BLINKIT ANALYSIS

BUSINESS REQUIREMENT

To conduct a comprehensive analysis of Blinkit's sales performance, customers satisfaction, and inventory distribution to identify key insights and opportunities for optimization using various KPIs and visualizations in Excel.

KPI's REQUIREMENTS

1. **Total Sales:** The overall revenue generated from all items sold.
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.

GRANULAR REQUIREMENTS

1. **Total Sales by Fat Content**
   - ➤ Objective: Analyse the impact of fat content on total sales.
   - ➤ Additional KPI Metrics: Assess how other KPIs (Average Sales, Number of items, Average Ratings) 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 Ratings) vary with item type.
   - ➤ 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 Ratings) vary with item type.
   - ➤ 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

CHART's REQUIREMENTS

5. **Percentage of Sales by Outlet Size**
   - ➤ Objective: Analysis 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 Ratings) broken down by different outlet types.

➢ Chart Type: Matrix Card