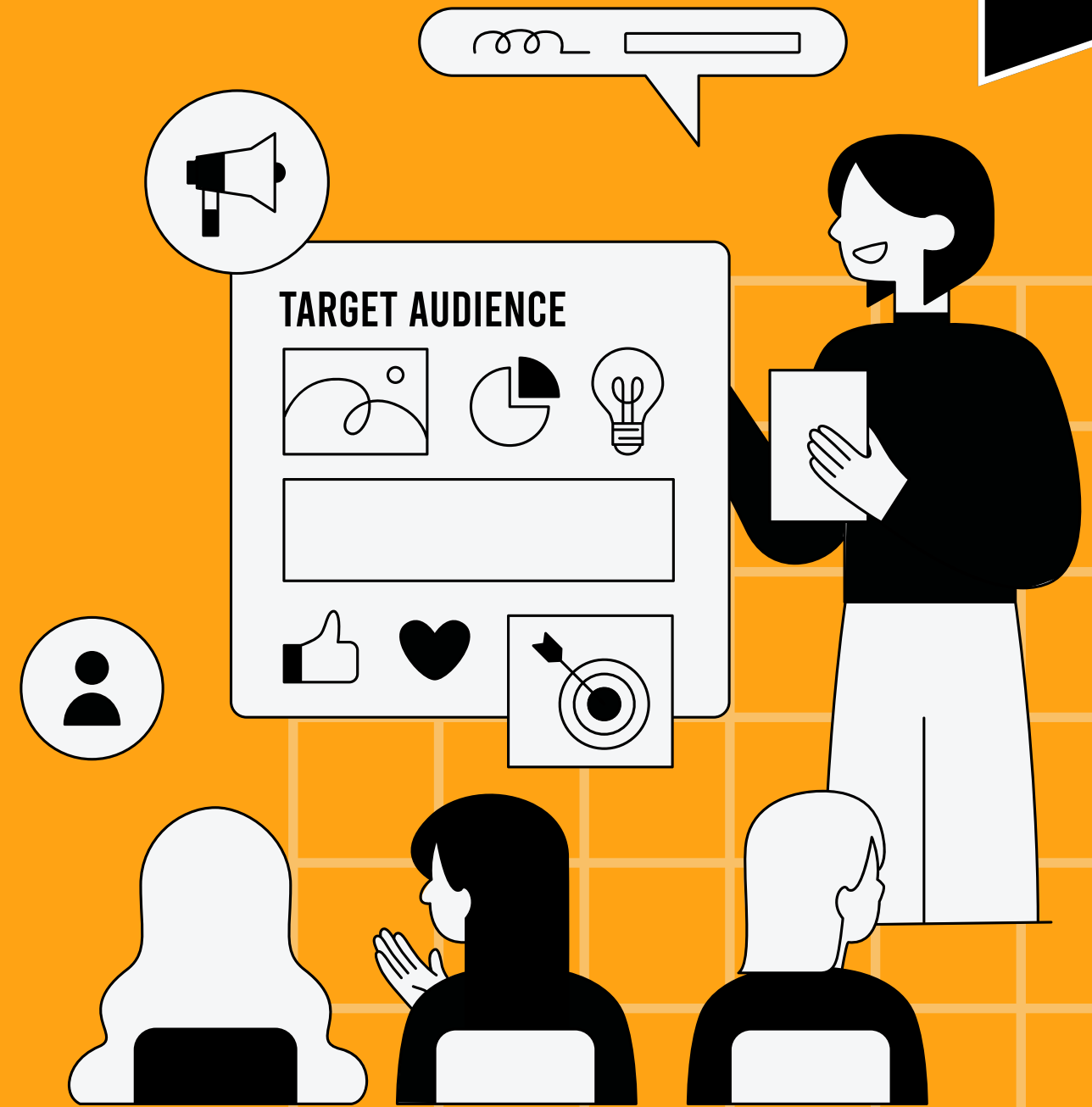




blinkit Analysis





Business Requirement



To conduct comprehensive analysis of Blinkit's Sales performance, customer satisfaction , and inventory distribution



KPI REQUIREMENTS

- **TOTAL SALES**
- **AVERAGE SALES**
- **NUMBER OF ITEMS**
- **AVERAGE RATINGS**



CHART REQUIREMENTS

1. Total Sales by Fat Content :
Analyze the impact of fat content on total sales.
2. Total Sales by item Type:
Identify the performance of different item types in terms of total sales .
3. Fat Content by Outlet for Total Sales :
Compare total sales across different outlets segmented by fat content.
4. Total Sales By Outlet Establishment :
Evaluate how the age or type of outlet establishment influences total sales
5. Sales by Outlet Size :
Analyze the correlation between outlet size and total sales
6. Sales by Outlet Location:
Assess the geographic distribution of sales across different locations.



