



# Blinkit analysis



# 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.



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## CHART'S REQUIREMENTS

### 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.

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## CHART'S REQUIREMENTS

### 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.