Data Analysis Project

blinkit Analysis

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 visualization in Power BI.

Business Requirements

$1.20M TOTAL_SALES	**$141** AVG_SALES
9K NO_OF_ITEMS	**4** AVG_RATING

Total Sales

- Insight: A breakdown of overall revenue across different periods (e.g., months or quarters) shows consistent growth/decline.
- Optimization Opportunity: Highlight top-selling categories or items contributing the most to revenue. Consider re-allocating resources towards these areas.

Average Sales

- Insight: The average revenue per sale has increased/decreased, showing trends in customer spending behavior.
- Optimization Opportunity: Implement targeted promotions to boost average transaction value, especially during low-performance periods.

Number of Items Sold

- Insight: Identify periods with a high volume of sales and understand the factors driving these peaks (e.g., seasonal trends, marketing campaigns).
- Optimization Opportunity: Use this data to better manage inventory and optimize the supply chain to prevent stockouts or overstock situations.

Average Rating

- Insight: Customer ratings are generally high/low, with specific items or categories performing better/worse than others.
- Optimization Opportunity: Focus on improving lower-rated items by addressing customer feedback, and consider promoting higher-rated products.

Business Requirements

Created a KPIs metrics

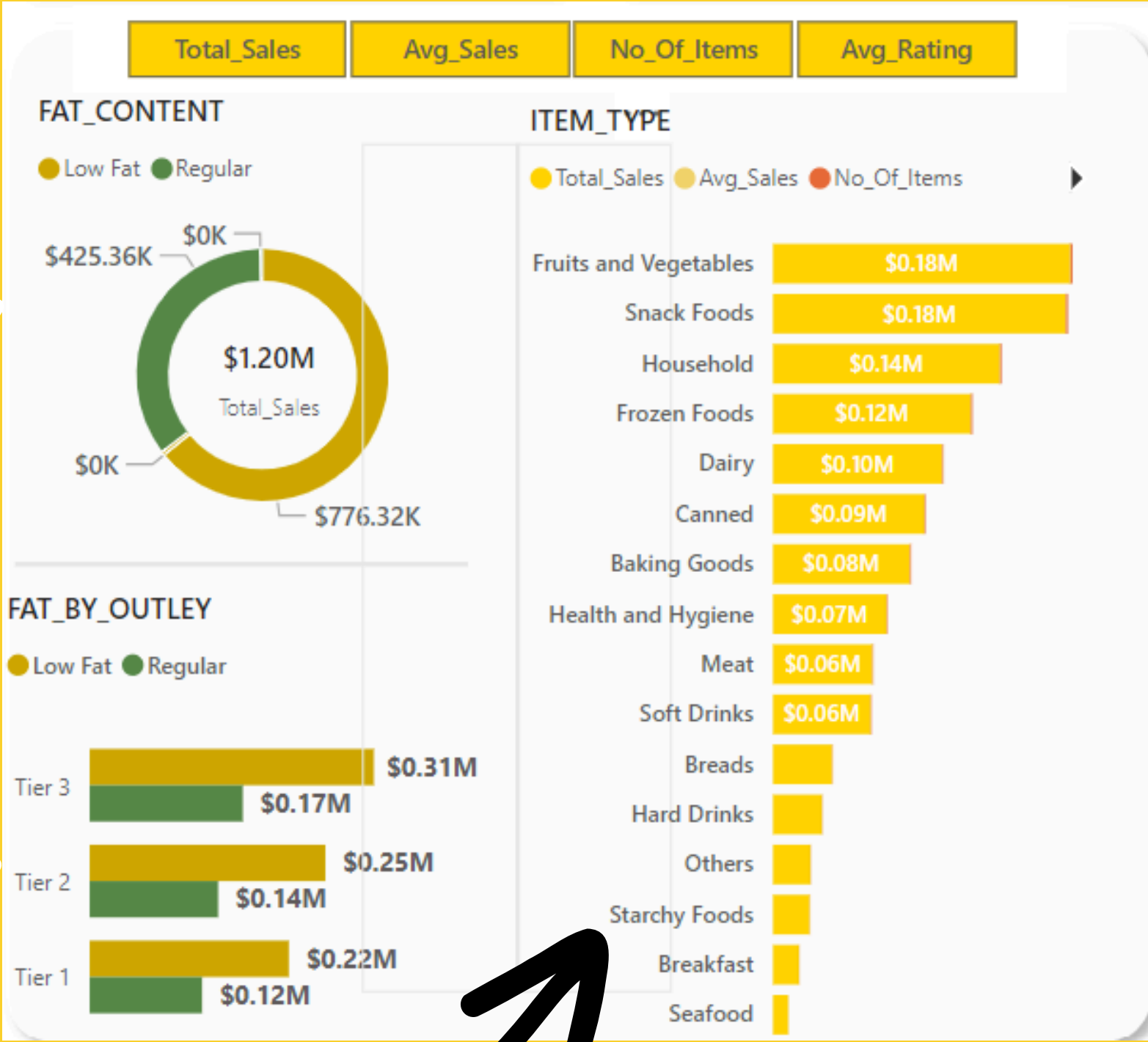Using values Total Sales, Average Sales, Number of Items Sold, Average Rating.
Created Slicer
Using the KPIs metrics.