Final Dashboard:

blinkit
India's last Minute App

FILTERS PANEL

Outlet Size

High

Medium

Small

Outlet Location Type

Tier 1

Tier 2

Tier 3

Item Type

Meat

Others

Seafood

Snack Foods

Soft Drinks

Starchy Foods

\$1.20M

TOTAL SALES



\$141M

AVERAGE SALES



8523

NUMBER OF ITEMS

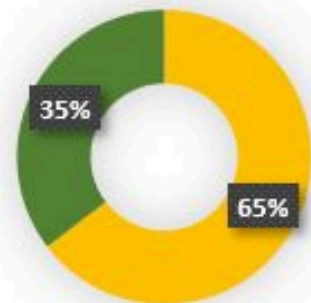


4.0

AVERAGE RATING



FAT CONTENT



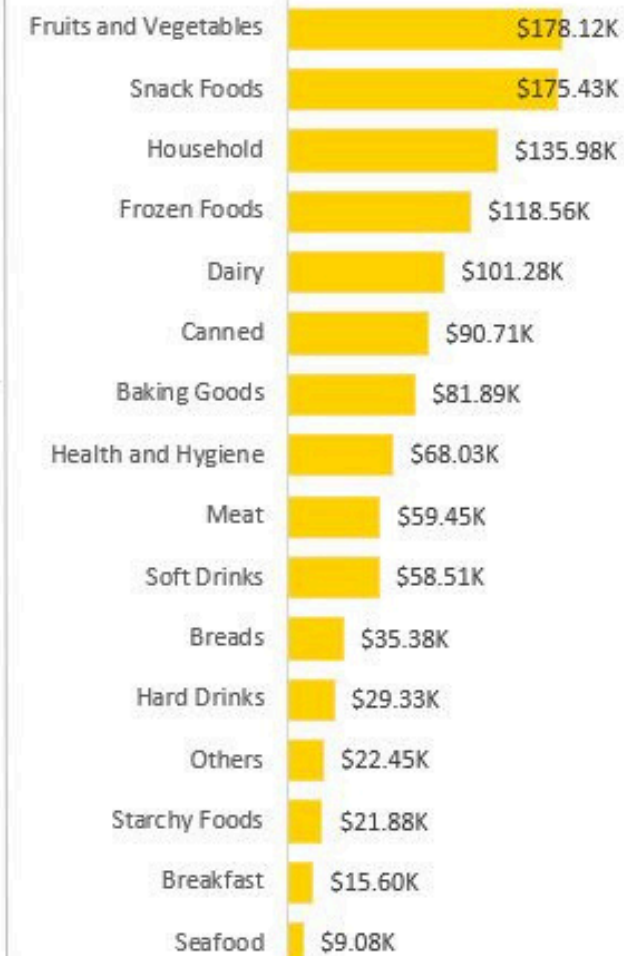
Low Fat Regular

FAT CONTENT BY OUTLET

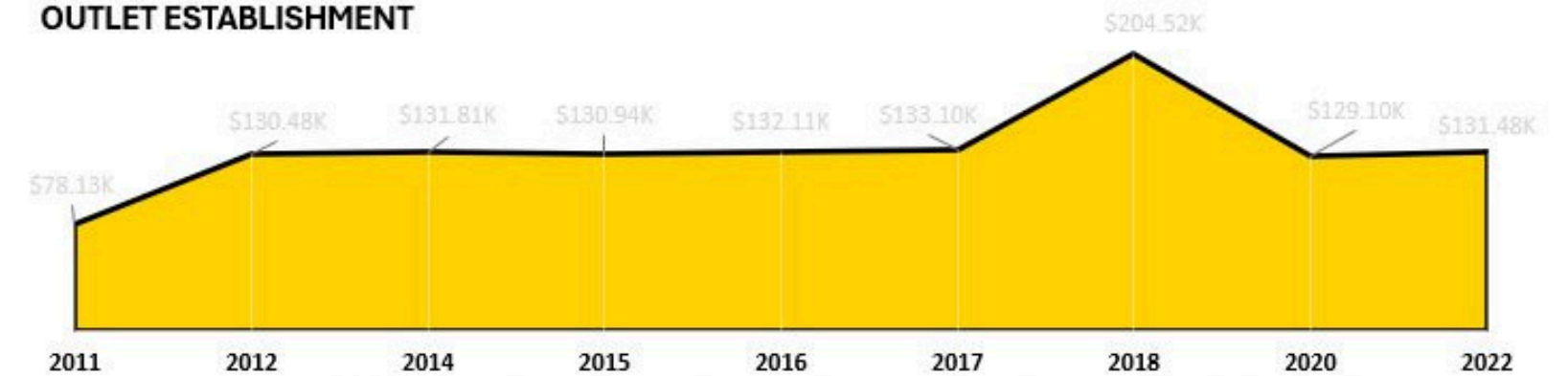


Low Fat Regular

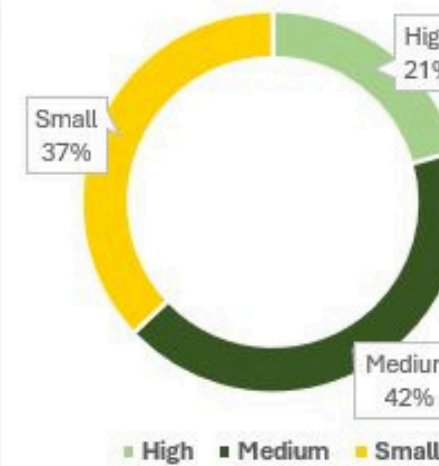
ITEM TYPE



OUTLET ESTABLISHMENT



OUTLET SIZE

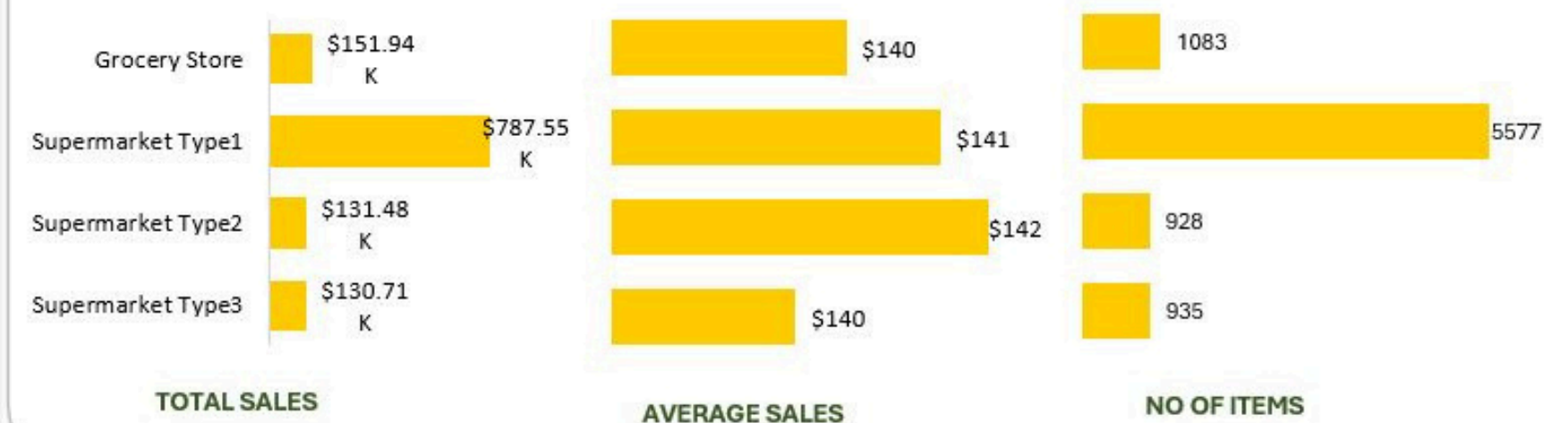


High Medium Small

OUTLET LOCATION



OUTLET TYPE



Thank You!

