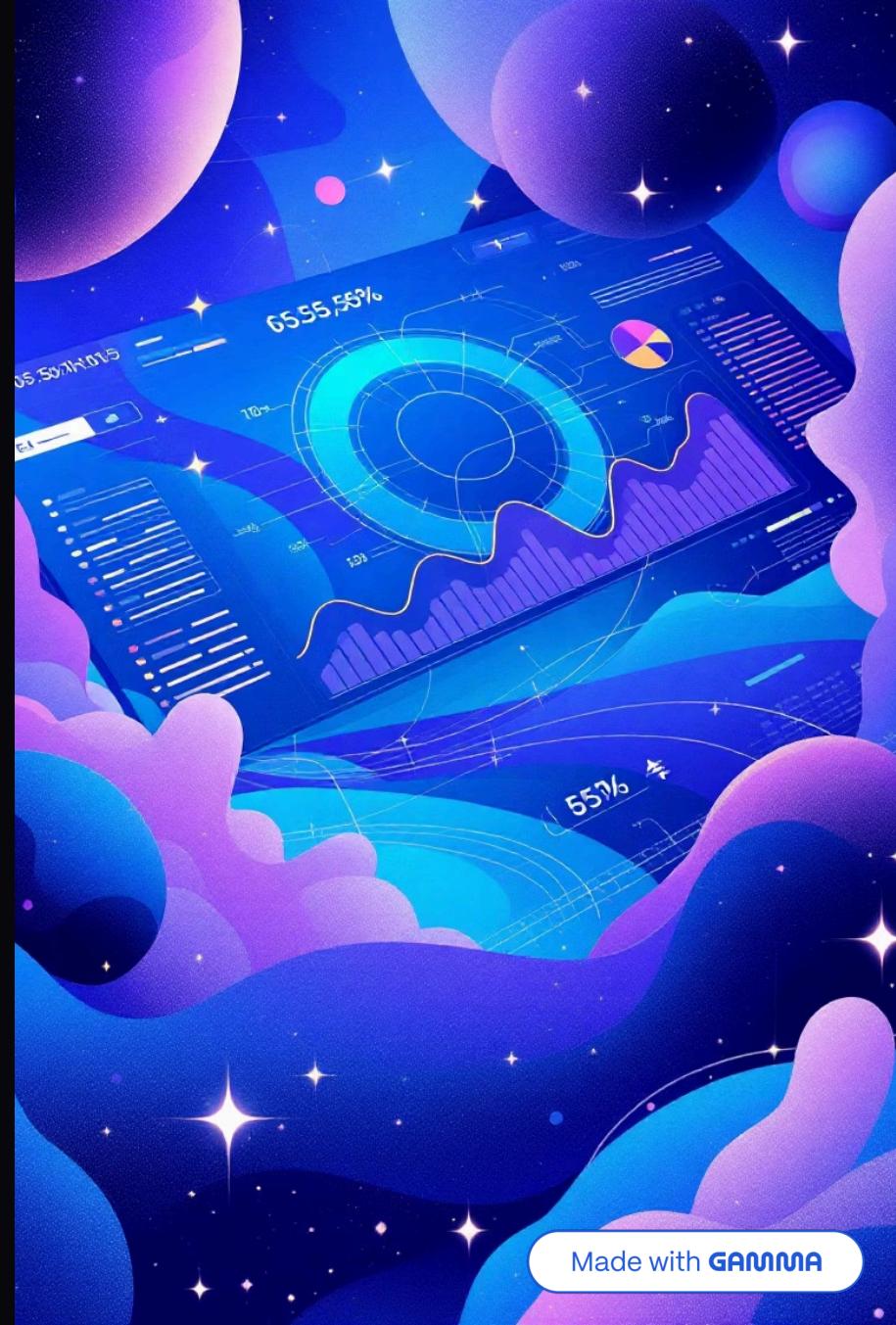


Blinkit Analysis: Project Overview

This presentation outlines the comprehensive analysis of Blinkit's sales performance, customer satisfaction, and inventory distribution. Our goal is to identify key insights and optimization opportunities using Power BI.



Project Steps: From Concept to Insight

01

Business Requirement

Define the core objectives and desired outcomes.

02

Data Walkthrough & Connection

Understand data sources and establish secure links.

03

Data Cleaning & Modeling

Prepare and structure data for accurate analysis.

04

Data Processing & DAX Calculations

Transform data and create key performance indicators.

05

Dashboard Layout & Development

Design and build interactive visualizations.

06

Insights Generation

Extract actionable conclusions from the data.



Defining Business Requirements

Our primary objective is to conduct a comprehensive analysis of Blinkit's operations. This includes sales performance, customer satisfaction, and inventory distribution. The aim is to identify key insights and opportunities for optimization using Power BI.

