**BLINKIT ANALYSIS**

**BUSINESS REQUIREMENT**

To conduct a comprehensive analysis of Blinkit’s sales performance, customer satisfaction, and inventory distribution to identity key insights and opportunities for optimization using various KPIs and visualization in Excel.

BLINKIT DATA SET: [DATASET](https://docs.google.com/spreadsheets/d/1tCEAUTUnpJ0hBaqduB8AjDVqHm_Pte00/edit?usp=drive_link&ouid=102199425406269870946&rtpof=true&sd=true)

**KPI requirements**:

1. Total sales: the overall revenue generated from all items sold.
2. Average Sales: the average revenue per sales.
3. Number of Items: the total count of different items sold.
4. Average Rating: the average customer rating for items sold.

**Chart requirements:**

1. **Total sales by Fat content :**

Objective: Analyze the impact of fat content on total sales.

Additional KPI metrics: Asses how other KPI (Average sales, Number Of items, Average rating) vary with fat content.

Chart Type: Donut Chart.

1. **Total sales by item Type:**

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

Additional KPI Metrics: Asses how other KPIs (Average sales, number of items, Average Rating) vary with fat content.

Chart type: Bar chart

1. **Fat content by Outlet for Total Sales:**

Objective: Compare total sales across different outlets segments by fat content.

Additional KPI metrics: Asses how other KPIs (average sales, Number of Items, Average rating) vary with fat content.

Chart type: Stacked column chart.

1. **Total sales by outlet Establishment.**

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

Chart type: Line chart

1. **Sales by outlet Size:**

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

Chart type: Dount /Pie Chart.

1. **Sales By outlet location:**

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

Chart type funnel map

1. **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.

**Excel Dashboard Creation:** Create an Excel dashboard summarizing the key findings: