# blinkit Analysis using PowerBI

## STEPS IN PROJECT

- ✓ **Requirement Gathering/ Business Requirements**
- ✓ **Data Walkthrough**
- ✓ **Data Connection**
- ✓ **Data Cleaning / Quality Check**
- ✓ **Data Modeling**
- ✓ **Data Processing**
- ✓ **DAX Calculations**
- ✓ **Dashboard Lay outing**
- ✓ **Charts Development and Formatting**
- ✓ **Dashboard / Report Development**
- ✓ **Insights Generation**

## BUSINESS REQUIREMENT

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

## 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.

# 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.

**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.

**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.

**Dashboard:**