Sales Performance

Analyze revenue trends and product sales.

Customer Satisfaction

Evaluate ratings and feedback for improvement.

Inventory Distribution

Optimize stock levels and logistics.

Key Performance Indicators (KPIs)

To measure success and identify areas for improvement, we will focus on four critical KPIs:



Total Sales

Overall revenue from all items sold.



Average Sales

Average revenue generated per sale.



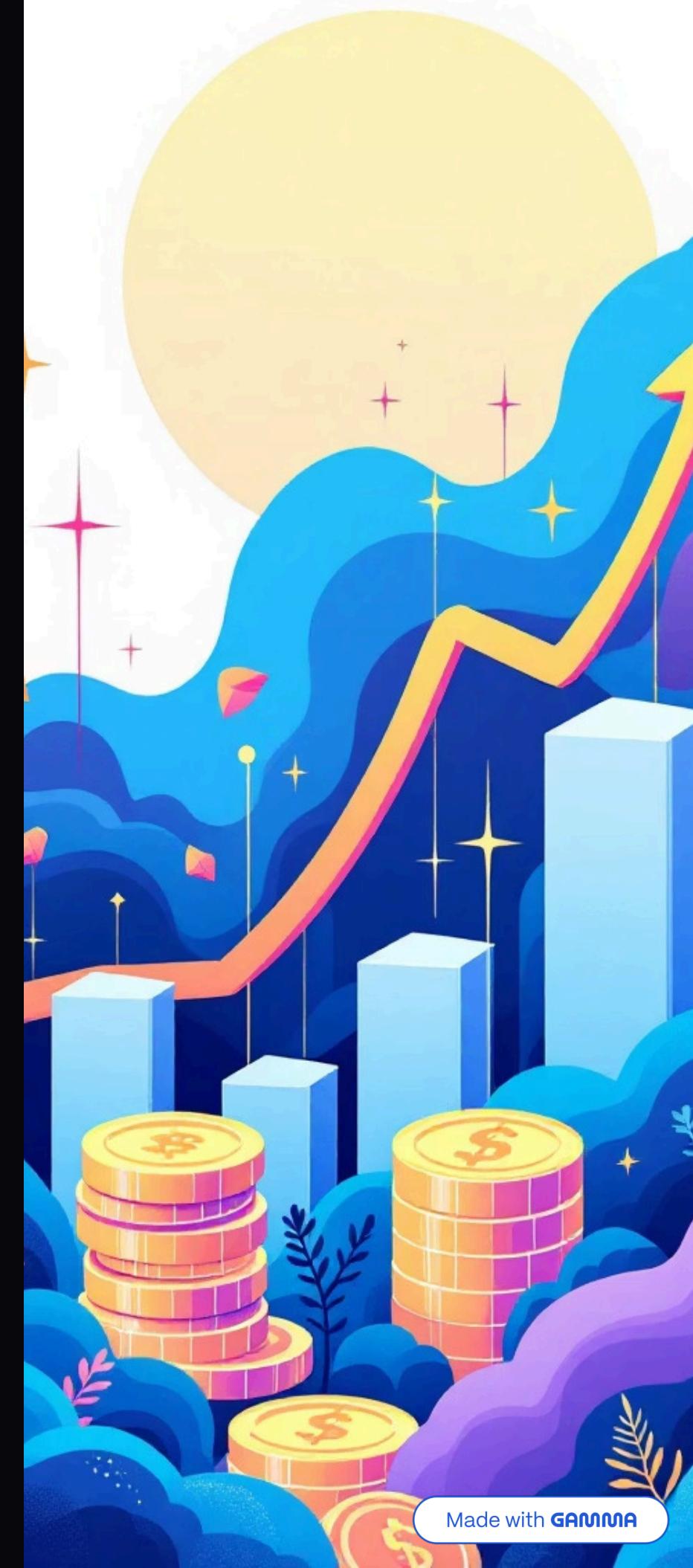
Number of Items

Total count of different items sold.



