



**BLINKIT ANALYTICS**  
**BUSINESS REQUIREMENTS**



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# REQUIREMENTS

## blinkit Analysis

### BUSINESS REQUIREMENT

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

#### KPI's Requirements

1. **Total Sales:** The 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.

# BUSINESS REQUIREMENT

## Chart's 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 or 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.