

blinkit Analysis

STEPS IN PROJECT

Require Gathering / Business Requirement

Data Walkthrough

Data Connection

Data Cleaning/ Quality Check

Data Modelling

Data Processing

DAX Calculation

Dashboard Lay outing

Chart Development and Formatting

Dashboard / Report Development

Insight Generation

blinkit Analysis

BUSINESS REQUIREMENTS

To conduct a comprehensive analysis of Blinkit's sales performance, customer satisfaction and inventory distribution to identify key insight and opportunities for optimization using various KPIs and visualisation in Power BI

KPI's Requirements

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

Average Sales: The average revenue per sale.

Number of Items: The total count of different items sold.

Average Rating : The average customer rating for items sold.

BUSINESS REQUIREMENTS

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.

4.Total Sales by Outlet Establishment:

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

Chart Type: Line Chart.