

BLINKIT ANALYSIS

BUSINESS REQUIREMENTS

Charts Requirements

1. 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 fat content

Chart Type: Donut Chart.

2. Total Sales by Item Type:

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

Additional KPI Metrics: Assess how other KPIs (Average Sales, Number of items, Average Rating) vary with fat content.

Chart Type: Bar Chart.

- **3. Fat Content by Outlet for Total Sales:**

- **Objective:** Compare total sales across different outlets segmented by fat content.
- **Additional KPI Metrics:** Assess how other KPIs (Average Sales, Number of items, Average Rating) vary with fat content.
- **Chart Type:** Stacked Column Chart.

- **4. Total Sales by Outlet Establishment:**

- **Objective:** Evaluate how the age of type of outlet establishment influences total sales.
- **Chart Type:** Line Chart.

- **5. Sales by Outlet Size:**

- **Objective:** Analyze the correlation between outlet size and total sales.
- **Chart Type:** Donut/ Pie Chart.

- **6. Sales by Outlet Location:**

- **Objective:** Assess the geographic distribution of sales across different locations.
- **Chart Type:** Funnel Map.

- **7. All Metrics by Outlet Type:**

- **Objective:** Provide a comprehensive view of all key metrics (Total Sales, Average Sales, Number of Items, Average Rating) broken down by different outlet types.
- **Chart Type:** Matrix Card.