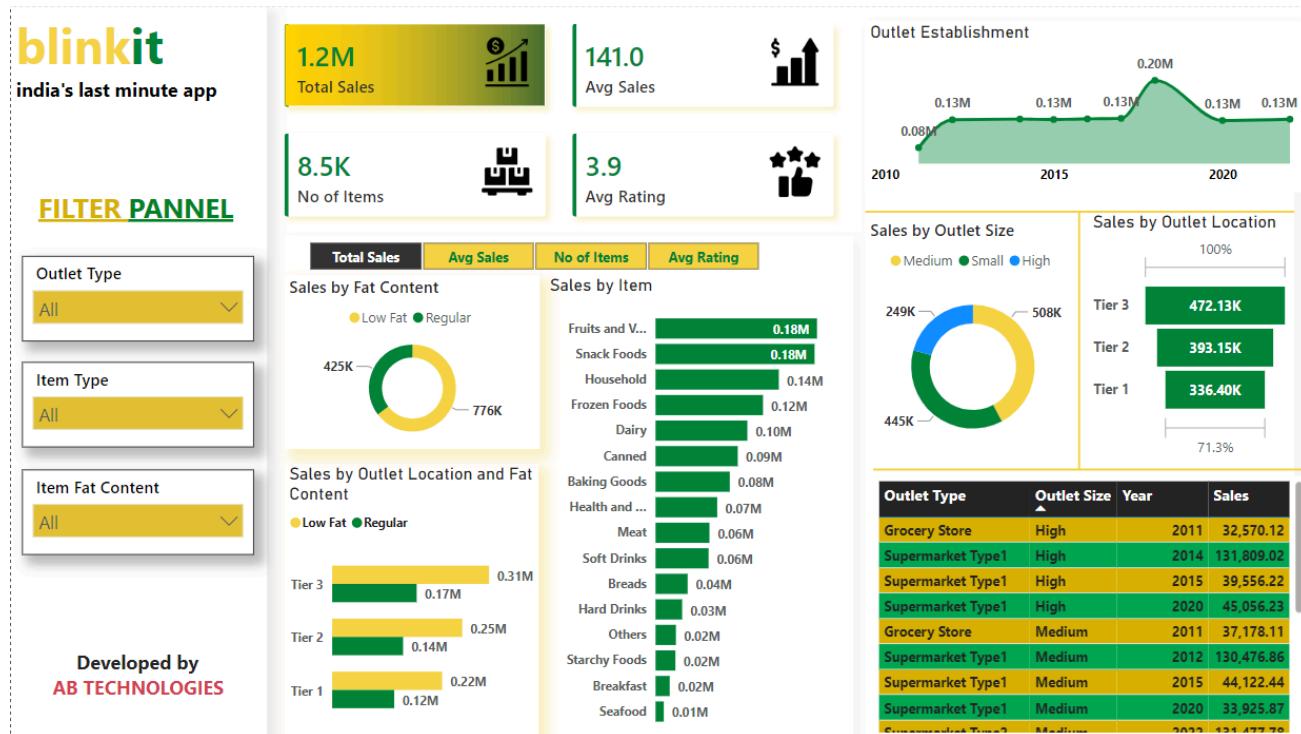


BLINKIT REQUIREMENTS DOCUMENT

Project Overview



Item Identifier	Item Type	Outlet Establishment Year	Outlet Identifier	Outlet Location Type	Outlet Size	Outlet Type
FDX32	Fruits and Vegetables	2012	OUT049	Tier 1	Medium	Supermarket Type1
NCB42	Health and Hygiene	2022	OUT018	Tier 3	Medium	Supermarket Type2
FDR28	Frozen Foods	2016	OUT046	Tier 1	Small	Supermarket Type1
FDL50	Canned	2014	OUT013	Tier 3	High	Supermarket Type3
DRI25	Soft Drinks	2015	OUT045	Tier 2	Small	Supermarket Type2
FDS52	Frozen Foods	2020	OUT017	Tier 2	Small	Supermarket Type1
NCU05	Health and Hygiene	2011	OUT010	Tier 3	Small	Grocery Store
NCD30	Household	2015	OUT045	Tier 2	Small	Supermarket Type1
FDW20	Fruits and Vegetables	2014	OUT013	Tier 3	High	Supermarket Type1
FDX25	Canned	2018	OUT027	Tier 3	Medium	Supermarket Type1
FDX21	Snack Foods	2018	OUT027	Tier 3	Medium	Supermarket Type1
NCU41	Health and Hygiene	2017	OUT035	Tier 2	Small	Supermarket Type2
FDL20	Fruits and Vegetables	2022	OUT018	Tier 3	Medium	Supermarket Type1
NCR54	Household	2014	OUT013	Tier 3	High	Supermarket Type3
FDH19	Meat	2018	OUT027	Tier 3	Medium	Supermarket Type1
FDB57	Fruits and Vegetables	2017	OUT035	Tier 2	Small	Supermarket Type1
FDO23	Breads	2022	OUT018	Tier 3	Medium	Supermarket Type2
NCB07	Household	2012	OUT049	Tier 1	Medium	Supermarket Type1
FDJ56	Fruits and Vegetables	2018	OUT027	Tier 3	Medium	Supermarket Type1
DRN47	Hard Drinks	2022	OUT018	Tier 3	Medium	Supermarket Type2
FDZ07	Fruits and Vegetables	2018	OUT027	Tier 3	Medium	Supermarket Type3

