

BlinkIt Analysis

Requirement Gathering:

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

KPIs (High level analysis)Requirements -

1. Total Sales: The average revenue pre sale
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

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.

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

4. Total Sales by Outlet Establishment:

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.