

PROJECT: BLINKIT ANALYSIS

PROJECT OBJECTIVE

The primary objective of this project is to perform a comprehensive data-driven analysis of Blinkit's sales, customer engagement, and outlet performance by leveraging Power BI. Through the use of key performance indicators (KPIs), visual dashboards, and insightful visualizations, the project aims to uncover trends, identify high-performing segments, and provide actionable recommendations to optimize business operations, enhance customer satisfaction, and support strategic decision-making.

STEPS IN PROJECT

- ✓ Requirement Gathering/ Business Requirements
- ✓ Data Walkthrough
- ✓ Data Connection
- ✓ Data Cleaning / Quality Check
- ✓ Data Modeling
- ✓ Data Processing
- ✓ DAX calculations
- ✓ Dashboard Lay outing
- ✓ Charts Development and Formatting
- ✓ Dashboard I Report Development
- ✓ Insights Generation

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.

DASHBOARD OVERVIEW

PROBLEM STATEMENT 1: KPI'S REQUIREMENT

The dashboard should provide real-time insights into key performance indicators (KPIs) related to our sales data. This will enable us to make informed decisions, monitor our progress, and identify trends and opportunities for growth.

KPI's Requirements

I. 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.

PROBLEM STATEMENT 2: CHARTS 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 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 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.

Table: BlinkIT Grocery Data - Column Breakdown & Usage

Column Name	Description	Usage in Analysis
Item Fat Content	Indicates fat level of the item (e.g., Low Fat, Regular)	Key segmentation field in donut charts, stacked charts, etc.
Item Identifier	Unique code for each product/item	Useful for distinct count of items sold (Number of Items)
Item Type	Category of the product (e.g., Dairy, Household, Beverages)	Used in bar chart for item-type-wise sales
Outlet Establishment Year	Year when the outlet was established	Used in line chart to analyze sales by outlet age
Outlet Identifier	Unique code for each outlet	Used for filtering, grouping, and detailed comparisons
Outlet Location Type	Type of outlet area (e.g., Urban, Tier 1/2/3)	Used in funnel map and regional segmentation
Outlet Size	Size classification (e.g., Small, Medium, High)	Used in donut/pie chart for sales vs outlet size
Outlet Type	Type of outlet (e.g., Supermarket Type1/2/3, Grocery Store)	Used in matrix card and filters
Item Visibility	Shelf visibility percentage or score	Optional - can be used for deeper insights or advanced modeling
Item Weight	Weight of the item (in grams/kg)	Optional - possible correlation with pricing or sales
Sales	Total sales amount for that item-outlet combo	Primary metric for Total Sales KPI
Rating	Customer rating for the item (Out of 5)	Used for Average Rating KPI

METRICS USED:

1. Total Sales

Total Sales = SUM('BlinkIT Grocery Data'[Sales])

2. Average Sales

Avg Sales = AVERAGE('BlinkIT Grocery Data'[Sales])

3. Number of Items

No of Items = COUNTROWS('BlinkIT Grocery Data')

4. Average Rating

Avg Rating = AVERAGE('BlinkIT Grocery Data'[Rating])