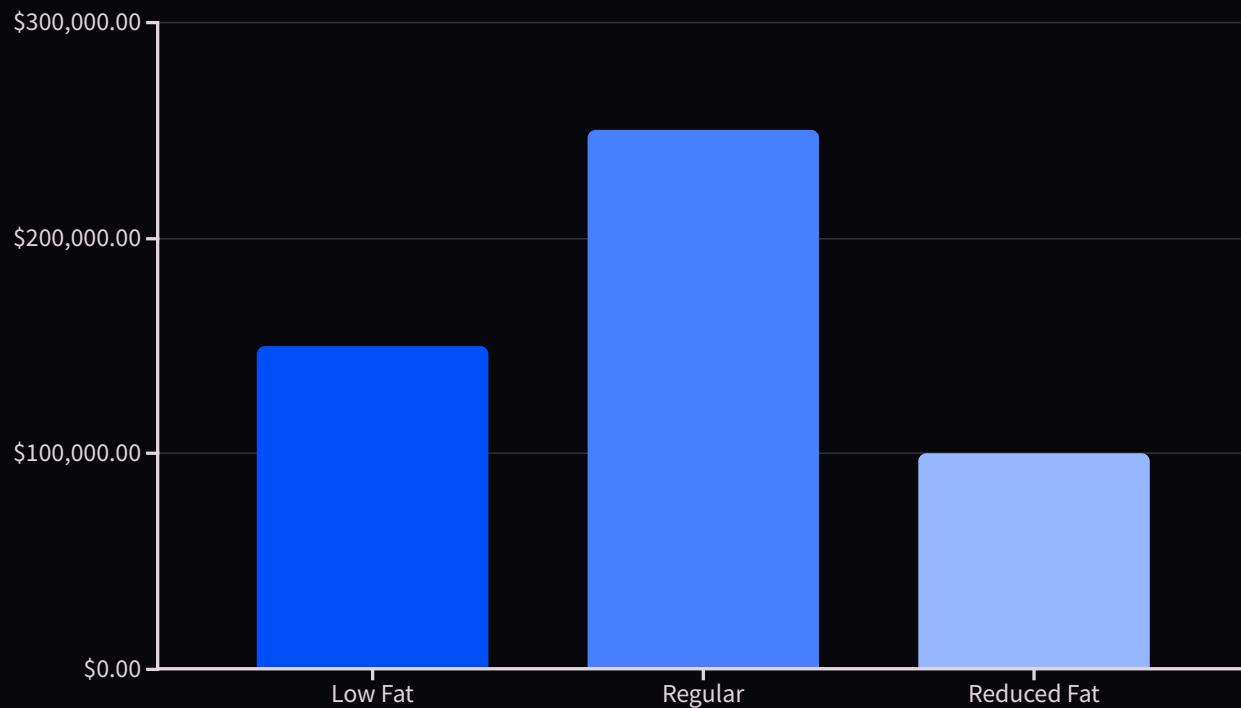
Average Rating

Average customer satisfaction rating.



Sales Analysis by Fat Content

We will analyze the impact of fat content on total sales and other KPIs. This will help us understand consumer preferences and product performance.



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

Metrics: Total Sales, Average Sales, Number of Items, Average Rating.

Chart Type: Bar Chart.



