**Blinkit Analysis**

**Business Requirement:**

To conduct a comprehensive analysis of Blinkit’s sales performance, customer satisfaction, and inventory distribution, identify key insights and opportunities for optimization using various KPIs and visualizations in Power BI.

**KPI’s Requirements**

1. Total Sales: The overall revenue from all items sold.
2. Average Sales: The average revenue per sale.
3. Number of Items: The total count of different items sold.
4. Average Rating: The average customer rating for items sold.

* **Chart’s Requirements**
* Total Sales by Fat Content:
  + - Objective: Analyze the impact of fat content on total sales.
    - Additional KPI Metrics: Assess how other KPIs (Average Sales, Number of items, Average Rating) vary with the fat content.
    - Chart Type: Donut Chart.
* Total Sales by Item Type:
  + - Objective: Identify the performance of different kind of items on terms of total sales.
    - Additional KPI Metrics: Assess how other KPIs (Average Sales, Number of Items, Average Rating) vary with the fat content.
    - Chart Type: Bar Chart.
* Fat Content by Outlet for Total Sales:
  + - Objective: Compare total sales across different outlets segments by fat content.
    - Additional KPI Metrics: Asses how other KPIs (Average Sales, No. of items, Average Rating) vary with fat content.
    - Chart Type: Stacked Column Chart.
* Total Sales by Outlet Establishment:
  + - Objective: Evaluate how the age or type of outlet establishment influences total sales.
    - Chart Type: Stacked Column Chart.
* Sales by Outlet Size:
  + - Objective: Analyze the correlation between outlet size and total sales.
    - Chart Type: Donut/Pie Chart.
* Sales by Outlet Location:
  + - Objective: Assess the geographic distribution of sales across different location.
    - Chart Type: Funnel Map.
* All Metrics by Outlet Type:
  + - Objective: Provide a comprehensive view of all key metrics (Total Sales, Average Sales, Number of Items, Average Rating.)
    - Chart Type: Matrix Card

🚀 Blinkit Sales Analysis with Power BI: A Comprehensive Data-Driven Approach to Optimization 📊  
  
🔎 Project Overview:  
In this project, I conducted a deep-dive analysis of Blinkit’s sales performance, customer satisfaction, and inventory distribution using Power BI. By leveraging dynamic visualizations and actionable KPIs, I identified key insights and opportunities for optimization.  
💡 Business Goal:

To analyze Blinkit's data and uncover trends, optimize inventory distribution, and improve sales performance while enhancing customer satisfaction.  
  
Key KPIs Analyzed:

1️Total Sales – Overall revenue from all items sold.  
2️ Average Sales – Average revenue per sale.  
3️ Number of Items Sold – Total count of unique items sold.  
4️ Average Rating – Customer satisfaction based on product ratings.  
  
  
💡 Key KPIs Analyzed:  
✔ Total Revenue: ₹1.2M  
✔ Average Sales per Transaction: ₹140.99  
✔ Number of Items Sold: 9K  
✔ Average Rating: 3.92  
  
Power BI Visualizations & Insights:  
  
🔷 1. Sales by Item Fat Content  
  
Insight: Low-fat items contributed to 64.6% of total revenue, showcasing a significant preference among customers.  
Visualization: Donut Chart  
  
🔷 2. Sales by Item Type  
  
Insight: Fruits, vegetables, and snack foods were the highest-performing categories, generating over ₹360K in combined revenue.  
Visualization: Bar Chart  
  
🔷 3. Revenue by Outlet Location  
  
Insight: Tier 3 cities led with ₹472.13K in revenue, followed by Tier 2 (₹393.15K) and Tier 1 (₹336.40K).  
Visualization: Funnel Map  
  
🔷 4. Outlet Performance by Size  
  
Insight: Medium-sized outlets dominated sales, contributing to 42.27% of total revenue.  
Visualization: Pie Chart  
  
🔷 5. Sales by Outlet Establishment Year  
  
Insight: Outlets established after 2015 showed a steady increase in sales, with those opened in 2020 generating ₹205K.  
Visualization: Stacked Column Chart  
  
🔷 6. Outlet Type Analysis  
  
Insight: Supermarket Type 1 generated the highest revenue (₹7.87L), while grocery stores had the best balance of revenue and items sold.  
Visualization: Matrix Card  
  
Key Takeaways:  
1️ Low-fat items and fresh produce drive significant revenue, presenting opportunities for targeted marketing and inventory optimization.  
2️ Tier 3 cities and medium-sized outlets are high-performing segments, suggesting untapped growth potential in similar regions and store formats.  
3️ Consistent customer satisfaction (average rating of 3.9) highlights a solid foundation for improving loyalty programs and promotion  
  
  
✨ This project reflects my passion for transforming data into stories that matter, combining technical skills and business acumen to achieve impactful results.