

Blinkit Analysis - Ecommerce Application

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

- 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 items sold.
- Average Rating: The average customer rating for items sold.

Granular 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.

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.

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.

4. Total Sales by Outlet Establishment

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

Chart's Requirements

5. Percentage of Sales by Outlet Size

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

6. Sales by Outlet Location

Objective: Assess the geographic distribution of sales across different locations.

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.