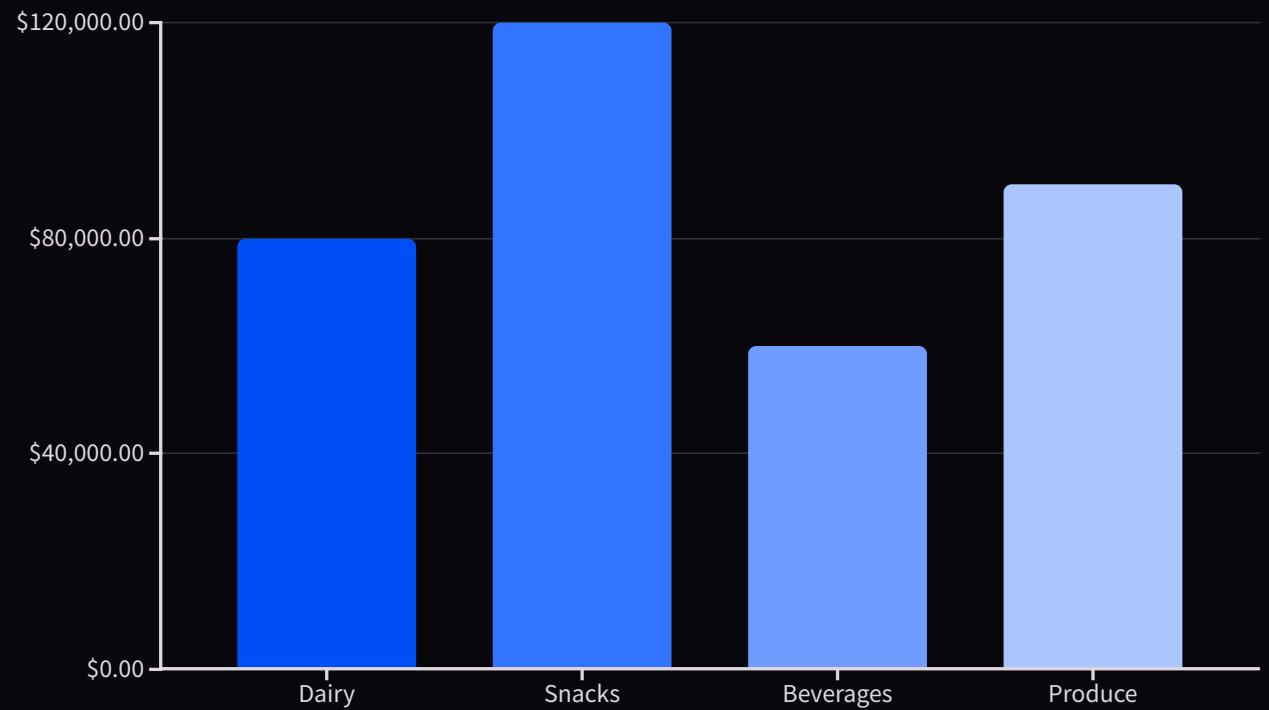
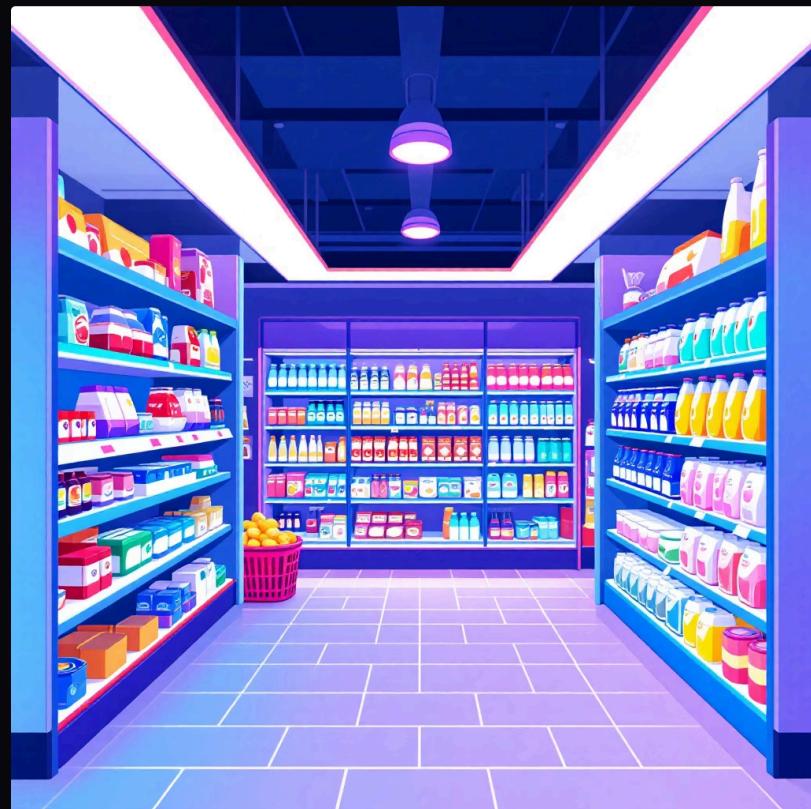
Sales Performance by Item Type

This analysis identifies the performance of different item types in terms of total sales and other key metrics, providing insights into product popularity and profitability.

Objective: Identify the performance of different item types in terms of total sales.

Metrics: Total Sales, Average Sales, Number of Items, Average Rating.

Chart Type: Bar Chart.



Fat Content by Outlet for Total Sales

We will compare total sales across different outlets, segmented by fat content, to understand regional preferences and outlet-specific performance.

Objective: Compare total sales across different outlets segmented by fat content.

Metrics: Total Sales, Average Sales, Number of Items, Average Rating.

Chart Type: Stacked Column Chart.





Sales by Outlet Characteristics

Understanding how outlet establishment age, type, and size influence sales is crucial for strategic planning and expansion.

1

Outlet Establishment

Evaluate how the age or type of outlet influences total sales. (Line Chart)

2

Outlet Size

Analyze the correlation between outlet size and total sales. (Donut/Pie Chart)

Geographic Sales Distribution

Assessing the geographic distribution of sales across different locations helps optimize logistics and target marketing efforts effectively.

Objective: Assess the geographic distribution of sales across different locations.

Chart Type: Funnel Map.

This visualization will highlight high-performing regions and areas needing attention.





Comprehensive Metrics by Outlet Type

A matrix card will provide a comprehensive view of all key metrics (Total Sales, Average Sales, Number of Items, Average Rating) broken down by different outlet types.

Total Sales

Overall revenue.

Average Sales

Revenue per sale.

Number of Items

Item count.

Average Rating

Customer satisfaction.