

# Blinkit Analysis Business Requirements Document

## Overview & KPI Requirements

Primary Objective:

"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."

## Key Performance Indicators (KPIs):

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.

## Chart Requirements

### 1. Total Sales by Fat Content

Objective: Analyze the impact of fat content on total sales.

Additional KPIs: Average Sales, Number of Items, Average Rating.

Chart Type: Donut Chart.

### 2. Total Sales by Item Type

Objective: Identify performance of different item types.

Additional KPIs: Average Sales, Number of Items, Average Rating.

Chart Type: Bar Chart.

### 3. Fat Content by Outlet for Total Sales

Objective: Compare sales across outlets segmented by fat content.

Additional KPIs: Average Sales, Number of Items, Average Rating.

Chart Type: Stacked Column Chart.

### **Chart Requirements**

#### **4. Total Sales by Outlet Establishment**

Objective: Evaluate how outlet age/type influences sales.

Chart Type: Line Chart.

#### **5. Sales by Outlet Size**

Objective: Analyze correlation between outlet size and sales.

Chart Type: Donut/Pie Chart.

#### **6. Sales by Outlet Location**

Objective: Assess geographic sales distribution.

Chart Type: Funnel Map.

### **Key Notes:**

All chart requirements include analysis of fat content impact on secondary KPIs.

Visualization choices align with data types (time → line chart, composition → donut chart).

Geographic analysis uses specialized funnel map for locationbased trends.