

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.



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 Typer : 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.
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 location.
 - 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 .