

blinkit

Data Analysis

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STEPS IN PROJECT

- Requirement Gathering
- Data Walkthrough
- Data Connection
- Data Cleaning
- Data Modelling
- Data Processing
- DAX Calculation
- Chart Development and Formatting
- Dashboard Designing
- Insight Generation

BUSINESS REQUIREMENT

KPI's Requirements :

- **Total Sales** – overall revenue generated from all items sold.
- **Average Sales** – the average revenue per sale.
- **Number of Items** – total count of different items sold.
- **Average Rating** – average customer rating for items sold.

Charts Requirements :

- **Total Sales by Fat Content** – analyze the impact of fat content on total sales.
Additional KPI Metrics: assess how other KPI's (Avg. Sales, No. of Items, Avg. Rating) vary with fat content.
- **Total Sales by Item Type** – identify the performance of different item types in terms of total sales.
Additional KPI Metrics: assess how other KPI's (Avg. Sales, No. of Items, Avg. Rating) vary with fat content.
- **Fat Content by Outlet for Total Sales** – compare total sales across different outlets segment by fat content.
Additional KPI Metrics: assess how other KPI's (Avg. Sales, No. of Items, Avg. Rating) vary with fat content.
- **Total Sales by Outlet Establishment** – evaluate how the age or type of outlet establishment influences total sales.
- **Sales by Outlet Size** – analyse the correlation between outlet size and total sales.
- **Sales by Outlet Location** – assess the geographic distribution of sales across different locations.
- **All Metrics by Outlet Type** – provide a comprehensive view of all key metrics [Total Sales, Avg. Sales, No. of Items, Avg. Rating] broken down by different outlet types.