Size and Outlet Location.
  + **Fat by Outlet:** A stacked bar chart analyzing consumer preferences (Low Fat vs. Regular) across different outlet tiers.
  + **Outlet Type Matrix:** A detailed breakdown comparing Total Sales, Avg Sales, and No of Items across different store formats (Supermarket vs. Grocery).

**📈 Key Insights from the Dashboard**

* **Peak Performance:** The outlets saw a significant sales peak in **2018** ($204.3K).
* **Top Sales Driver:** **'Supermarket Type1'** is the highest-performing store format, generating **$787.5K** in sales.
* **Location is Key:** **Tier 3** outlets generate the most sales overall ($472.1K).
* **Top Products:** **'Fruits and...'** ($178.1K) and **'Household'** ($136.0K) are the most popular item categories.
* **Health Trend:** **'Low Fat'** products (65% of sales) significantly outsell 'Regular' fat products (35%), indicating a health-conscious customer base.

**🛠️ Tools Used**

* **Microsoft Excel:** The core tool for data analysis and visualization.
* **Pivot Tables & Pivot Charts:** Used to aggregate data and create the dynamic charts.
* **Slicers:** Implemented for interactive dashboard filtering.
* **Data Model:** (Assumed) Data was likely structured and related within Excel to connect all Pivot Tables to the central slicers.
* **Excel Formulas:** Used to create the main KPI cards.