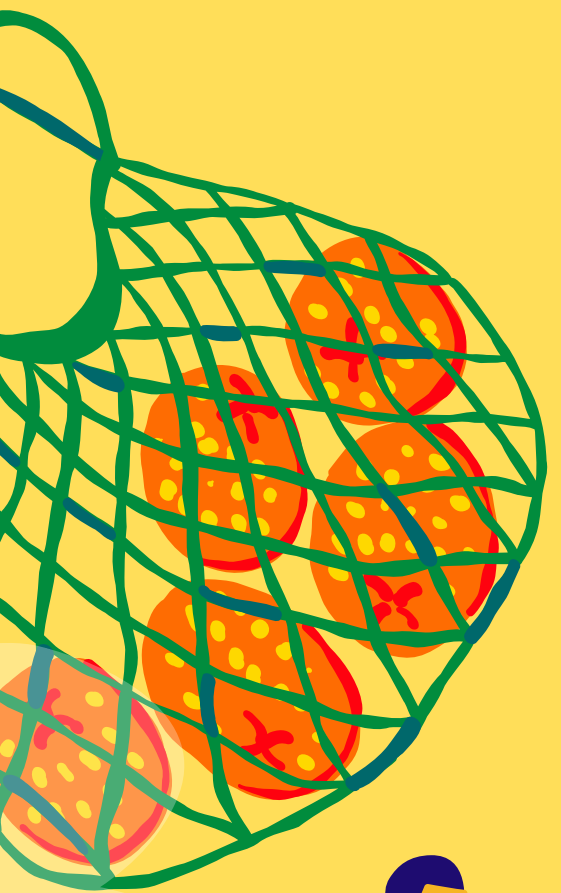




# Blinkit

**Let's Blink it Indias Last Minute App**



# BLINKIT ANALYSIS

## BUSINESS REQUIREMENTS

To conduct a comprehensive analysis of Blinkit's sales performance, customer satisfaction, and inventory distribution in order to:

- Identify key insights and optimization opportunities
- Use various KPIs and visualizations in Power BI



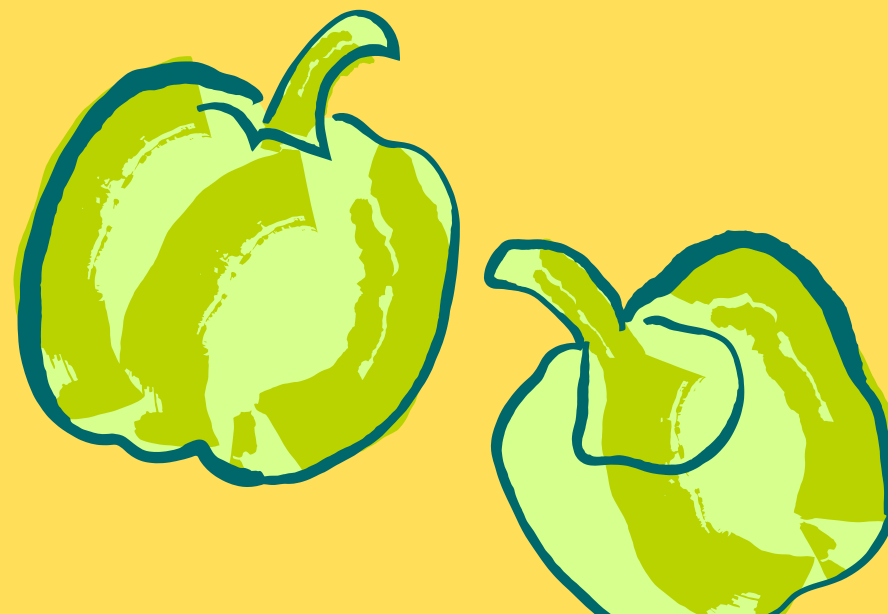
# KPI's Requirements

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 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.



# CHART'S REQUIREMENTS



## 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 locations.

Chart Type: Funnel Map.