DATA CLEANING AND PROCESSING

Item Fat Content	Item Identifier	Item Type	Outlet Establishment Year	Outlet Identifier	Outlet Location Type	Outlet Size	Outlet Type
Regular	FDX32	Fruits and Vegetables	2012	OUT049	Tier 1	Medium	Supermarket Type1
Low Fat	NCB42	Health and Hygiene	2022	OUT018	Tier 3	Medium	Supermarket Type2
Regular	FDR28	Frozen Foods	2016	OUT046	Tier 1	Small	Supermarket Type1
Regular	FDL50	Canned	2014	OUT013	Tier 3	High	Supermarket Type1
Low Fat	DRI25	Soft Drinks	2015	OUT045	Tier 2	Small	Supermarket Type1
low fat	FDS52	Frozen Foods	2020	OUT017	Tier 2	Small	Supermarket Type1
Low Fat	NCU05	Health and Hygiene	2011	OUT010	Tier 3	Small	Grocery Store
Low Fat	NCD30	Household	2015	OUT045	Tier 2	Small	Supermarket Type1
Low Fat	FDW20	Fruits and Vegetables	2014	OUT013	Tier 3	High	Supermarket Type1
Low Fat	FDX25	Canned	2018	OUT027	Tier 3	Medium	Supermarket Type3
LF	FDX21	Snack Foods	2018	OUT027	Tier 3	Medium	Supermarket Type3
Low Fat	NCU41	Health and Hygiene	2017	OUT035	Tier 2	Small	Supermarket Type1
Low Fat	FDL20	Fruits and Vegetables	2022	OUT018	Tier 3	Medium	Supermarket Type2
Low Fat	NCR54	Household	2014	OUT013	Tier 3	High	Supermarket Type1
Low Fat	FDH19	Meat	2018	OUT027	Tier 3	Medium	Supermarket Type3
Regular	FDB57	Fruits and Vegetables	2017	OUT035	Tier 2	Small	Supermarket Type1
Low Fat	FDO23	Breads	2022	OUT018	Tier 3	Medium	Supermarket Type2
Low Fat	NCB07	Household	2012	OUT049	Tier 1	Medium	Supermarket Type1
Low Fat	FDJ56	Fruits and Vegetables	2018	OUT027	Tier 3	Medium	Supermarket Type3
Low Fat	DRN47	Hard Drinks	2022	OUT018	Tier 3	Medium	Supermarket Type2
Regular	FDZ07	Fruits and Vegetables	2018	OUT027	Tier 3	Medium	Supermarket Type3
Low Fat	NCK31	Others	2018	OUT027	Tier 3	Medium	Supermarket Type3

CREATE A DASHBOARD

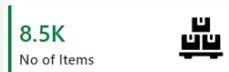
FILTER PANNEL

Outlet Type
All

Item Type
All

Item Fat Content
All

Developed by
AB TECHNOLOGIES



Total Sales Avg Sales No of Items Avg Rating

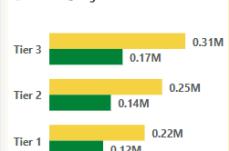
Sales by Fat Content

Low Fat Regular



Sales by Outlet Location and Fat Content

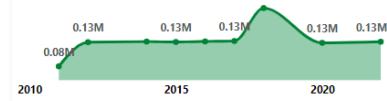
Low Fat Regular



Sales by Item

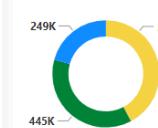
Fruits and V...	0.18M
Snack Foods	0.18M
Household	0.14M
Frozen Foods	0.12M
Dairy	0.10M
Canned	0.09M
Baking Goods	0.08M
Health and ...	0.07M
Meat	0.06M
Soft Drinks	0.06M
Breads	0.04M
Hard Drinks	0.03M
Others	0.02M
Starchy Foods	0.02M
Breakfast	0.02M
Seafood	0.01M

Outlet Establishment



Sales by Outlet Size

Medium Small High



Sales by Outlet Location

100%



71.3%

Outlet Type	Outlet Size	Year	Sales
Grocery Store	High	2011	32,570.12
Supermarket Type1	High	2014	131,809.02
Supermarket Type1	High	2015	39,556.22
Supermarket Type1	High	2020	45,056.23
Grocery Store	Medium	2011	37,178.11
Supermarket Type1	Medium	2012	130,476.86
Supermarket Type1	Medium	2015	44,122.44
Supermarket Type1	Medium	2020	33,925.87

STEPS IN PROJECT

- Requirement Gathering
- Data Walkthrough
- Data Connection
- Data Cleaning
- Data Processing
- Dax Calculations/ Measures
- Dashboard Lay outing
- Charts Development
- Insight Generation

Business Requirements

To conduct compressive analysis blinkit sales performance customer satisfaction and inventory distribution to identify key insights and opportunities for optimization using various KPI's and visualization in power bi.

KPI's Requirements

- **Total Sales** : The overall revenue generated from all items sold.
- **Average Sales** : The average revenue per sale.
- **Number of Items** : The total count of different item sold.
- **Average Rating** : The average customer rating for item sold.

Business Requirements

CHART's Requirements

- **Total Sale by fat content** : Show the sales in donut chart and add some additional kpi's (average sales, no of item, average rating)
- **Total sales by item type** : Show the sales in bar chart.
- **Fat content by outlet for Total Sales** : Show the sales in Stacked column chart.
- **Total Sales by outlet Establishment** :Show the sales in Line chart .

Business Requirements

CHART's Requirements

- **Sales by outlet size** : Show in donut chart / Pie chart.
- **Sales by outlet Location** : Show in Funnel map chart.
- **All Matrics by outlet type** : show in matrices table.