

# BlinkIt Analysis

## 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 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.

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### 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 ItemType:

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

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### Chart's Requirements

#### 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.

# BlinkIt Analysis Final Excel Dashboard

**BlinkIt**

Indis's Last Minute App

**FILTER PANEL**

Outlet Size

High

Medium

Small

Outlet Location Type

Tier 1

Tier 2

Tier 3

Item Type

Baking Goods

Breads

Breakfast

Canned

Dairy

Frozen Foods

Fruits and Vegetables

Hard Drinks

**\$1.20M**

Total Sales



**\$141**

Avg Sales



**8523**

No of Items

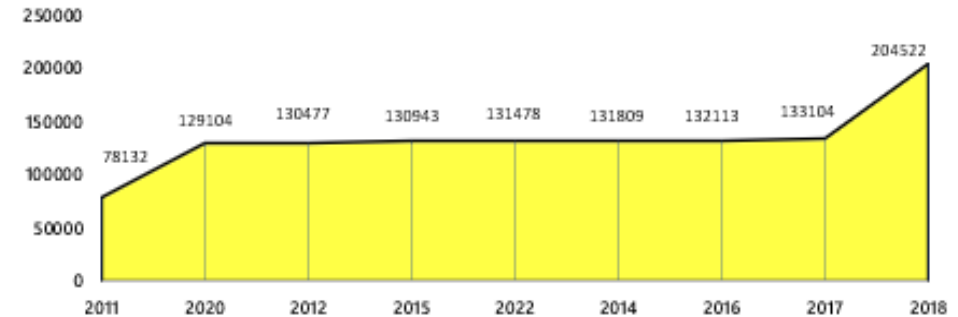


**4.0**

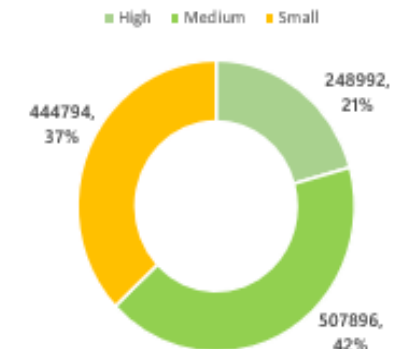
Avg Ratings



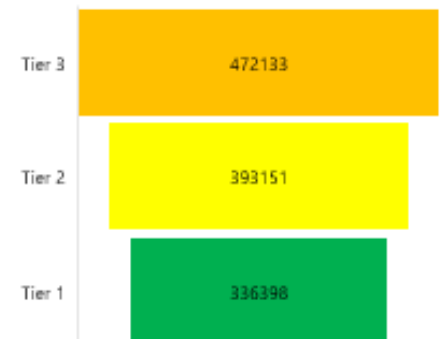
## OUTLET DISTRIBUTION



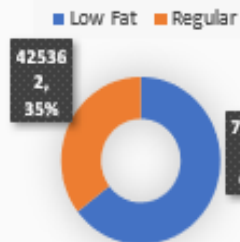
## OUTLET SIZE



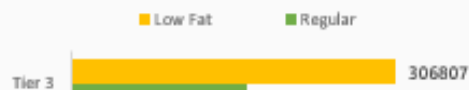
## OUTLET LOCATION



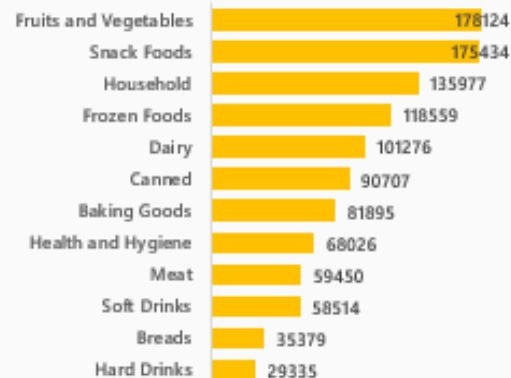
## FAT CONTENT



## FAT BY OUTLET



## SALES BY ITEM TYPE



## OUTLET TYPE



**THANK YOU**