

BlinkIT Sales Analysis

Problem Statement: BlinkIT Sales Analysis

You have been given a dataset from BlinkIT, an online grocery delivery service, that contains details about grocery items, sales, outlets, and customer ratings across various locations and establishment years. Your task is to analyze this dataset to uncover key insights related to sales performance, customer satisfaction, and inventory distribution. Create a Power BI dashboard and address the following key business questions to help BlinkIT optimize its sales strategy, improve customer satisfaction, and enhance inventory management.

Key Business Questions

1. **Total Revenue:** Identify the overall revenue generated from all items sold.
2. **Average Sales per Order:** Calculate the average revenue per sale.
3. **Total Number of Items Sold:** Determine the total count of different items sold.
4. **Average Customer Rating:** Evaluate the average customer rating for items sold.
5. **Sales by Outlet Size:** Analyze the correlation between outlet size and total sales.
6. **Sales by Outlet Location:** Assess the geographic distribution of sales across different locations.
7. **All Metrics by Outlet Type:** Provide a comprehensive view of key metrics (Total Sales, Average Sales, Number of Items, Average Rating) broken down by different outlet types.
8. **Sales by Fat Content:** Examine the impact of fat content on total sales, along with other KPIs (Average Sales, Number of Items, Average Rating).
9. **Sales by Item Type:** Identify the performance of different item types in terms of total sales, along with other KPIs.
10. **Fat Content by Outlet for Total Sales:** Compare total sales across different outlets segmented by fat content, along with other KPIs.
11. **Sales by Outlet Establishment Year:** Evaluate how the age or type of outlet establishment influences total sales.