



blinkit

India's Last Minute App

Blinkit Analysis

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

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 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.

Blinkit Analysis

- **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.

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Charts 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.

THANK YOU

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FILTER PANEL

Outlet Location Ty...

All

Outlet Size

All

Item Type

All

Outlet Establishm...

All



DEVELOPED BY:
GULSHAN KUMAR

\$1.20M

Total Sales



141

AVG SALES



8523

NO OF ITEM



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AVG RATING



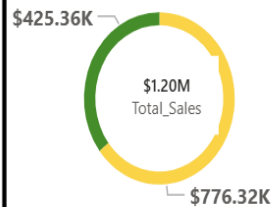
Total_Sales

Avg_Sales

No_Of_Item

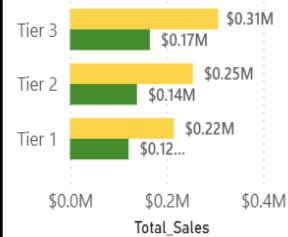
Avg_Rating

● Low Fat ● Regular



Fat By Outlet

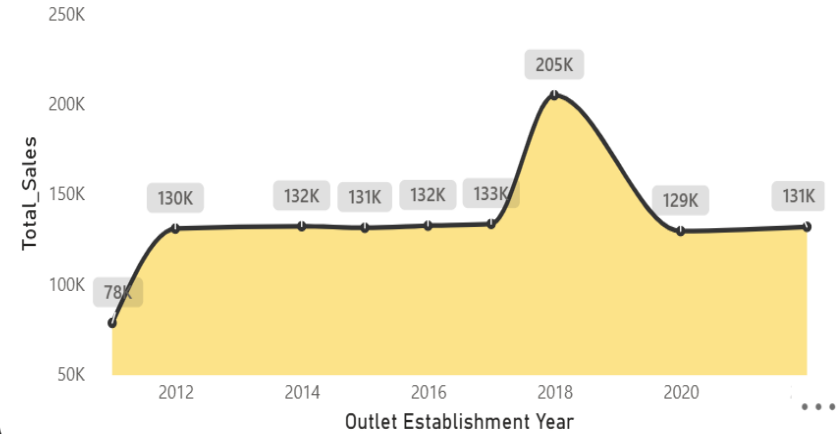
● Low Fat ● Regular



ITEM TYPE

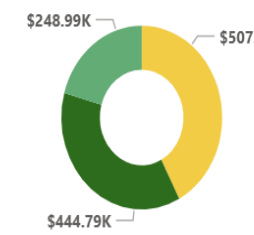


OUTLET ESTABLISHMENT

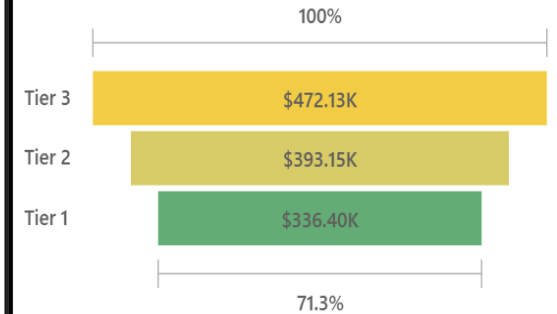


OUTLET SIZE

● Medium ● Small ● High



OUTLET LOCATION TYPE



Outlet Type	No_Of_Item	Total Sales	Avg_Sales	Item Visibility	Avg_Rati
Supermarket Type1	5,577	\$787.55K	141.21	0.06	
Grocery Store	1,083	\$151.94K	140.29	0.10	
Supermarket Type3	935	\$130.71K	139.80	0.06	
Supermarket Type2	928	\$131.48K	141.68	0.06	