

Blinkit Analysis

Business Requirement

- Conduct a comprehensive analysis of Blinkit's:
 - Sales performance
 - Customer satisfaction
 - Inventory distribution
- Identify key insights and opportunities for optimization using KPIs and Power BI visualizations.

KPI Requirements

1. **Total Sales** – Overall revenue generated from all items sold.
2. **Average Sales** – Average revenue per sale.
3. **Number of Items** – Total count of different items sold.
4. **Average Rating** – Average customer rating for items sold.

Chart Requirements

1. Total Sales by Fat Content

- **Objective:** Analyze impact of fat content on total sales.
- **Additional KPIs:** Average Sales, Number of Items, Average Rating.
- **Chart Type:** Donut Chart.

2. Total Sales by Item Type

- **Objective:** Identify performance of different item types in terms of total sales.
- **Additional KPIs:** Average Sales, Number of Items, Average Rating.
- **Chart Type:** Bar Chart.

3. Fat Content by Outlet for Total Sales

- **Objective:** Compare total sales across outlets segmented by fat content.

- **Additional KPIs:** Average Sales, Number of Items, Average Rating.
- **Chart Type:** Stacked Column Chart.

4. Total Sales by Outlet Establishment

- **Objective:** Evaluate how outlet age/type influences total sales.
- **Chart Type:** Line Chart.

5. Sales by Outlet Size

- **Objective:** Analyze correlation between outlet size and total sales.
- **Chart Type:** Donut/Pie Chart.

6. Sales by Outlet Location

- **Objective:** Assess geographic distribution of sales across locations.
- **Chart Type:** Funnel Map.