

# Blinkit Analysis

## BUSINESS REQUIREMENT

To conduct a comprehensive analysis of Blinkit's sales performance, customer satisfaction and inventory distribution to identify key insight and opportunities for optimization using various KPIs and visualization in Power BI.

### KPI Requirement

1. **Total sales:** The overall revenue generated from all the item sold
2. **Average Sales:** The Average Revenue Per Sales
3. **Number of items:** The total count of different items sold
4. **Average Rating:** The average customer rating for item sold.

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### Chart's Requirements

1. **Total Sales by Fat Content:**

**Objective:** Analyse 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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#### 5. Sales by Outlet Size:

**Objective:** Analyse 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.