Sales By Fat Content

Objective : Analyze the impact of fact content on total sales. By replacing toal sales with the metric table will give fat content for all metric
Chart : Donut Chart

Sales By Item Type

Objective : To compare total sales across different outlets by fat content
Chart : Bar Chart

Sales By Item Type

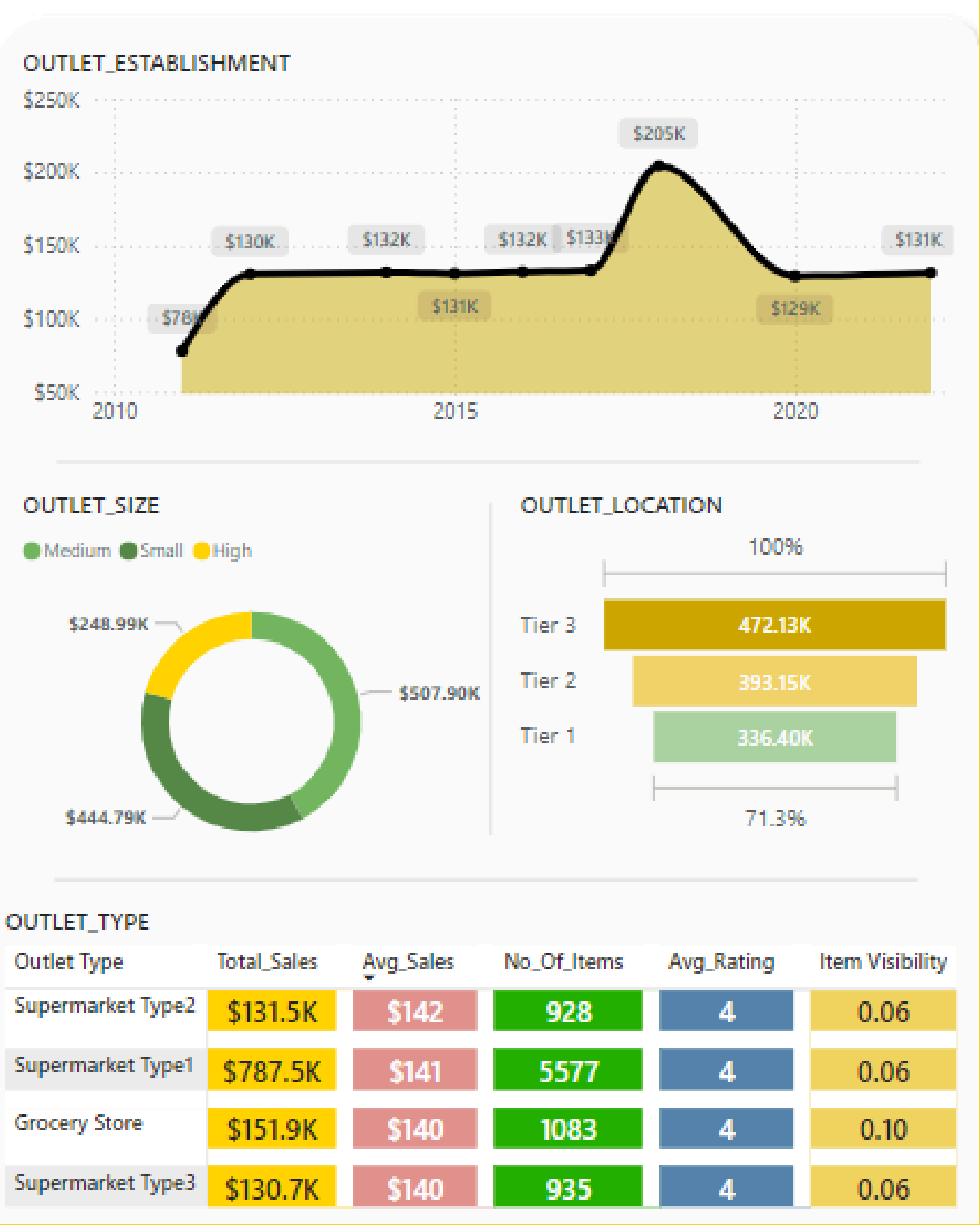Objective : To identify the performance of in terms of sales.
Chart : Bar Chart

Business Requirements

Sales By Outlet Establishment

Objective : To evaluate how the type and age of the outlet influence total sales.
Chart : Line Chart

Sales By Outlet Location

Objective : To assess the geographical distribution of sales across different outlets
Chart : Funnel Chart

Sales By Outlet Size

Objective : To analyze the correlation between outlet size and total sales.
Chart : Donut Chart

KPIs metrics by Outlet Type

Objective : Provide a comprehensive view of all KPIs metrics broken down by different outlet types.
Chart : Matrix Table

OUTLET_ESTABLISHMENT

OUTLET_SIZE — Medium, Small, High — $248.99K, $507.90K, $444.79K

OUTLET_LOCATION — 100%
Tier 3: 472.13K
Tier 2: 393.15K
Tier 1: 336.40K
71.3%

OUTLET_TYPE

Outlet Type	Total_Sales	Avg_Sales	No_Of_Items	Avg_Rating	Item Visibility
Supermarket Type2	$131.5K	$142	928	4	0.06
Supermarket Type1	$787.5K	$141	5577	4	0.06
Grocery Store	$151.9K	$140	1083	4	0.10
Supermarket Type3	$130.7K	$140	935	4	0.06