BLINKIT ANALYSIS

Business requirement

- To conduct a comprehensive analysis of Blinkit's sales performance, identify key insights and opportunities for optimization using various KPIs and visualization.

KPI's Requirements
1. Total Sales: Overall revenue generated 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 Requirements

1 Total sales by fat content:

> Objective: Analyse the impact of fat content on total sales.

2 Total Sales by Item Type:

> Objective: Identify the performance of different item types in terms of total sales.

3 Fat Content by outlet for Total Sales

> Objective: Compare total sales across different outlets segmented by fat content.

4 Total Sales by Outlet Establishment

Objective: Evaluate how the age or type of outlet establishment influence total sales.

5 Sales by Outlet Size:

Objective: Analyze the correlation between outlet size and total sales.

6 Sales by Outlet Location:

objective: Asses the geographic distribution of sales across different locations.